

Internship theses 2021 – Master of Science in Management

Mémoires de stage 2021 – Master ès Science en Management

Name/Nom	First name/Prénom	Title/Titre	Teacher/Enseignant-e
ABAZI	Kevin	A Divestment Framework and Process for Identifying Potential Acquirers And their Application to The Pharmaceutical Industry	Castañer Xavier
AFFOLTER	Patrick	Strategic Pricing of Tax & Legal Services - A blueprint for the implementation of a value-based approach	Mata José
AMAT	Carla	Impact de la PropTech sur le processus de développement immobilier en Suisse	Basse Gilles / potier Simon
ANDERE	Karime	Purpose as a foundation for authentic communications: How to align what you stand for with what you do?	Rege Katharina
ANDRADE PINTO	Dilane	The impact of certifications on perceptions of a firm's sustainability and social efforts - The case of the B Corp Certification	Haack Patrick
BAJRAMI	Alban	How can small businesses use digital tools to gain visibility and increase the number of customers	Christen Markus
BATTISTA	Lea	How could BP improve its efficiency?	Schmid Mast Marianne

BAYER	Jérémy	Modèle d'anticipation de l'affluence dans les stations de ski : le cas de Téléverbier SA	Chavez Valérie
BEN BADER	Sarra	Leadership assessment at Kenjo	Antonakis John
BILL	Robin	The development of soft skills in the working environment: its potential and future cultural evolution	Ulrich Hoffrage
BOCKSTALLER	Clara	Sustainability as a key element of an effective strategy for banks	Bonardi Jean-Philippe
BOOLAKEE	Osman	Etude sur l'évolution des attentes clients des nouvelles générations relatives aux produits et services horlogers de luxe : le cas de Rolex SA	Morhart Felicitas
BRAIDI	Nicolas	Comment réduire les risques d'approvisionnement des pièces hydrauliques chez Liebherr Machines Bulle SA ?	Czellar Sandor
BRAMBILLA	Vittorio	Competitiveness Analysis of The European CSD Industry Based on The Construction of An Ad-Hoc Index	Bonardi Jean-Philippe
BRASEY	Samuel	What are the best phases to externalize/internalize its stocks in order to optimize it and develop the growth of an e-commerce?	Hameri Ari-Pekka
CATTIN	Romane	How can Nestlé Purina PetCare EMENA's Human Resources department promote and support Purina employees' ownership of their career development?	Schmid Mast Marianne
CHAPUIS	Manon	L'enjeu de la conversion de l'épargne en produits de placement. Comment convaincre la clientèle Retail de la BCV d'investir dans des fonds d'allocation d'actifs ?	Uhlmann Vincent

CHARBONNET	Benjamin	360 Degree Feedback evaluation – What are the main triggers behind a strong leadership evaluation? An empirical study based on Qualintra’s surveys	Zehnder Christian
CHAUCHET	Nicolas	Prise de conscience écologique et stratégies marketing e-commerce : l’exemple du e-commerce outdoor et le cas Alpinstore	Leclerc Fabrice
CLERC	Mathilde	Developing equestrian tourism market opportunities by leveraging sustainability	Dabrowska-Leszczynska Agnieszka
CONEJO	Diego	Le lifestyle est-il un sujet efficace dans le branding des marques de l'ultra luxe ?	Uhlmann Vincent
CROUX	Marie-Héloïse	Capacitated Vehicle Routing Problem appliqué aux livraisons de marchandises d’appoint sur chantiers	Gallay Olivier
DE LENZBOURG	Ulrich	How to design and implement an impactful Virtual Product Presentation using the Think approach? The example of the Marketing Department of Steelcase	Leclerc Fabrice
DE MATTEIS	Melody	Promoting Diversity & Inclusion in the workplace. Proposing a strategy at ISS	Krings Franciska
DE RIEDMATTEN	Jonathan	The Internet of Things: A New Opportunity for Telecom Operators	Schlager Tobias
DEBRA	Chris	Keys to implementing a Content Marketing Strategy to help build brand equity in the context of an Industry 4.0 B2B startup – The Case of MachIQ Software	Eckardt Thilo
DEMIERRE	Célia	How to ensure the acceptance and utilization of a new business process within an organization: The case of Liebherr	Schmid Mast Marianne

DEMOULIN	Pauline	La culture Organisationnelle et Le Lean	Missonier Stéphanie
DIAZ ROMERO URDININEA	Maria Valeria	Promoting Collaborative Networked Organizations through Human Rights Compliance	Palazzo Guido
DIEN	Domitille	Debating Somfy's online brand community: An investigation of an attempt to support a brand community with a participative approach during a brand community's platform migration. A case study at Somfy (Cluses-France)	Rege Katharina
DONATI	Romain	Understanding the drivers of integration into a competitor-funded discounting campaign: an agnostic variable importance approach using model-class reliance	Boldi Marc-Olivier
EL ASMAR	Maria Pia	Les crises du 21ème siècle : analyse de l'impact sur les banques en Suisse et prévision de l'évolution du secteur immobilier suite à la crise sanitaire	Chavez Valérie
ENDERLIN	Alix	Creation of a Newsletter for Member Retention at Webloyalty International Sàrl	Peukert Christian
ERBLAND	Aline	Determinants of employees' attitude toward organizational programs for gender diversity & inclusion - The case of a market leader in the luxury fashion industry	Krings Franciska
ERNI	Sarina	Dynamic Pricing in the Tourism and Cultural Industry	Christen Markus
FACCILONGO	Lisanza	The Impact of Personalization in Email Marketing on Customer Lifetime Value	Schlager Tobias
FIORE	Marco	The Importance of Sustainability Communication at Consumer Level	Petersen Francine

FLEURY	Charlotte	Tobacco products sales: VAR Analyses and Forecasting	Boldi Marc-Olivier
FREI	Mathieu	How to improve Brand Management in a B2B Company? The case of Sword Services SA	Conti Annamaria
GATTI	Riccardo	Remote working through the use of Internet, and the impact of Covid-19 The example of Myngle	Castañer Xavier
GENY	Éléonore	“From a one-year to a three-year plan”: Time horizons effects on CSR plans and implementation	Philippe Déborah
GIGON	Laura	Luxury and Digitalization: An explanatory investigation on how the prestige of the luxury jewellery brand is affected in the era of digitalization	Schlager Tobias
GRADOUX	Viktor	Les stratégies de développement sur le marché de l'information financière alternative. Etude de cas sur Panthéon Recherche	Bonardi Jean-Philippe
GRANGE	Sophie	Suppliers' sourcing in Ticino and Northern Italy: a geographical diversification opportunity for Melioris	Christen Markus
GRETILLAT	Camille	Comment établir une stratégie de communication digitale efficace dans un environnement business-to-business ?	Leclerc Fabrice
GRISEL	Thibault	How Consumers in Switzerland perceive Leather in the Context of Sustainable Luxury?	Petersen Francine
GUNAWARDENA	Hasini	Anomaly Detection in Accounting Line Items	Baumgartner Marcel
HALILI	Florian	Digital Disruption in the U.S. Home Security System Industry: Challenges and Opportunities	Amer Maistriau Estefania

HUBER	Henri	Comment les lotisseurs pourraient-ils relever les défis de l'industrie de l'aménagement foncier en France ?	Amer Maistriau Estefania
HUSHERR	Thomas	La gestion de projet pour l'amélioration de l'efficacité opérationnelle d'une entreprise en phase de digitalisation : le cas d'une entreprise de services financiers	Iunius Ray
INDUNI	STEPHANE	Sustainable Finance in the Private Banking: a strategic analysis	Palazzo Guido
IONESCU-VRACA	Alexandre	Nestlé Vietnam ASL Product Recommender & the State of the Art in Recommender Systems	Gallay Olivier
ITTEN	Tim	La transformation digitale dans une entreprise de services : le cas de SwissCaution	Iunius Ray
JAJCEVIC	Danijel	Market assessment for the automation of the replenishment process of consumable products in the construction industry-the case of Hilti in Switzerland	Kalanoski Dimitrija
JANSEN IN DE WAL	Julian	Artificial intelligence in banking: How artificial intelligence impacts customer experience and banking processes	Conti Annamaria
JURKIC	Mario	Planning with uncertainty - analysis of the trade-off between supply chain agility and forecasting accuracy through an optimization model	Hameri Ari-Pekka
KELLER	Tom	Is freelancing the future of work in the digital sector?	Zehnder Christian
KLAY	Vanessa	Digital strategies in the pharmaceutical industry: What is their role and their impact?	Bonardi Jean-Philippe

KRASIKOVA (YULDASHEVA)	Yulduz	Visual Analysis of the Data in the Dynamic Environment of Philip Morris International	Estier Thibault
LEUNG	Ka-Fat	Workplace Location Home Versus the Office	Strebel Heidi
LOKAKO	Grace	Internal Corporate Ventures at Logitech	Castañer Xavier
LOOS	Vita	Variable importance between scopes and machine learning algorithms	Boldi Marc-Olivier
LOS	Maryia	Business perspectives for m1nd-set: the impact of the Covid-19 pandemic on the company and its environment	Czellar Sandor
LOVEY	Gaëtan	Établissement d'une preuve de concept pour la détection de fraudes aux indemnités journalières du Groupe Mutuel	Baumgartner Marcel
MAHMOUD	Soraya	L'impact de l'accélération du processus de digitalisation, dû à la crise du coronavirus, sur la satisfaction client des événements du Crédit Suisse	Krings Franciska
MARCONI	Caroline	Canal + en Suisse : Opportunités de Croissance et Défis	Amer Maistriau Estefania
MEIERHANS	Dorian	Food cooperatives in French-speaking Switzerland: promoting sustainability through short food supply chains	Palazzo Guido
MELLOT	Pierre	Evaluation of digital performance for a distributor	Derchi Giovanni Battista
MONTI	Lionella	Distribution experience at Hermès Switzerland - Analysis of client experience and omni channel in the luxury market	Eckardt Thilo

MUTTI	Daniel	Competitive dynamics and platform strategies : étude de cas : CANAL+ et la plateforme myCANAL	Bonardi Jean-Philippe
NAVARRO CALVO	Monica	Listening to our employees: Semi-Supervised Sentiment classification of multilingual imbalanced comments	Boldi Marc-Olivier
NAZIM	Wajma	Operations and supply chain management from academia to industry: application in the industry of the courses operations management i and supply chain analytics taught at HEC Lausanne by professor Suzanne De Treville and Doctor Jordi Weiss	De Treville Suzanne & Weiss Jordi
NEZIRI	Rina	Evaluation of the Relevance of Qualitative and Quantitative Methods and the Impact of Automation in Decision-Making Through Different Projects Within L'Occitane en Provence	Vuillon Laurent
NGUYEN	Quoc Thai David	Developing the marketing digitalization of SMEs in French-speaking part of Switzerland. The case of localsearch	Dabrowska-Leszczynska Agnieszka
NICOD	Vincent	A similarity metric between connectivity providers and its multi-dimensional scaling interpretation	Boldi Marc-Olivier
NUNEZ RODRIGUEZ	Sheila	Participative Strategies and Organizational Change	Bonardi Jean-Philippe
ORY	Lisa	La durabilité dans la chaîne d'approvisionnement des métaux précieux de l'industrie horlogère et joaillière de luxe	Amer Maistriau Estefania
PALADINI	Virginie	Transitioning to a Regenerative Business Model: The Case of the Luxury Watch Industry	Palazzo Guido
PEREZ	Clément	Wepot AG: Building a Sustainable Supply Chain	Hameri Ari-Pekka

PINARD	Camille	The disruptive environment of oil sector: diversification strategy of CLH towards hydrogen market	Palazzo Guido
PRIMAVERA	Andrea	A luxury Customer Experience: The Loro Piana case	Petersen Francine
RAFFIN	Raffaello	Media KPIs: a United States vs. Europe analysis	Vatter Thibault
REICHARDT	Léo	Mise en place d'un tableau de bord permettant d'analyser les gammes Fischer Connector	Chavez Valérie
REYNAUD	Corentin	Sponsorship at Fribourg Olympic Basket: what role does local sponsorship play in professional sport?	Petersen Francine
RIBEYRE	Hugo	What impact does a global crisis have on marketing management in the luxury industry? The Monblanc case	Leclerc Fabrice
RODET	Salomé	Highlighting the Rising Role of Corporate Sustainability Management in Operational Resilience Development, in the Context of Covid-19 Pandemic	Palazzo Guido
ROECKER	Antoine	Relationships between motives and points of attachment in sport event attendance: an analysis of the athletics meeting Athletissima through the different stages of its evolution	Christen Markus
ROLLINI	Maura	Detection of possible anomalies in the results of the 2019 and 2020 Bolivian presidential elections	Gallay Olivier
ROULIN	Samuel	Quels avantages une certification durable peut-elle procurer à une entreprise ? Le cas de Banque Raiffeisen Marly-Cousimbert	Czellar Sandor

ROVERI	Andrea	The Application of Management Reporting in an SME Setting: A Case Study	Derchi Giovanni Battista
RUBINO	Angela	360-degree feedback system implementation: the Swiss Medical Network case	Krings Franciska
RYSER	Lauriane	Behavioural Analysis of Leaders' Motivations to Engage their Business in the Sustainable Transition	Fischer Christophe
SAY	Philippine	Comment choisir et designer un programme de collaboration entre une grande entreprise et des startups pour favoriser l'innovation ? Le cas d'IQVIA	Bonardi Jean-Philippe
SCHMIT	Lisa	The Growth Strategy of Ekkiden...What is next?	Amer Maistriau Estefania
SCHNEBELEN	Yves	Shock Resilient CBEC transport supply chain for Nestrade BGS	Castañer Xavier
SOLLBERGER	Lydia	A Multi-Level Analysis of Individual QMS Implementation Challenges	Zehnder Christian
SPATAFORA	Carlo	Global Supply Chain Center of Excellence in the Pharmaceutical Industry	Strebel Heidi
SPICHIGER	Quentin	Stratégie de communication dans un centre de formation professionnelle spécialisée	Czellar Sandor
SPRING	Fabien	Exposure to data about the effects of different types of toothbrushes regarding oral health on intent to switch to a different type of toothbrush	Hoffrage Ulrich

STROGANOVA	Anna	Supply chain strategies within the uncertainty: The case of Ocean Freight sourcing at General Mills	De Treville Suzanne
TASSIS	Lisa	How including ESG as a performance metric in the decision-making process can foster resilience? And how investors and corporations can be used as a powerful leverage to do so?	Palazzo Guido
THÉRY	Leni	Analyse de la stratégie d'approche centrée sur le consommateur - Le cas de la Radio Télévision Suisse (RTS)	Uhlmann Vincent
THIÉBAUD	Romain	Le bureau du futur : lien entre management et architecture	Bonardi Jean-Philippe
TRAMPERT	Florian	The impact of full-time telework on productivity and subjective wellbeing during the COVID-19 pandemic	Krings Franciska
TRAPANESE	Andrea	How management control systems are used in start-ups: The case of Amgest in the Swiss asset management sector	Derchi Giovanni Battista
TROENDLE	Vasco	How can the traditional watchmaking industry survive in a highly digitalized environment where behaviors are constantly evolving?	Morhart Felicitas
VAN DE MAELE	Jeanne	Shoppable Media : Characteristics, Opportunities, Limitations & Future Evolution	Schlager Tobias
VAN DER BENT	Diane	Exclusivity vs Ubiquity - How do social media impact luxury brand perception and brand relationship	Morhart Felicitas
VERMEULEN	Laura	The Impacts of FinSA and FinIA on Swiss External Asset Managers	Zehnder Christian

VIAL	Elodie	The value of “made in Switzerland” and how to be acknowledged as a Swiss brand: the case of La Prairie	Petersen Francine
VIRINA	Maria	How luxury brands can transfer their exclusive image to e-commerce: The Bulgari perfumes case	Petersen Francine
VIVARELLI	Valentina	Perception of Transfer Pricing Practice	Haack Patrick
VOI	Pietro	Global Sourcing strategies as a driver of financial performance and competitive advantage in the food industry: a qualitative study of General Mills Inc. Case	Petty Jeffrey
VUIGNIER	Cédric	Development of a Decision Support Tool inside a Project Management Office	Zuber Jacques
ZABUGINA	Polina	Key Differences in Consumer Journey and Key Touchpoints between Western European and Russian Markets. Strategy Adaptation. Bosch Power Tool Accessories Case	Christen Markus
ZBINDEN	Youri	Valuating the impact of process governance on KPIs: The BOBST Group Case	Hameri Ari-Pekka
ZIGLIOTTO	Ginevra	Can the at-home fitness boom last? Analysis of the fitness importance and how workout habits have changed with COVID-19	Conti Annamaria
ZONCA	Giovanni	What are the frames used to treat the subject of degrowth? And does exogenous choc change the framing of degrowth	Bonardi Jean-Philippe
ZURBRÜGG	Arnaud	Can a luxury brand such as Gucci propose a sustainable watch? Under what conditions would it be possible?	Dabrowska-Leszczynska Agnieszka