

Academic theses 2017 – Master of Science in Management

Mémoires académiques 2017 – Master ès Science en Management

Name/Nom	First name/Prénom	Title/Titre	Teacher/Enseignant-e
AALTVEDT	Morten	Individual Reactions to Corporate Social Responsibility: A Study on How Employees' Levels of Individualism-Collectivism Influence Reactions	Strebel H.
BERGGREN	Caroline	Does a more gender equal context mean more women entrepreneurs?	Petty J.
BHIMJEE	Bhavish	The relation between Capitalism and Ethics	Palazzo G.
COLLAUD	Yohan	What are the Socio-Economic Impacts of Microfinance on Women's Empowerment?	Haack P.
DANG	Tu-Nhi	The Concept of Technical Value in The Luxury Industry and Its Use in Communication: A Content of Luxury Brands Websites	Debenedetti A.
DELLA VECCHIA	Fabio	Etude de marché des festivals musicaux au Canada sur préférences des consommateurs	Von Wittich D.
DONG	Xiaoyan	An Examination of Gender and Age in China	Krings F.
MONNEY	Valentin	Impact of terrorist attacks on François Hollande's charisma and approval ratings	Antonakis J.
MULLER	Géraldine	The Social Construction of Legitimacy in Transnational Governance: The of the UN Global Compact	Haack P.
MULLER	Stéphanie	Impact of CEO change on firm's strategy from a family and non family firm perspective	Mata J.
RUSO SHEMEZA	Kelly	How does mission-oriented organizations work? The case of the Ethical Fashion Initiative	Bonardi J-Ph.

VON KÄNEL	Robin	Person Brand Equity Measurement Model	Morhart F.
WENGER	Cindy	The Swiss watchmaking industry - Are fashion brands legitimate in the Fine Watchmaking industry in Switzerland?	Philippe D.
XIA	Yefei	The determinants of Chinese outward mergers and acquisitions	Mata J.