A Word from the Dean

EM Strasbourg Business School is a unique model of a Grande École de Management within an internationally recognized university. Our identity is shaped by several promises:

▪ to be at the heart of creating, disseminating, and transforming managerial knowledge into expertise and to always have a forward-looking vision of major socioeconomic developments

▪ to take advantage of the national and international reputation of Strasbourg and Alsace, located in the heart of Europe

▪ to constantly expand national and international networks, opening ourselves to the world, learning from others, and offering life-changing experiences abroad

▪ to offer interdisciplinary programs and to foster double competency, long-desired by companies

▪ to contribute to revealing and nurturing unique and distinctive talents

EM Strasbourg’s aim is for every stakeholder (professionals, students, faculty, and administrative staff) to contribute to the School’s overall value while respecting his or her own uniqueness. In this regard, visiting professors have an essential role to play, for they bring with them new ideas and ways of thinking. It is through unique programs such as our visiting professorship (ViP) program that research and teaching synergies truly thrive.

Together we broaden the School’s horizons.

Assoc. Prof. Herbert Castéran (PhD), Dean of EM Strasbourg Business School
HuManiS Research Center

With more than fifty researchers, HuManiS explores the major fields of management.

Recognized for the quality of its projects and dynamic research, HuManiS is a key player in increased competition between universities and business schools and attracts researchers from France and abroad. The research center aims to unite researchers around three major themes:

- Global talent management & social responsibilities
- Marketing & digitalization
- Entrepreneurship & management of change

Prof. Sébastien Point (PhD), Director of HuManiS

Facts and Figures 2019

- 38 publications in peer-reviewed journals
- 15 book chapters
- 3 case studies
- 9 PhD dissertations
- 5 working papers
LaRGE Research Center

LaRGE brings together thirty-five researchers and several doctoral students to explore all issues relating to finance.

One of the largest research centers in the field of finance in France, LaRGE focuses its research on the following themes:

- Behavioral finance
- Banking
- Corporate finance
- Public finance

Facts and Figures 2019

- 13 publications in peer-reviewed journals
- 1 book
- 4 PhD dissertations
- 8 working papers

Prof. Laurent Weill (PhD), Director of LaRGE
Recent Publications at EM


A Word from our International Directors

EM Strasbourg Business School—where one in three students is international—is engaged in over 240 bilateral cooperation agreements, including over 15 dual degree agreements, with universities worldwide.

Our School founded the HERMES network, consisting of 26 universities in 14 different countries, with the aim of developing dual degree study programs, exchanging faculty, and organizing joint research projects.

Our School is proud to offer a recently enhanced visiting professorship (ViP) program for international faculty. The ViP program looks to strengthen research cooperation with our global partner institutions and to better match visiting professors’ teaching expertise with the pedagogical needs of our programs. We are looking forward to welcoming you in Strasbourg where you’ll play a crucial role in our internationalization efforts at home.
Call for Applications
The ViP program is a visiting professorship program open to applicants who hold a PhD in business administration / management or a related field and work as an assistant, associate, or full professor.

Applicants should have distinguished research accomplishments in a field of study taught at EM Strasbourg Business School: finance, accounting, internal control, marketing, information systems, strategy, general and operational management, human resources, supply chain management, entrepreneurship, etc.

In addition, applicants are expected to have a strong background in teaching and an interest in working in a multicultural environment.

The deadline to submit an application is March 15, 2021.
<table>
<thead>
<tr>
<th>Course title</th>
<th>Dates</th>
<th>Specialization</th>
<th>Level</th>
<th>Hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Seminar on Case Studies in Finance</td>
<td>Oct. 4-15</td>
<td>Entrepreneurship</td>
<td>Graduate</td>
<td>24</td>
<td>French</td>
</tr>
<tr>
<td>Fundamentals of Corporate Finance</td>
<td>Oct. 4-15</td>
<td>Finance</td>
<td>Undergraduate</td>
<td>27</td>
<td>English</td>
</tr>
<tr>
<td>Intercultural Management</td>
<td>Oct. 4-15</td>
<td>Human Resource Management</td>
<td>Undergraduate</td>
<td>27</td>
<td>English</td>
</tr>
<tr>
<td>Learning Discoveries in Wine Marketing</td>
<td>Oct. 4-15</td>
<td>Marketing</td>
<td>Graduate</td>
<td>24</td>
<td>English</td>
</tr>
<tr>
<td>Corporate Finance</td>
<td>Nov. 15-26</td>
<td>Finance</td>
<td>Undergraduate</td>
<td>27</td>
<td>English</td>
</tr>
<tr>
<td>Customer-Centric Approach</td>
<td>Nov. 15-26</td>
<td>Marketing</td>
<td>Undergraduate</td>
<td>27</td>
<td>English</td>
</tr>
<tr>
<td>Introduction to Strategic Analysis</td>
<td>Nov. 15-26</td>
<td>Strategy</td>
<td>Undergraduate</td>
<td>27</td>
<td>English</td>
</tr>
<tr>
<td>Lean Start Up and Social Entrepreneurship</td>
<td>Nov. 15-26</td>
<td>Entrepreneurship</td>
<td>Graduate</td>
<td>20</td>
<td>French</td>
</tr>
<tr>
<td>Brand Management</td>
<td>Nov. 29-Dec. 10</td>
<td>Marketing</td>
<td>Undergraduate</td>
<td>27</td>
<td>English</td>
</tr>
<tr>
<td>Les outils indispensables au contrôle de gestion</td>
<td>Nov. 29-Dec. 10</td>
<td>Management Control</td>
<td>Graduate</td>
<td>20</td>
<td>French</td>
</tr>
<tr>
<td>Strategy and Complexity</td>
<td>Nov. 29-Dec. 10</td>
<td>Strategy</td>
<td>Graduate</td>
<td>27</td>
<td>English</td>
</tr>
<tr>
<td>Current Issues in Marketing</td>
<td>Jan. 31-Feb. 11</td>
<td>Marketing</td>
<td>Graduate</td>
<td>27</td>
<td>English</td>
</tr>
<tr>
<td>Innovation Management</td>
<td>Jan. 31-Feb. 11</td>
<td>Strategy</td>
<td>Undergraduate</td>
<td>27</td>
<td>English</td>
</tr>
<tr>
<td>Integrated Marketing Communication</td>
<td>Jan. 31-Feb. 11</td>
<td>Marketing</td>
<td>Graduate</td>
<td>20</td>
<td>English</td>
</tr>
<tr>
<td>Sales Management</td>
<td>Jan. 31-Feb. 11</td>
<td>Strategy</td>
<td>Graduate</td>
<td>20</td>
<td>English</td>
</tr>
<tr>
<td>Contemporary Issues in Wine Tourism</td>
<td>Mar. 14-25</td>
<td>Marketing</td>
<td>Graduate</td>
<td>24</td>
<td>English</td>
</tr>
<tr>
<td>Marketing Team Leadership</td>
<td>Mar. 14-25</td>
<td>Marketing</td>
<td>Graduate</td>
<td>27</td>
<td>English</td>
</tr>
</tbody>
</table>
Our Expectations

▪ Carry out a two-week stay at EM.
▪ Teach one course (20-27 hrs).
▪ Present a poster sharing their current research with EM faculty and meet with PhD students.
▪ Participate in additional activities: EM research seminars, working paper reviews, etc.

Remuneration and Reimbursements

Visiting professors will earn €150 (gross) per teaching hour. Additionally, travel and accommodation expenses will be reimbursed up to €1,500 for applicants from European institutions and €2,500 for applicants from non-European institutions. For further information, please see our travel policy.

Support for Research

During their stay, visiting professors will benefit from research facilities (library, office, computers, printers, meeting rooms, etc.) and the scientific environment EM Strasbourg offers. Moreover, support will be provided by the International Relations Office and the Research Office.

Application Procedure

Applicants may apply to one or more vacancies in the section “Visiting Professors”: https://si.em-strasbourg.eu/candidatures/

Application period
15 February – 15 March 2021

Contact
vip@em-strasbourg.eu
EM Strasbourg at a Glance

5 programs

Programme Grande École
Bachelor’s Program
Master’s Program
Executive Education Program
Doctoral Program
22,000 alumni

20,200 m² in the heart of the city

3,600 students
EM Strasbourg Goes International

240+ university exchange agreements in 52 countries

500+ international exchange students per year

1,000+ students with foreign nationality

© EM Strasbourg Business School
Academic Excellence

2 research centers

92 researchers

7 corporate chairs

81th Financial Times Ranking

Top 150 Shanghai Ranking

© EM Strasbourg Business School
A Place to Reflect and Get Involved

200+ partner companies

450 corporate executives involved in school life

30+ conferences per year

© EM Strasbourg Business School
**Mission**

EM Strasbourg strives to educate competent, responsible, and agile managers to become global citizens, ready to find their place in society and able to develop a performance-driven management style.

At EM Strasbourg Business School, the only Grande École de Management in France that is part of an internationally recognized university, we aim to produce high-impact intellectual contributions based on academic research relevant for 21st century organizations.

**Vision**

To empower individuals and organizations alike to reveal their unique strengths and characteristics.

**Be Distinctive**

Two very simple words, which marked a turning point in our School’s history. Today, the slogan Be Distinctive preserves its very meaning. Firmly student-oriented, it is the expression of our School’s actions.

We do not want our students to be different; we want them to make a difference, by being themselves. We commit to our current and future students by inviting them to be distinctive by being who they are! EM Strasbourg strives to reveal, develop, and strengthen the talents of everyone.
Values

Sustainable Development as a Reality
This core value features in the training of future managers who will know how to exercise their social and environmental responsibilities at work as well as in daily life.

Ethics: Knowing How to "Do the Right Thing"
Understanding how to make professional and personal choices in line with one's own values and the values of those around us is how we understand—and train students in—the practical application of ethics.

Diversity as an Asset
EM Strasbourg trains students who reflect the diversity of the French population. It has developed a research program on the very topic of diversity (generational management, religion in business, social openness, etc.)
The University of Strasbourg

A Brief History

The history of the University of Strasbourg dates back to the sixteenth century when Johannes Sturm, a protestant scholar, created a Protestant Gymnasium in 1538 with the mandate of disseminating knowledge—one of the core values of humanism. Through the years, the Gymnasium eventually became the Royal University in 1631, not to mention a German university from 1870 to 1918.

The traditions of research and openness to the world inherited from this period are still at the heart of the University’s values today. In 1971, the University of Strasbourg was divided into three universities based on academic disciplines only to reunite again in 2009. It became a unique and pioneering example of merging universities in France to enhance international exposure and develop the multidisciplinary aspects of education and research.
Facts & Figures

52,000+ students, 20% of whom are international
5,700+ lecturers, researchers, and staff
6 campuses
37 faculties, schools, and institutes
72 research units
10 doctoral schools, 2,400+ PhD students
750+ international partnerships
Founding member of Eucor–The European Campus
Coordinator of the European Partnership for an Innovative Campus Unifying Regions (EPICUR)
Recipient of the Excellence Initiative (IdEx) label
Member of international consortia: League of European Research Universities (LERU), European Research Council (ERC), Franco-German University (UFA), Utrecht Network, Academic Consortium 21, etc.
A UNESCO World Heritage Site

Strasbourg has been on the UNESCO World Heritage list since 1988. The capital of the French region of Alsace, it is especially famous for its spectacular Gothic cathedral, its picturesque Petite France quarter, and its medieval churches, buildings, and half-timbered houses.

At the heart of Franco-German friendship, the city of Strasbourg is also the symbol of reconciliation between the two countries.

A Capital of Europe

Strasbourg, along with New York and Geneva, is one of the few cities in the world that is not a state capital but the seat of international organizations.

Strasbourg hosts European organizations such as the European Parliament, the Council of Europe, and the European Court of Human Rights.

Staffed by expatriates from all over Europe, the presence of these organizations makes Strasbourg one of the most cosmopolitan cities in France.
Be Distinctive