

## Academic theses 2023 – Master of Science in Management

## Mémoires académiques 2023 – Master ès Science en Management

Name/Nom	First name/Prénom	Title/Titre	Teacher/Enseignant-e
<b>ABUKAR</b>	Salah	AN ANALYSIS OF FOOD WASTE IN RETAIL: THE CASE OF SWITZERLAND'S LARGEST RETAILER	Virginie Lurkin
<b>BECKER</b>	Louis	Sustainable Innovation: the role of communication in the development of a growth strategy	Petty Jeffrey
<b>BENHARI</b>	Mahdieh	The Potential of Social Norm Nudges to Stimulate Sustainable Fashion Purchase	Christen Markus
<b>DA SILVA FERREIRA</b>	Bruno	Task allocation problem: an algorithm for companies	Hameri Ari-Pekka & Stauffer Gautier
<b>DITESHEIM</b>	Thomas	Endorser selection criteria for an emotional branding strategy	Petersen Francine
<b>DUCHÊNE</b>	Colin	Comment les grandes entreprises s'adaptent aux enjeux environnementaux et quel est leur impact ?	Leclerc Fabrice
<b>EL HELOU</b>	Marc	Floods in France	Chavez Valérie
<b>FEUERBACH</b>	Lea	Analysing the Implications of Industry 5.0 for Businesses	Gallay Olivier
<b>GARCÍA FERNÁNDEZ</b>	Ana	Drivers of sustainability integration in International Sport Federations	Amer Maistriau Estefania
<b>GAUDIN</b>	Lilou	Status Transfer in Influencer Marketing	Engeler Isabelle

<b>GOY</b>	Joana	The Impact of Power on Unethical Behaviour: The Cases of Sexual at Uber. Activision Blizzard and Harvey Weinstein	Palazzo Guido
<b>JOHANSSON ALVAREZ</b>	David	Artificial Intelligence: What Does the Future of Business and Innovation Look Like?	Queiros Rita
<b>LEKAJ</b>	Albton	Attributions of charisma: Better dead or alive?	Antonakis John
<b>MOHAMMED</b>	Amina Yasmine	Leveraging Machine Learning for Anomaly Detection	Baumgartner Marcel
<b>MOUMNI</b>	Nadia	Intelligence Artificielle : bénéfiques et risques de son utilisation en entreprises	Leclerc Fabrice
<b>PALLICKEL</b>	Serena	Case analysis of Theranos scandal based on the Ethical Blindness Theory	Palazzo Guido
<b>PANCHAUD</b>	Sarah	Comment le design a su se créer une place légitime et s'est intégré en entreprise comme un levier de l'innovation et vers quoi va-t-il évoluer dans les prochaines années face à l'urgence climatique ?	Leclerc Fabrice
<b>PYTHON</b>	Salomé	Est-ce que le ski de randonnée comme pratique suisse représente une alternative plus écologique du domaine général du ski ?	Strebel Heidi
<b>RUIZ IPORRE</b>	Mariana Leonor	A Comparative Study of Entrepreneurship Education and Training Programs in Switzerland, Chile and the United States of America: Strategy and Impact Metrics	Petty Jeffrey
<b>SCHENK</b>	Marcel	Home delivery companies: Business opportunities and Business optimization	Lurkin Virginie
<b>SIRIJATURAPORN</b>	Manunpat	Floods and Death Toll	Chavez Valérie
<b>SRTOLLAJ</b>	Valon	Can high schools shape students' behavior by promoting eudaimonic well-being via social norms?	Strebel Heidi
<b>XHELILI</b>	Euron	ORGANIZATIONAL DESIGN OF START-UPS: A FRAMEWORK FOR ENTREPRENEURS	Dietz Jörg

ZHAO

Jianlin

The role of guiding principles in overcoming contractual incompleteness – experimental design

Zehnder Christian