

GSEM ANNUAL REPORT 2022



GENEVA SCHOOL OF ECONOMICS AND MANAGEMENT

ANNUAL REPORT 2022

IMPRESSUM

Redaction

Geneva School of Economics
and Management,
University of Geneva

Graphic design

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Members of the GSEM

March 2023

More than a Business School

Geneva School of Economics and Management

The Geneva School of Economics and Management (GSEM) of the University of Geneva is more than a leading Swiss business school. Building on a history of over 100 years, the GSEM's mission is to educate responsible leaders for a diverse and changing society. About 1,800 students are enrolled in the GSEM's state-of-the-art undergraduate, graduate, and executive programs in management, economics, finance, business analytics, statistics, and information systems. Focusing on the interdisciplinary areas of analytics/digital, governance, and sustainability, the GSEM benefits from a "Geneva Advantage" – its unique location in Geneva, a region that is home to many international organizations, non-profit organizations, multinational corporations, and financial institutions, together with its dedicated staff of about 200, including 60 internationally recognized faculty members.



Dean's Message

I am delighted to share with you the 2022 Annual Report of the Geneva School of Economics and Management (GSEM) at the University of Geneva.

While the COVID pandemic became less threatening in 2022, other developments with severe humanitarian, geopolitical, and economic implications made this year particularly challenging. Despite these challenges, the GSEM was able to substantially progress with implementing its Strategy 2025, which focuses on becoming a leading school that educates responsible leaders for a diverse and changing society. As you can see in the Annual Report, this was thanks to our dedicated students, alumni, academic and professional staff, and supporters.

At the end of 2022, 1,623 students were enrolled in our School's degree programs, a decrease of 6% compared to last year. With 45% female students and 44% international students, our student body is one of the most diverse among business schools. The decrease in student numbers can be mainly attributed to the 11% drop to 834 students in our Bachelor of Science in Economics and Management program, which is due to a change in the admission policies of the University for French students.

At the same time, the student numbers in our six Master of Science (MSc) programs increased by 12% to 450 students enrolled and remained almost the same in our Ph.D. programs with 98 students enrolled. Considering the past five years, the student numbers in our MSc programs increased by 56%, and the surge in our MSc in Responsible Management and Wealth Management programs are remarkable. This demonstrates that our initiatives to further improve these programs' positioning and quality have been successful.

In addition, we continued to reposition our portfolio of executive education programs to become more aligned with our School's competences and faculty members. Particularly, our Executive Master of Business Administration (EMBA) program has been redesigned to support global, responsible, and transformative careers of executives with a first-class management education. In 2022, the EMBA program welcomed the first cohort following its redesign.

Our School's faculty members and researchers were again highly productive and impactful. In 2022, they published 22 articles in top academic journals, obtained major grants from the Swiss National Science Foundation and EU, and received numerous prestigious awards and nominations. Our School's research institutes organized 126 research seminars and brown bags in 2022.

We were excited to welcome several new faculty members, who will further strengthen research and education in our School's strategic areas of analytics, governance, and sustainability, while increasing our faculty's diversity: Vera Chau, Christina Hertel, and Markus Meierer joined our School as Assistant Professors, François Grey as Associate Professor, and Lee Howell as Adjunct Professor. We also celebrated the many contributions of Jaya Krishnakumar to the University of Geneva since 1979. She will retire as Full Professor in 2023, and in December, was honored by having her farewell lecture "A tale of many friendships: When econometrics met human development" at the Solari Lecture 2022.

Fortunately, we could again count on a strong network of supporters. Over the past few years, our Advisory Board has been invaluable for the development of our School. In April 2022, Professor Klaus Schwab, who had chaired the board since 2018, handed over the board leadership to Patrick Odier. On behalf of our entire School, I would like to thank Klaus and Patrick for their outstanding commitment to the GSEM!

Looking ahead, 2023 will be a decisive year for our School. We plan to focus on improving our study programs and their recognition, as well as on enhancing our research impact. Thanks to the progress in all our activities, our School and University advanced to the final stage of the initial AACSB (Association to Advance Collegiate Schools of Business) Business Accreditation in 2022, with a peer review team visit scheduled for November 2023.

We would not be able to succeed without the support of all the people involved. I would therefore like to thank all our students, alumni, academic and professional staff, and supporters, for your continued trust and engagement! What I enjoyed the most in 2022, was seeing you all back in person following the pandemic. This showed me the value of our School's unique community and is what I am looking forward to in the future.



Professor Markus Menz
Dean





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Study programs

01

The GSEM mission is to educate responsible leaders for a diverse and changing society.

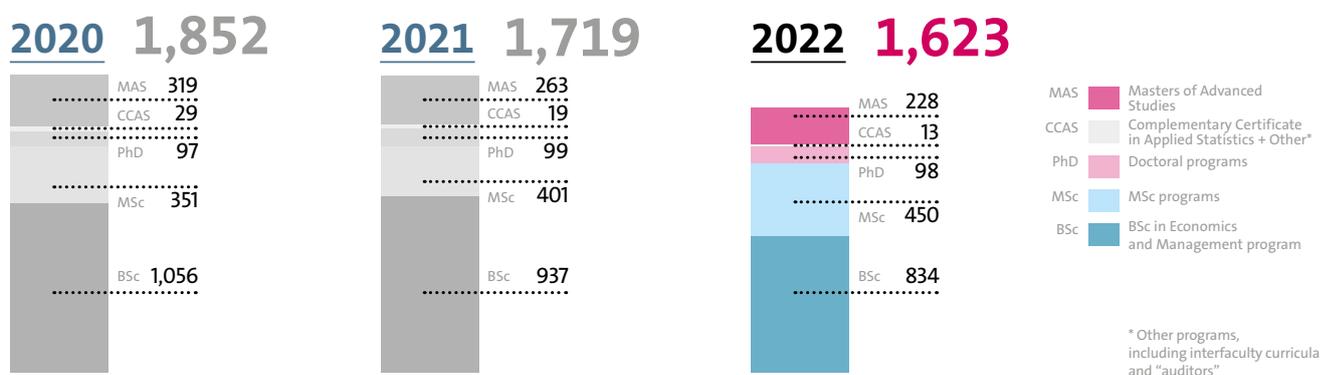
By the end of 2022, 1,623 students were enrolled in degree programs at the Geneva School of Economics and Management (GSEM). While this number represents a decrease of 6% in the number of students compared to 2021, the decrease concerns mostly the Bachelor of Science in Economics and Management (-11%) and Master of Advanced Studies (MAS, executive education) programs (-13%). The number of students in the School's Master of Science programs has, however, increased by 12%, while the number of students enrolled in Ph.D. programs remained stable. The drop in the number of students enrolled in bachelor's studies was primarily due to the new format of the French baccalauréat, which made access to the University more difficult for French graduates, and due to the restructuring of the MAS.

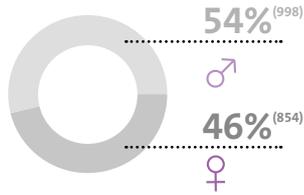
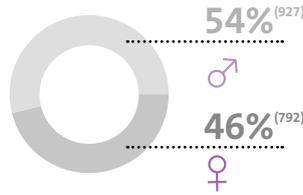
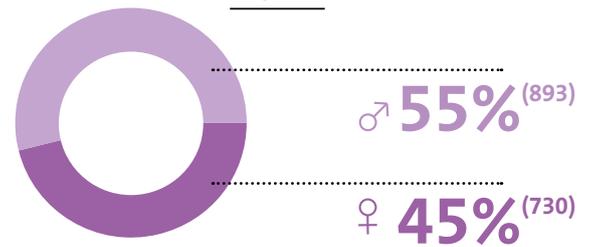
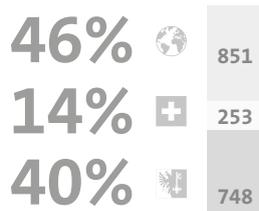
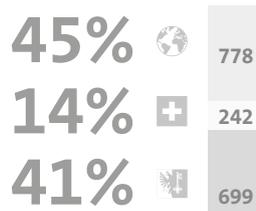
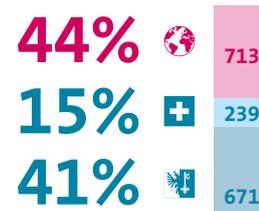
Of these 1,623 students, 834 (51%) were enrolled in the Bachelor of Science program in Economics and Management, 450 (28%) in the six Master of Science programs, 228 (14%) in the various MAS executive education programs, and 98 (6%) in the Ph.D. programs.

45% (730) of the students were female, a ratio that has remained similar compared to 2021 (46%). 44% (713) of the students joined our programs with a foreign diploma, which is similar to the corresponding percentage in 2021 (45%).

397 of the current students are newly enrolled, which is a 6.5% decrease compared to 2021 when 424 new students joined our programs. 43% of these newly enrolled students are female, a percentage similar to 2021 when they were 44%.

PROGRAM ENROLLMENT



GENDER**2020****2021****2022****ORIGIN****2020****2021****2022**

International
 Switzerland
 Geneva

Source:
Bureau de l'information
statistique – UNIGE



Implementing a new digital approach



In 2022, the GSEM implemented several internal projects aimed at the digitalization and digital transformation of the School's services and processes.

The personalized intranet, launched in May 2022, functions as a resource hub and offers students personalized support and a range of services that can be accessed at any time. In addition to accessing administrative documents, the GSEM's students are provided with information on their course of study, with content adapted to each student's background. The online platform also provides details on their exams and the status of their current applications in real-time.

The new interface allows Student Services staff to efficiently manage requests by grouping all the services on the intranet and allowing the team to have a complete overview of each student's situation. This functionality is part of the GSEM's approach to strengthening the quality of its services.

The Mathematics Preparatory School has been completely redesigned in an innovative format that combines individualized online revision and face-to-face question sessions. The new format has been developed around an initial self-assessment that allows each student to identify their strengths and weaknesses. A personalized revision program is then offered to help students progress in the modules where they have been less successful.

For faculty members, this new tool provides the opportunity to evaluate the level of the students upon their arrival and to adapt the course materials accordingly. In addition, it assists in identifying areas for faculty members to focus on and measures the progress and the level of understanding at the end of the program.

1.1 BACHELOR OF SCIENCE PROGRAM IN ECONOMICS AND MANAGEMENT

The Bachelor of Science program in Economics and Management gives our students a solid grounding in the two complementary fields. There is a strong focus on developing analytical skills, critical thinking, and the ability to understand and responsibly solve tomorrow's complex problems. The Bachelor of Science degree allows graduates to stand out in the job market. Our graduates pursue graduate studies at the GSEM and other recognized international universities.

The teaching comprises a combination of lectures and practical work, offering classes and projects in which exercise and case study theory are put into practice. The Bachelor's program is bilingual. Each first-year class is taught in both French and English. In the second and third years, classes are taught in either French or English. This allows all our students to develop the professional language skills essential for the job market – especially in an international environment like Geneva.

In the 2022–2023 academic year, the GSEM launched a pilot project in collaboration with the University's Department of Learning Support (Pôle SEA) to welcome students in the first year of the Bachelor's program. At the start of the academic year, students had the opportunity to participate in integration workshops aimed at preparing them for their first year at the GSEM and facilitating their integration into university life.

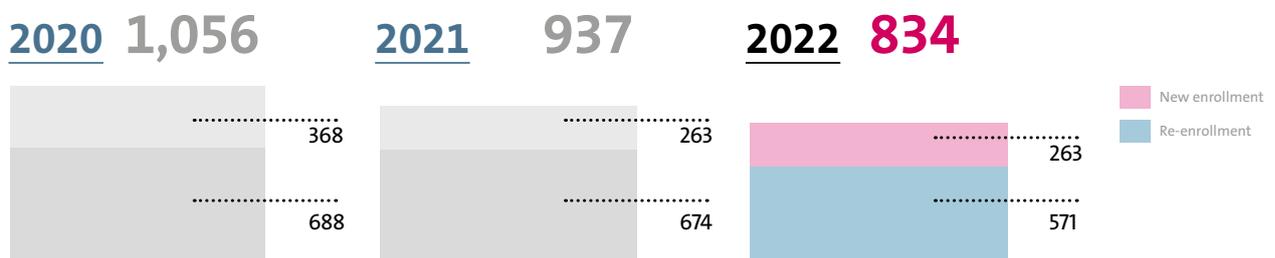
The workshops focused on self-organization and learning, as well as study planning. Faculty members presented the specificities of economics and management studies and discussed interactions within the professional environment.

By the end of 2022, 834 students were enrolled in the Bachelor's program, an 11% decrease compared to 2020. The decrease results primarily from the implementation of a new French baccalauréat format, which restricted enrollment for these high-school graduates at the University of Geneva.

Of the 834 students enrolled in the Bachelor's program, 44% (364) were female, which is a slight decrease compared to the 46% female students in 2021. The percentage of international students decreased from 41% in 2020 to 34% in 2022, due to the fewer French students.

263 new students enrolled; a similar number to that of 2021. Of these newly enrolled students, 43% were female students, a percentage that has remained similar compared to 2021. 77 students with a foreign diploma joined our program in 2022. This represents 29% of all new students, which is slightly more than the 27% in 2021, but still less compared to the 40% in 2019 and 45% in 2020.

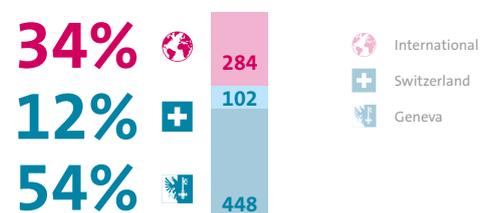
NEW ENROLLMENT



GENDER 2022



ORIGIN 2022



1.2 MASTER OF SCIENCE PROGRAMS

The GSEM offers six Master of Science programs that provide students with an advanced academic education in the fields of economics, responsible management, statistics, wealth management, business analytics, and commodity trading. These Master's programs comprise small classes and provide evidence-based knowledge, innovative learning methods, and frequent interactions with academics and expert practitioners. They prepare students for careers in private, public, and international organizations, as well as for doctoral studies.

Master of Science in Economics

The MSc in Economics program (90 ECTS) is based on a deep understanding of modern economics and econometrics, and is built on the GSEM faculty's strength. The program focuses on providing the most advanced tools in core micro/macroeconomics, and econometrics; students also have a choice of focused and exciting electives, and can specialize in econometrics.





Master of Science in Responsible Management

The MSc in Responsible Management program (90 ECTS) equips students with the fundamental knowledge and skills to become responsible leaders in challenging business environments. This program educates future leaders on contributing to a business with a purpose that creates value in and for society. The program's optional concentration in 'Sustainable Business and Human Rights' is a unique feature in that regard.

Master of Science in Statistics

The MSc in Statistics program (90 ECTS) focuses on data analysis, methodological problem-solving in a range of disciplines, and various types of statistics software, or mathematical statistics. The program is open to experts wishing to improve their theoretical skills in statistical research, but also to non-experts wishing to develop their data analysis skills in an area of specialization acquired at the Bachelor level. In 2022, a class focused on 'Applied Bayesian Statistics' was introduced in the core courses of the program. In addition, some fundamental classes were redesigned, namely 'Modern Flexible Regression' and 'Linear Models for Dependent Data'.

Master of Science in Wealth Management

The MSc in Wealth Management program (90 ECTS) combines finance courses, such as portfolio management and risk management, with law courses, like tax and wealth planning. Students can tailor the program to suit their career aspirations by choosing from two concentrations (Finance or Law) and a wide range of electives. In 2022, the class in 'Global Asset Management' was added to the list of elective courses for both concentrations. A new course on an 'Introduction to Neurofinance', implemented through a pedagogical innovation project, completes the program's offer.

Master of Science in Business Analytics

Positioned at the intersection between data science, statistics, and management, the MSc in Business Analytics program (120 ECTS) educates students to use data to inform strategic decision-making under uncertainty and to optimize business processes. In 2022, two block-format courses about applied programming with R and Python were added to the first-year program. The annual speed recruitment meeting, helping students find a second-year internship, was again successfully held, confirming the attractiveness of the 'Business concentration' for students.



Master of Science in Commodity Trading

The MSc in Commodity Trading program (90 ECTS) is a unique program in Europe. This program is special, as students follow academic classes while working in the commodity trading sector and related industries. The program focuses on the financing of resources, products, and the trade flows of goods. Students also learn transferable skills that enable them to join other industries.

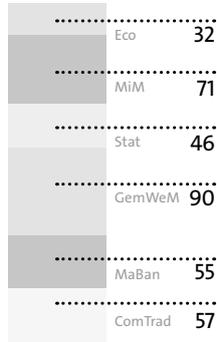
By the end of 2022, 450 students were enrolled in the School's Master of Science programs, which is a 12% increase compared to 2021.

Of the 450 students enrolled in Master's programs, 49 (11%) were enrolled in the MSc in Economics program, 107 (24%) in the MSc in Management and Responsible Management programs, 58 (13%) in the MSc in Statistics program, 128 (28%) in the MSc in Wealth Management program, 39 (9%) in the MSc in Business Analytics program, and 69 (15%) in the MSc in Commodity Trading program.

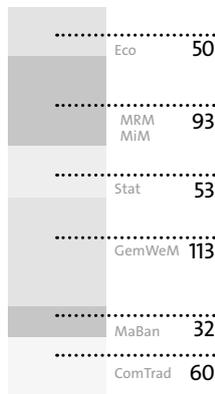
46% (242) of all the enrolled students were female, which is a decrease from 2021 when they represented 48% of the master's student body, but slightly higher than the 2020 percentage (45%). 264 students with a foreign diploma joined our programs, while 249 joined in 2021. In 2022, 105 new students enrolled, which is a 16% decrease compared to the 125 newly enrolled students in 2021, but an 18% increase compared to the 89 newly enrolled students in 2020. Of these 105 newly enrolled students, 41% are female, compared to 50% in 2021 and 44% in 2020.

PROGRAM ENROLLMENT

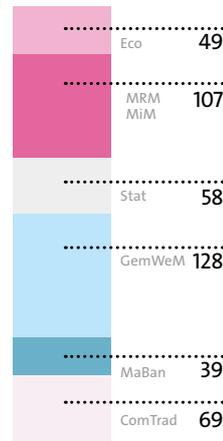
2020 351



2021 401



2022 450



- Eco MSc in Economics program
- MRM MiM MSc in Management & MSc in Responsible Management programs
- Stat MSc in Statistics program
- GemWeM MSc in Wealth Management program
- MaBan MSc in Business Analytics program
- ComTrad MSc in Commodity Trading program

NEW ENROLLMENT

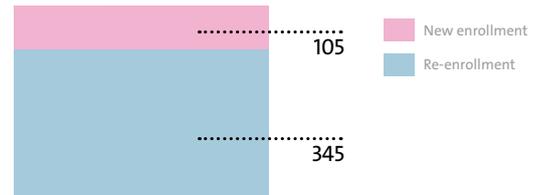
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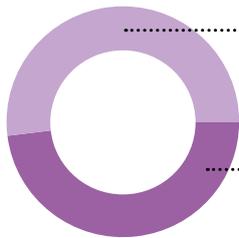
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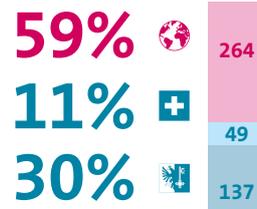
2022 450



GENDER 2022



ORIGIN 2022



- International
- Switzerland
- Geneva





GAME – a student association for GSEM Ph.D. students



One of the GSEM's student associations is the Geneva Academics in Management and Economics (GAME).

GAME provides a platform to connect students enrolled in the GSEM's various Ph.D. programs. Through social and scientific networking opportunities, members can benefit from interdisciplinary exchanges and relationships between the School's different research institutes. This framework allows for the promotion of disciplinary openness and excellence in research through fostering collaboration and creating a community based on mutual support.

To achieve this, the student association supports the organization of events of interest to its community and hosts informal gatherings to enrich the experiences of the community. Examples of these informal gatherings are monthly breakfasts, weekly lunch meetings, and sporting events where Ph.D. students can discuss current issues, share ideas, and connect socially.

1.3 COMPLEMENTARY CERTIFICATE IN APPLIED STATISTICS

The Complementary Certificate in Applied Statistics program provides non-specialists, i.e., users of statistics, with statistics skills. The program is aimed at any master's or doctoral students, such as those from the fields of science (biology, chemistry, pharmacy, biochemistry, and geology), environmental science, social sciences, medicine, archaeology, and others, at the University of Geneva, or elsewhere, wishing to build their knowledge of statistics.

The number of students decreased to 13 in 2022 from 17 students in 2021 and 18 students in 2020.

1.4 DOCTORAL PROGRAMS

The School's Ph.D. programs provide students with a high-quality education for an academic career in the fields of economics, econometrics, management, statistics, finance, and information systems. Ph.D. students benefit from their close interaction with the faculty, dedicated Ph.D. classes and research seminars, and regular

brown bag talks with renowned visiting scholars. In addition to classes and workshops, the GSEM offers Ph.D. students the opportunity to present their research work at international conferences through an annual budget allocation.

Each year the School awards the Prix William Rappard for the best doctoral thesis in the field of sustainability, in order to foster research that will likely have a positive impact on society. In 2022, the prize was awarded to Dr. Valentin Jouvenot for his thesis titled “Three essays on sustainable finance”.

By the end of 2022, 98 students were enrolled in doctoral programs, which is similar to the 97 students in 2020 and the 99 students in 2021.

Of the 98 students enrolled in the Ph.D. programs, 23 (24%) were enrolled in the Ph.D. in Economics and Econometrics, 19 (19%) in the Ph.D. in Management, 17 (17%) in the Ph.D. in Statistics, 22 (23%) in the Ph.D. in Finance, and 17 (17%) in the Ph.D. in Information Systems.

41% (40) of these 98 students were female, a percentage similar to that of 2021, when they represented 40% of all students. In 2022, 81% of all Ph.D. students had a foreign diploma when they enrolled for a doctoral program, similar to the corresponding percentage in 2021 (83%). 9 of these 98 students are newly enrolled students and 4 of these 9 new students are female.

PROGRAM ENROLLMENT

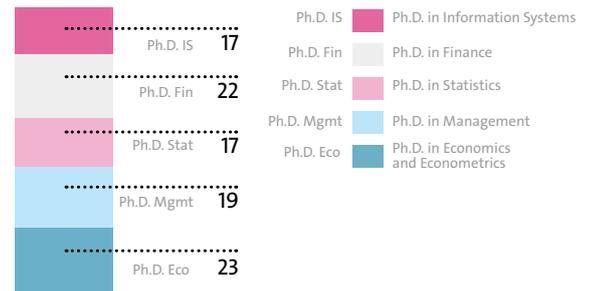
2020 97



2021 99



2022 98



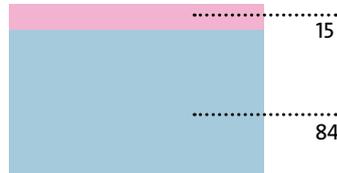
- Ph.D. IS Ph.D. in Information Systems
- Ph.D. Fin Ph.D. in Finance
- Ph.D. Stat Ph.D. in Statistics
- Ph.D. Mgmt Ph.D. in Management
- Ph.D. Eco Ph.D. in Economics and Econometrics

NEW ENROLLMENT

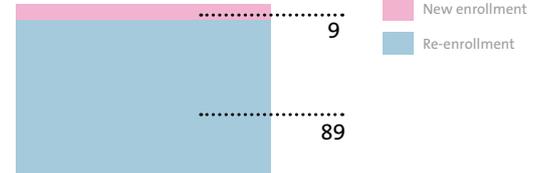
2020 97



2021 99

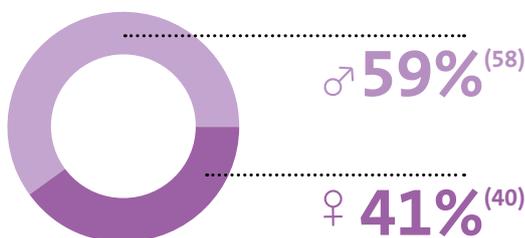


2022 98

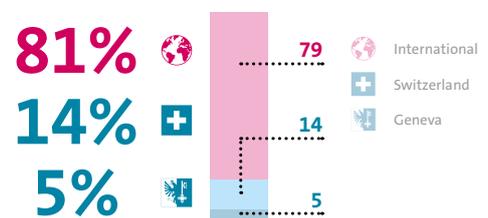


- New enrollment
- Re-enrollment

GENDER 2022



ORIGIN 2022





Congratulations to GSEM Ph.D. Graduates

2022



Dr. Monika AVILA MÁRQUEZ
Econometrics
Advisor Prof. Jaya Krishnakumar



Dr. Vikram BAHURE
Economics
Advisor Prof. Giacomo De Giorgi



Dr. Ursa BERNARDIC
Management
Advisors Prof. Marcel Paulssen
& Prof. Giuseppe Ugazio



Dr. Gilles CATTANI
Econometrics
Advisor Prof. Stefan Sperlich



Dr. Anastasija COLLEN
Information Systems
Advisors Prof. Dimitri Konstantas
& Dr. Niels Nijdam



Dr. Nicola GNECCO
Statistics
Advisor Prof. Sebastian Engelke



Dr. Tiffany GRABSKI
Management
Advisor Prof. Tina Ambos



Dr. Valentin JOUVENOT
Finance
Advisor Prof. Philipp Krüger



Dr. Khelil KASSOUL
Management
Advisor Prof. Nicolas Zufferey



Dr. Alban MOOR
Statistics
Advisor Prof. Davide La Vecchia



Dr. Mariem NOUAR
Economics
Advisors Prof. Céline Carrère
& Prof. Stefan Sperlich



Dr. Hongzhe SHAN
Finance
Advisor Prof. Harald Hau



Dr. Ye ZHANG
Finance
Advisor Prof. Harald Hau

2022 Ph.D. graduates and their current positions:

Economics and Econometrics

Dr. Monika Avila Márquez

Contributions in the areas of three-dimensional panel data and the use of machine learning to estimate econometric models

Currently: Postdoctoral Researcher at the University of Geneva

Dr. Vikram Bahure

Essays in development economics

Currently: Postdoctoral Researcher at King's College London

Dr. Gilles Cattani

Smart modeling and large data sets

Currently: Seeking a position

Dr. Mariem Nouar

Three essays on regional trade and growth

Currently: Economist Consultant at the International Trade Centre

Management

Dr. Ursa Bernardic

Better marketing research for a better world

Currently: Postdoctoral Researcher at ETH Zurich

Dr. Tiffany Grabski

Altering societal institutions to tackle grand challenges: Three essays on change within organizations, through partnerships, and across ecosystems

Currently: SSE Academy Head at the United Nations Sustainable Stock Exchanges Initiative

Dr. Khelil Kassoul

Hybrid algorithms for designing production lines

Currently: Scientific Collaborator at HEG Geneva

Statistics

Dr. Nicola Gnecco

Causal inference for extremes

Currently: Postdoctoral Researcher at the University of Copenhagen

Dr. Alban Moor

Contributions to accurate and reliable inference via M-estimation

Currently: Seeking a position

Finance

Dr. Valentin Jouvenot

Three essays on sustainable finance

Currently: Seeking a position

Dr. Hongzhe Shan

Three essays on fintech and online marketplaces

Currently: Seeking a position

Dr. Ye Zhang

Three essays on corporate finance

Currently: Seeking a position

Information Systems

Dr. Anastasija Collen

Automated risk assessment for cyber threats identification in IoT environments

Currently: Scientific Collaborator at I-SEC Laboratory



Celebrating the graduates of the executive education programs



After COVID-19 prevented the organization of public events, the GSEM was finally able to hold the graduation ceremonies for its executive education programs in person in December 2022. Three graduation ceremonies were organized for the different executive education programs, where 360 graduates received their diplomas and were able to celebrate and share moments of joy and reflection.

1.5 EXECUTIVE EDUCATION PROGRAMS

The GSEM offers Certificate of Advanced Studies (CAS), Diploma of Advanced Studies (DAS), and Master of Advanced Studies (MAS) programs. For the past two years, the GSEM aligned its portfolio with the expertise of the School's faculty members.

In particular, the Executive Master of Business Administration (EMBA) has been redesigned into a program for a global, responsible, and transformative career that provides executives with a first-class management education without interrupting their careers. The GSEM's EMBA is accredited by the Association of MBAs (AMBA).

In 2022, the GSEM's EMBA welcomed the first cohort following the program's redesign. In addition to several new courses in the program, the redesigned EMBA features closer connections with businesses and organizations in Geneva's ecosystem. For example, students visited the United Nations (UN) during the 'Cross-Cultural Management' course and gained first-hand insights into multicultural negotiations.

As of September 2022, a shorter version of the DAS in Commodity Trading has been launched: the Certificate of Advanced Studies (CAS) in Commodity Trading, which is offered mainly online. This new program has been set up to answer the growing demand for online courses from our international audience.

By the end of 2022, 228 students were enrolled in the executive education MAS programs, which is a 13% decrease compared to 2021. 49% (111) of these 228 students were female. 35% (79) students with a foreign diploma joined our programs, similar to the corresponding percentage in 2021 (36%). 124 of these 228 students were enrolled in the EMBA program.

NEW ENROLLMENT

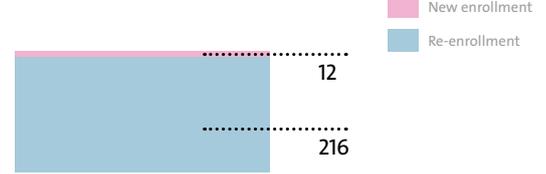
2020 319



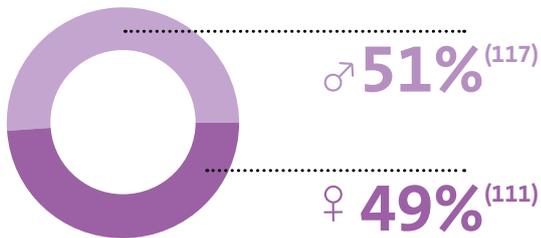
2021 263



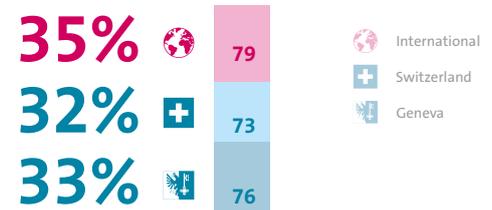
2022 228



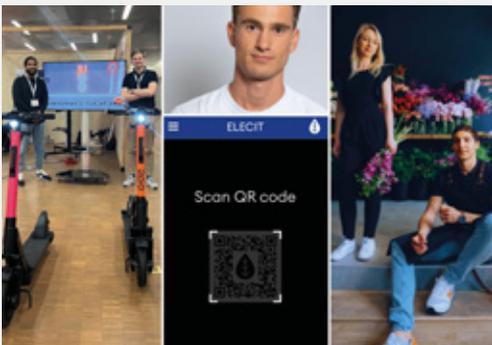
GENDER 2022



ORIGIN 2022



GSEM alumni demonstrate entrepreneurship and responsibility



Several GSEM alumni have recently demonstrated entrepreneurial spirit to make a positive impact on society. They have shown commitment toward sustainability and responsibility through a variety of business ventures that blend innovativeness with a local perspective to facilitate change.

Illir Kurti and Rawid Yunus launched iUGO, which is a self-service, shared electric scooter service that aims to encourage citizens to gradually abandon individual motorized transport in targeted areas and thus reduce the negative impact of daily mobility.

Nils Hryciuk developed Elecit, which is an app that allows customers to digitize and save their receipts on their mobile phones by scanning a QR-code in the store, thus avoiding ecological waste from printing paper receipts.

Ulysse Gillet opened Jungle Pop, which is a plant and flower business that disrupts traditional florist practices by favoring short distribution channels and the use of local horticultural farms. In addition, the store operates without cold storage, and offers unsold flowers on an anti-waste application.

1.6 INTERNATIONAL EXCHANGE PROGRAMS

The GSEM offers a variety of international exchange programs with worldwide partner universities and business schools in order to provide students with educational and personal experiences abroad.

The GSEM has 192 partners worldwide. 2022 marked the start of new agreements: two agreements that are exclusive to the GSEM, namely an agreement with the University of Barcelona (Spain) for students of the BSc and MSc programs, and another agreement, exclusively for MSc program students, with the University of Vienna (Austria). A third agreement concluded by the University of Geneva benefits the GSEM starting from this year: an agreement with Ashoka University (India).

Student mobility has increased both for outgoing and incoming student exchange. In 2022, twice as many GSEM students went on an exchange program as in the previous academic year, and the GSEM welcomed 30% more students than in the previous academic year. This increase was thanks to the improved situation of the COVID-19 pandemic, and the intensified promotion of mobility opportunities to students within the GSEM.

1.7 PROGRAM DEVELOPMENT

The GSEM's study programs are subject to continuous improvement. Our programs have been further developed over the past few years to take the changing environment into account.

In 2022, the School advanced to the final stage of the initial AACSB (Association to Advance Collegiate Schools of Business) Business Accreditation process, with a peer review team visit scheduled for November 2023.

As part of the AACSB accreditation process, the School has launched a dedicated Assurance of Learning (AOL) process aimed at systematically improving our programs' quality. The AOL process includes defining all our programs' learning goals and objectives in keeping with the School's missions and values. The AOL process was launched in 2018 for the BSc in Economics and Management program, and in 2019 for all six MSc programs and the EMBA program. In 2020, the AOL process was rolled out to all programs. In 2021 and 2022, the results of the programs' assessment were used to identify specific areas of improvement, such as revising a program's curriculum. These changes are currently being implemented.



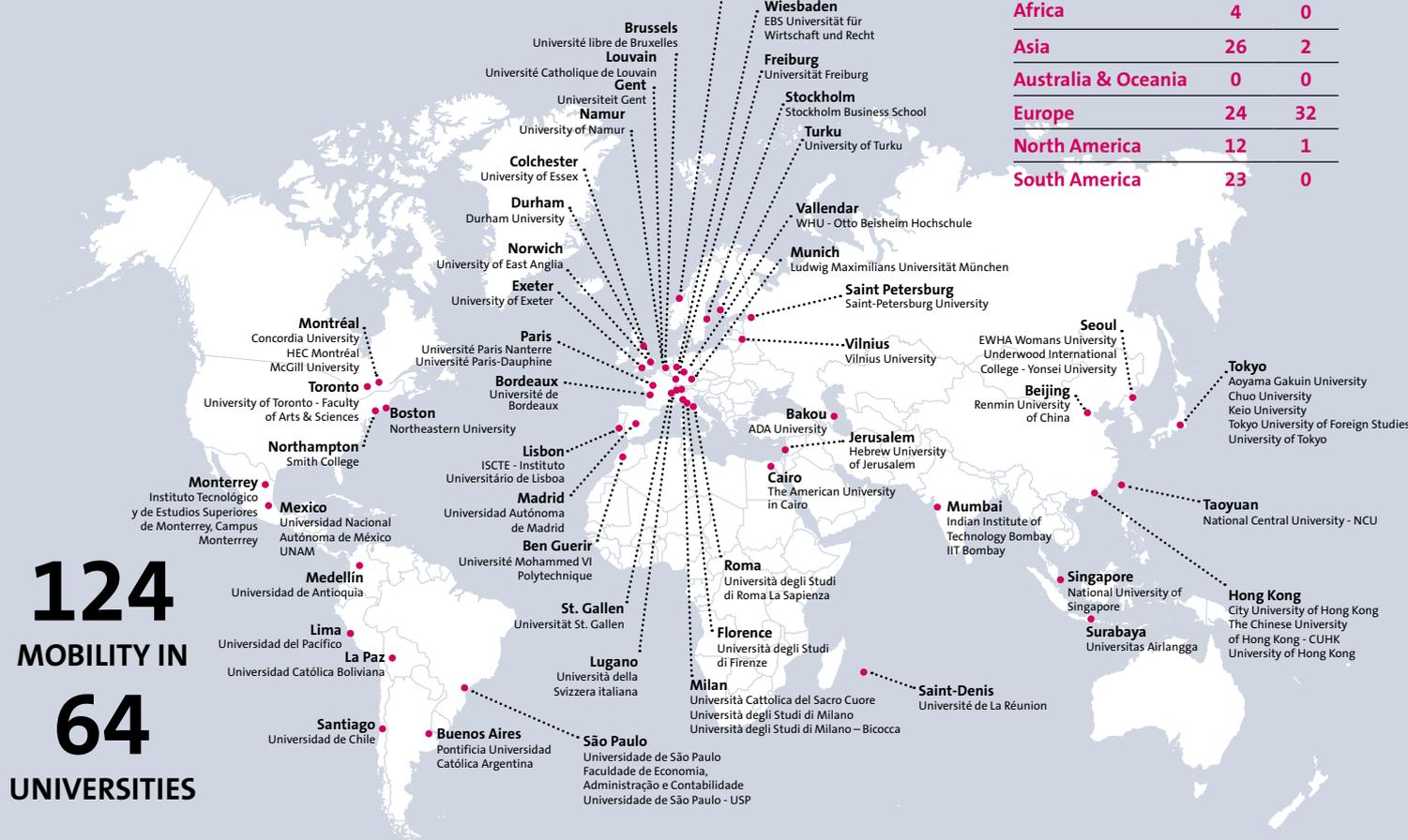
MOBILITY OUT



	Bachelor	Master
Africa	1	0
Asia	2	3
Australia & Oceania	0	0
Europe	34	8
North America	38	0
South America	0	0

86
MOBILITY OUT
32
UNIVERSITIES

MOBILITY IN



	Bachelor	Master
Africa	4	0
Asia	26	2
Australia & Oceania	0	0
Europe	24	32
North America	12	1
South America	23	0

124
MOBILITY IN
64
UNIVERSITIES



Research

02

The GSEM creates and disseminates evidence-based knowledge that makes a difference in the way organizations are sustainably led.

2.1 TOP PUBLICATIONS

The GSEM maintains a list of top-tier journals whose articles are regarded as top publications. The list of journals includes Financial Times (FT50) journals; rank 1 journals of the French National Centre for Scientific Research (CNRS) ranking; rated 4 journals of the UK Association of Business School (ABS) rankings; rank A* journals of the Australian Business Deans Council (ABDC), and rank A journals of the German Verband der Hochschullehrer für Betriebswirtschaft (VHB).

In 2022, the GSEM faculty and researchers published 22 articles in these top-tier journals.

Economics

Albanesi, S., **De Giorgi, G.**, & Nosal, J.
Credit growth and the financial crisis:
A new narrative.
Journal of Monetary Economics, 132, 118–139.
<https://doi.org/10.1016/j.jmoneco.2022.09.001>

Kadilli, A., & **Krishnakumar, J.**
Smooth Transition Simultaneous Equation
Models.
Journal of Economic Dynamics and Control, 145.
<https://doi.org/10.1016/j.jedc.2022.104546>

Di Falco, S., & Vieider, F. M.
Environmental Adaptation of Risk Preferences.
The Economic Journal, 132(648), 2737–2766.
<https://doi.org/10.1093/ej/ueaco30>

Kuosmanen, I., & Meriläinen, J.
Labor Market Effects of Open Borders:
Evidence from the Finnish Construction Sector
after EU Enlargement.
*Journal of Human Resources: education,
manpower and welfare economics*.
<https://doi.org/10.3368/jhr.0321-11546R2>

Jakob, M., ... **De Melo, J.**, ... **Solleder, J. M.**, ... Willner, S.
How trade policy can support the climate agenda.
Science, 376 (6600), 1401–1403.
<https://doi.org/10.1126/science.abo4207>



Management

Andrews, D. S., Fainshmidt, S., **Ambos, T.**, & Haensel, K.
The attention-based view and the multinational corporation: Review and research agenda.
Journal of World Business, 57(2).
<https://doi.org/10.1016/j.jwb.2021.101302>

Fischer, T., & Sitkin, S. B.
Leadership Styles: A Comprehensive Assessment and Way Forward.
Academy of Management Annals 17(1).
<https://doi.org/10.5465/annals.2020.0340>

Krakowski, S., Luger, J., & **Raisch, S.**
Artificial intelligence and the changing sources of competitive advantage.
Strategic Management Journal.
<https://doi.org/10.1002/smj.3387>

Langan, R., Krause, R., & **Menz, M.**
Executive Board Chairs: Examining the Performance Consequences of a Corporate Governance Hybrid.
Journal of Management.
<https://doi.org/10.1177/01492063221102394>

Schrempf-Stirling, J., & Wettstein, F.
The mutual Reinforcement of hard and soft Regulation.
Academy of Management Perspectives, 37(1).
<https://doi.org/10.5465/amp.2022.0029>

Tatarinov, K., **Ambos, T. C.**, & Chang, F. T.
Scaling digital solutions for wicked problems: Ecosystem versatility.
Journal of International Business Studies.
<https://doi.org/10.1057/s41267-022-00526-6>

Tippmann, E., **Ambos, T. C.**, Del Giudice, M., Monaghan, S., & Ringove, D.
Scale-ups and scaling in an international business context.
Journal of World Business, 58(1).
<https://doi.org/10.1016/j.jwb.2022.101397>

Vié, M.-S., **Zufferey, N.**, & Leus, R.
Aircraft landing planning under uncertain conditions.
Journal of Scheduling, 25, 203–228.
<https://doi.org/10.1007/s10951-022-00730-0>

Statistics

Engelke, S., & Volgushev, S.
Structure learning for extremal tree models.
Journal of the Royal Statistical Society Series B: Statistical Methodology, 84(5), 2055–2087.
<https://doi.org/10.1111/rssb.12556>

Kramlinger, P., Krivobokova, T., & Sperlich, S.
Marginal and Conditional Multiple Inference for Linear Mixed Model Predictors.
Journal of the American Statistical Association.
<https://doi.org/10.1080/01621459.2022.2044826>

La Vecchia, D., Moor, A., & Scaillet, O.
A Higher-Order Correct Fast Moving-Average Bootstrap for Dependent Data.
Journal of Econometrics.
<https://doi.org/10.1016/j.jeconom.2022.01.008>

Lideikyte-Huber, G., & Pittavino, M.
Who donates and how? New evidence on the tax incentives in the canton of Geneva, Switzerland.
Journal of Empirical Legal Studies, 19(3), 758–797.
<https://doi.org/10.1111/jels.12322>

Finance

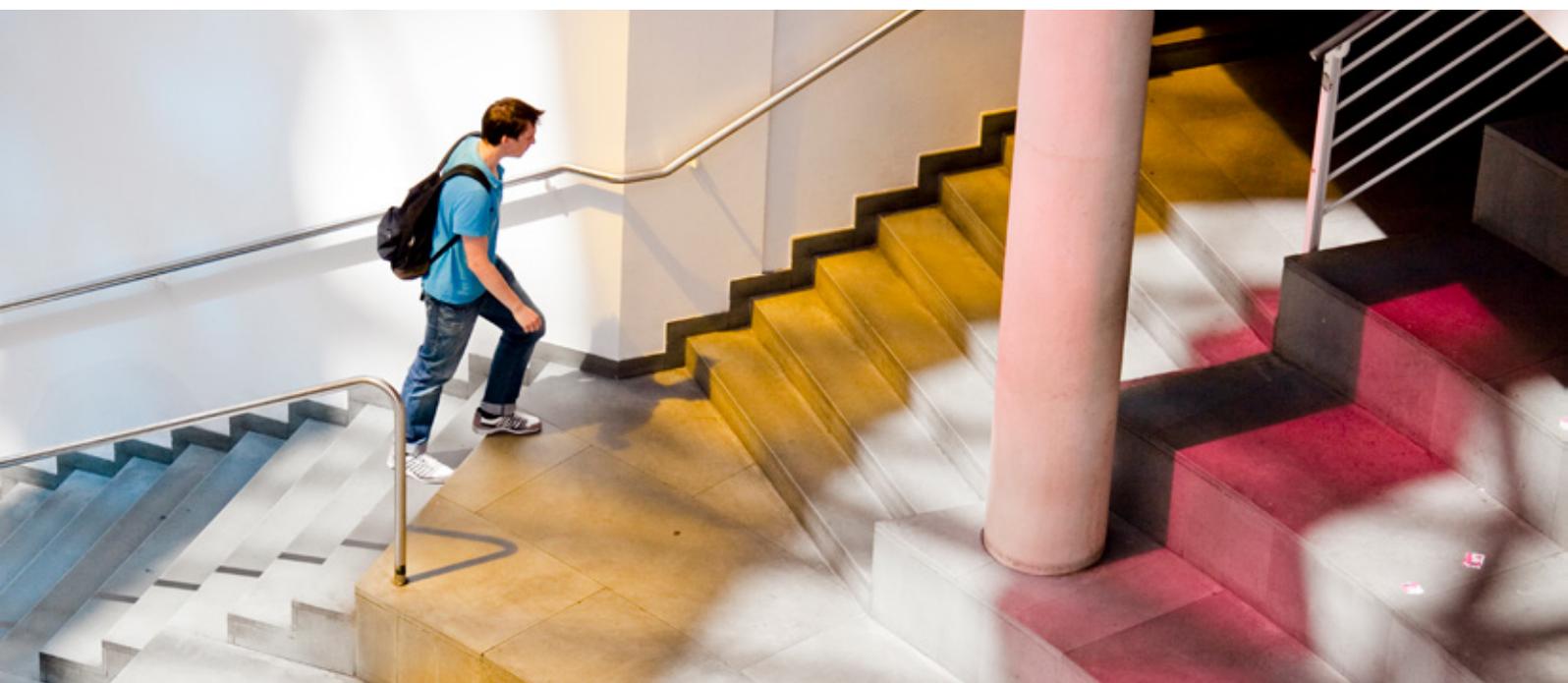
Camanho, N., Hau, H., & Rey, H.
Global Portfolio Rebalancing and Exchange Rates.
The Review of Financial Studies, 35(11), 5228–5274.
<https://doi.org/10.1093/rfs/hhaco23>

Efing, M., Fahlenbrach, R., Herpfer, C., & Krüger, P.
How Do Investors and Firms React to a Large, Unexpected Currency Appreciation Shock?
The Review of Corporate Finance Studies.
<https://doi.org/10.1093/rcfs/cfac024>

Efing, M., Hau, H., Kampkötter, P., & Rochet, J.-C.
Bank Bonus Pay as a Risk Sharing Contract.
The Review of Financial Studies, 36(1), 235–280.
<https://doi.org/10.1093/rfs/hhaco30>

Gersbach, H., Rochet, J.-C., & Scheffel, M.
Financial Intermediation, Capital Accumulation, and Crisis Recovery.
Review of Finance.
<https://doi.org/10.1093/rof/rfac046>

Gibson Brandon, R., Glossner, S., Krüger, P., Matos, P., & Steffen, T.
Do Responsible Investors Invest Responsibly?
Review of Finance, 26(6), 1389–1432.
<https://doi.org/10.1093/rof/rfac064>





Jaya Krishnakumar invited to give her farewell lecture at the Solari Lecture 2022



Professor Jaya Krishnakumar was invited to hold her farewell lecture as the Solari Lecture 2022 on December 8. Her lecture was entitled “A tale of many friendships: When econometrics met human development”.

Professor Markus Menz, Dean of the GSEM, Professor Jérémy Lucchetti, Co-Director of the Institute of Economics and Econometrics, and Professor Yves Flückiger, Rector of the University of Geneva, acknowledged Professor Krishnakumar’s contributions not only to research in the field of econometrics, but also to the University over the past 26 years.

Professor Krishnakumar addressed her research history on simultaneous equations models and human development. She explained that she has always been motivated by a passion to contribute to the betterment of society and used the “capabilities” approach to study and measure well-being. This was followed by a few words of gratitude from Luigi Solari’s son, Philippe, and from Dr. Monika Avila Márquez, who completed her Ph.D. in Econometrics under Professor Krishnakumar.

Each year, the Solari Lecture welcomes distinguished guests specialized in economics and econometrics, in memory of Luigi Solari, professor at the University of Geneva and pioneer in introducing research in econometrics in Switzerland. Since its first edition in 1979, this conference has featured many notable guest speakers, including several Nobel Prize laureates.



2.2 AWARDS AND DISTINCTIONS

Awards

Alissa Bentele, Ph.D. Student and Teaching Assistant, Institute of Management received a Case Teaching Scholarship from The Case Centre.

Professor **Tony Berrada** received a Best Paper Award at the World Finance Conference 2022 for the paper “COVID-19 Puzzles: A Resolution”.

Federica Braccioli, Ph.D. Student and Teaching Assistant, Institute of Economics and Econometrics received the University of Geneva Subside Tremplin 2022.

Ane Casajús, Ph.D. Student and Teaching Assistant, Institute of Management received a Case Writing Scholarship from The Case Centre.

Professor **Thomas Fischer** received The Leadership Quarterly Best Article Award for the article “Ethical leadership: Mapping the terrain for concept cleanup and a future research agenda”.

Kateryna Fomina, Ph.D. Student and Teaching Assistant, Institute of Management was a Behavioral Strategy IG Best Proposal Finalist at the Strategic Management Society 42nd Annual Conference for the article “When Artificial Intelligence Solves Problems: A Technology-Based Theory of Organizational Search” (with Professor Sebastian Raisch).

Professor **Martin Hoesli** received the IRES “Bert Kruijt” Service Award from the International Real Estate Society; received the David Ricardo Medal from the American Real Estate Society.

Dr. **Valentin Jouvenot**, Ph.D. Student and Teaching Assistant, Geneva Finance Research Institute received the Prix William Rappard for his thesis entitled “Three essays on sustainable finance”

Dr. **Isa Kuosmanen**, Postdoctoral Researcher, Institute of Economics and Econometrics received the 2022 GSEM Young Researcher Award.

Igor Matias, Ph.D. Student and Teaching Assistant, Information Science Institute received the Outstanding YP Member Award from the IEEE Portugal Section.

Professor **Markus Meierer** received the Rigor and Relevance Research Award from the Swiss Academy of Marketing Science.

Cesare Miglioli, Ph.D. Student and Teaching Assistant, Research Center for Statistics received the Best Paper Award at SC22 - The International Conference for High Performance Computing, Networking, Storage, and Analysis for the paper “ProbGraph: High-Performance and High-Accuracy Graph Mining with Probabilistic Set Representations”.

Professor **Monika Mrázová** received the Kateřina Šmídková Award from the Czech Economic Society.

Professor **Sebastian Raisch** received the Outstanding Bridge Reviewer Mentor award from the Academy of Management Review; was a Behavioral Strategy IG Best Proposal Finalist at the Strategic Management Society 42nd Annual Conference for the paper “When Artificial Intelligence Solves Problems: A Technology-Based Theory of Organizational Search” (with Kateryna Fomina).

Professor **Olivier Scaillet** received the Best Asset Pricing Paper Award at the 38th International Conference of the French Finance Association.

Dr. **Katherine Tatarinov**, 2021 Ph.D. Graduate and Postdoctoral Researcher, Institute of Management received the 2022 Peter J. Buckley and Mark Casson AIB Dissertation Award for her thesis “Managing, Structuring and Scaling Innovation in International Organizations”.

Alexandra Telychko, Lecturer, Institute of Management received the University of Geneva Subside Tremplin 2022.

Nominations

Professor **Tina Ambos** has been appointed a Board member of the European International Business Academy.

Professor **Giacomo De Giorgi** has been appointed a Panel member of *Economic Policy*.

Professor **Rajna Gibson Brandon** has been elected to the Bank Council of the Swiss National Bank.

Professor **Diego Kuonen** has been appointed Chair-Elect of the International Statistical Engineering Association (ISEA); has been elected to the Swiss Digital Initiative’s Label Expert Committee; has been appointed member of the Scientific Committee of the 2023 New Techniques and Technologies for Statistics (NTTS) conference.

Dr. **Thomas Maillart** has been appointed General Chair of the Workshop on the Economics of Information Security (WEIS).

Professor **Monika Mrázová** has been awarded the Kenen Fellowship from Princeton University.

Professor **Sebastian Raisch** has been reappointed to the *Academy of Management Journal* Editorial Review Board.

Professor **Olivier Scaillet** has been nominated Programme Chair “Econometrics and Empirical Economics” for the European Economic Association - Econometric Society European Meeting 2024.

Professor **Judith Schrempf-Stirling** has been appointed to the Editorial Board of the *Business and Human Rights Journal*, Cambridge University Press.

Professor **Fabio Trojani** has been elected a Fellow of The Society of Financial Econometrics (SoFIE).

Professor **Maria-Pia Victoria-Feser** has been awarded the title of Elected Member of the International Statistical Institute.





2.3 NEW GRANTS

Institute of Economics and Econometrics

Professor **Julien Daubanes**

Research visit at MIT (CEEPR) on “Can green finance mitigate carbon emissions efficiently?”
CHF 10,000 – Swiss NSF

Professor **Giacomo De Giorgi**

and Professor **Caterina Calsamiglia**
Behavioral evidence for non-cognitive skills development and improved labor market outcomes
CHF 400,000 – Swiss NSF

Professor **Salvatore Di Falco**

Transpath Transformative pathways for synergising just biodiversity and climate actions
EUR 434,132 – Horizon

Professor **Giovanni Ferro-Luzzi** and Professor **Tobias Müller**

Évaluation des coûts sociaux de l’inactivité des déboutés de l’asile
CHF 6,395

Professor **Tobias Müller**

The Longitudinal Impact of Crises on Economic, Social, and Mobility-Related Outcomes
On the Move: The Migration-Mobility Nexus
CHF 200,000 – Swiss NSF

Professor **Michele Pellizzari**

Pension Rules and Wage Schedules Within the Firm
CHF 30,000 – Swiss NSF

Institute of Management

Professor **Dorothee Baumann-Pauly**

Baseline Study on Children’s Rights and Business in Switzerland and Liechtenstein
CHF 54,800 – UNICEF Switzerland and Liechtenstein and the Global Compact Network Switzerland and Liechtenstein

Professor **Markus Meierer**

A Budget Optimization Tool for Digital Marketing Campaign
CHF 15,000 – Innosuisse

Research Center for Statistics

Professor **Stéphane Guerrier**

Multi-Sensor Adjustment of Raw LiDAR, Visual and Inertial Measurements in Kinematic Laser Scanning Devices

CHF 279,690 – Innosuisse

Dr. **Marta Pittavino**

Statistics as tool for the well-being of animal experimentation

CHF 1,000 – University of Geneva P3 Projects

Professor **Stefan Sperlich**

Flexible statistical methods in data science for complex and big data: theory and applications
EUR 436,000 – Ministry of Science and Innovation, Spain

Data science and engineering for improving the functioning of official statistics
EUR 650,000 – National Statistics Institute, Spain

Semiparametric modeling of environmental regulation, competitiveness and innovation
EUR 115,000 – Ministry of Science and Innovation, Spain

Geneva Finance Research Institute

Professor **Martin Hoesli**

Listed Real Estate as an Inflation Hedge across Regimes

EUR 20,000 – European Public Real Estate Association

Information Science Institute

Professor **Dimitri Konstantas**

Share the past, CREATE the future - AAL CREATE
CHF 295,666 – Innosuisse

ENabling Flexibility provision by all Actors and sectors through markets and digital TEchnologies
EUR 518,750 – ENFLATE, Horizon Europe

Scientific Large-scale Infrastructure for Computing/Communication Experimental Studies - Preparatory Phase
EUR 45,000 – SLICES, Horizon Europe

Advancing Sustainable User-centric Mobility with Automated Vehicles
EUR 1,906,000 – ULTIMO, Horizon Europe

Dr. **Thomas Maillart**

Quantitative Cybersecurity Technology Forecasting
CHF 145,623 – Cyber-Defence Campus

Professor **Katarzyna Wac**

EMBED EORTC Mobile Devices: Defining an implementation strategy for the digital assessment of Quality of Life and objective patient measures in EORTC clinical trials
EUR 180,000 – European Organisation for Research and Treatment of Cancer





ULTIMO : a paradigm shift for Geneva public transport



GSEM Professor Dimitri Konstantas is the Associate Coordinator and Technical Director of the Horizon Europe ULTIMO project, which will test an autonomous and on-demand shuttle service in three pilot cities in Europe as from 2025.

Although autonomous public transport services have many advantages and applications, major obstacles to their widespread deployment still exist. To assist in advancing this service, the ULTIMO project, in which the GSEM is actively involved, will develop an automated minibuss service in Switzerland, Germany, and Norway.

For one year, 15 driverless electric minibuses will be deployed in Geneva. These shuttles will have a capacity for about 15 people and will provide routes on demand 24 hours a day. The ULTIMO project will build on the promising results of the H2020 AVENUE project, which ran from 2018 to 2022.

The first part of the project focuses on solving problems such as passenger safety, ticket pricing, and determining distances. The second part of the project (2025–2026) will be dedicated to the implementation of the service in the field and testing the compatibility of the system. The project will have a total budget of €55 million over four years.

2.4 RESEARCH SEMINARS AND BROWN BAGS

The GSEM's institutes regularly organize research seminars, workshops, and conferences. At these events, internationally recognized scholars from other universities, as well as GSEM faculty members, researchers, and Ph.D. students present their latest research and offer workshops on research methods and themes.

In 2022, 126 research seminars and brown bags were organized. A total of 16 Geneva Trade and Development Workshops (GTDW) were jointly organized with the Graduate Institute in Geneva (IHEID), the United Nations Conference on Trade and Development (UNCTAD), and the

World Trade Organization (WTO). 14 seminars of the Virtual Development Economics Seminar Series took place in 2021. The Institute of Economics and Econometrics organized 24 research seminars and 20 brown bag seminars; the Institute of Management organized 8 research seminars; the Research Center for Statistics organized 23 research seminars; and the Geneva Finance Research Institute organized 21 research seminars.

SCHOOL OF ECONOMICS AND MANAGEMENT

Oct 2024



Faculty and School

03

3.1 INSTITUTES AND CENTERS

Research Institutes

The GSEM faculty members are organized in five research institutes that represent the School's academic fields:

Institute of Economics and Econometrics

The Institute of Economics and Econometrics conducts teaching and research in economics and econometrics. In 2022, the Institute's members published extensively, including several articles in top journals. The Institute members have received several important grants, including Professor Monika Mrázová's prestigious SNSF Starting Grant on "Global and Regional Externalities in Trade Agreements (GRETA)". Over the year, the Institute welcomed more than 30 seminar speakers coming from recognized institutions, such as Princeton, Stanford, UCLA, and NYU. The MSc in Economics program received close to 100 competitive international applications, and a postdoctoral researcher was recruited on the international market from over 200 applicants.

The Institute's Ph.D. students co-organized with students of the IUHEID and the University of Lausanne the 2nd Rare Voices in Economics Conference, which aimed to create an inclusive academic environment that supports diverse voices within the economics profession. The Conference featured a public roundtable on "The Effect of COVID-19 Pandemic and Subsequent Countermeasures on Minorities in Academia".

Institute of Management

The Institute of Management administers the research and teaching of management and is a leading provider of executive education. It comprises a diverse group of more than 30 researchers in core management areas such as business analytics, business law, decision sciences, human resource management, international management, marketing, operations management, strategy, and sustainability.

In 2022, the Institute's faculty published eight articles in top-tier journals and celebrated the graduation of the first cohort of students from the MSc in Responsible Management program. The continuing attractiveness of this newly positioned program is again underscored by several hundred applications from around the world, from which 45 were selected for the 2022–2023 academic year. Based on the experience of the first year of the Entrepreneurship Laboratory, the Institute has reconceptualized and broadened its offer in the field of entrepreneurship in both the BSc and MSc programs.



Research Center for Statistics

The Research Center for Statistics has a manifold objective: research, an interdisciplinary approach to data science, and teaching. In 2022, collaborations with different institutions worldwide yielded new grants and top-tier journal publications, including the *Journal of the American Statistical Association*, the *Journal of the Royal Statistical Society Series B (Statistical Methodology)*, and *Biometrika*. The Center's research success was also reflected in the Shanghai University ranking, mentioning Statistics as one of the top-ranked subjects at the University of Geneva. Outside academia, members of the Center broadened their impact on society by holding membership in various advisory boards and via increasing media appearances.

Throughout the year, the center continued its high-quality teaching, maintaining one Ph.D. program in Statistics, two internationally successful master's programs, and one interdisciplinary certificate program. The Center's members currently hold four Swiss NSF-funded projects and many other national and international grants with their collaborators inside and outside Switzerland (such as Innosuisse, KAUST, and the Spanish Ministry of Science and Innovation).

Geneva Finance Research Institute

The Geneva Finance Research Institute specializes in finance-related key research areas, such as sustainable finance, portfolio management, and corporate governance. The Institute collaborates with the Swiss Finance Institute and conducts research and training activities to achieve academic excellence in the field of finance. By organizing conferences, seminars, and public debates on financial topics related to portfolio management, corporate governance, and sustainable finance, the Institute contributes to knowledge transfer.

In 2022, the Institute marked significant achievements in its educational programs. The first Master of Advanced Studies in Finance (GEMFIN) class successfully graduated from the program. Another important milestone was marked by the Doctorate of Advanced Professional Studies (DAPS) in Applied Finance, which reached 100 graduates in its second graduation ceremony (both programs are offered outside of the GSEM). Finally, the Institute continued to reach over 1 million students through its Massive Open Online Courses (MOOCs) on Investment Management, and its "Understanding Financial Markets" course was ranked among the 250 most popular courses of all time on Coursera.

Information Science Institute

The Information Science Institute is active in interdisciplinary research in informatics. This research is applied in diverse domains like well-being, health, disease self-management, mobility, knowledge management, and the large domain of information security, using state of the art technologies in deep learning, data analytics, and artificial intelligence (AI).

Through funding from several European and Swiss projects, the Institute supports Ph.D. students, junior and senior researchers. Furthermore, the Institute has established relationships with international universities, involving dual Ph.D. supervision and the hosting of several invited Ph.D. and Master students, while engaging in close collaboration with industrial partners.



Mentoring program for postdoctoral researchers in economics



The GSEM's Institute of Economics and Econometrics provides postdoctoral researchers with opportunities for academic and personal development through a new program.

In 2022, Professor Giacomo De Giorgi created a pilot mentoring program for postdoctoral researchers. The first part of the program focuses on career advice and covers navigating the transition from Ph.D. student to faculty, and guidance on how to progress an academic career. The second part comprises regular meetings where participants discuss preliminary ideas in an open format. These sessions provide the opportunity to approach new research questions, explore and refine ideas, receive feedback, and determine which ideas are worth pursuing. In 2022, six postdoctoral researchers participated in the mentoring program's first edition.

Competence Centers

Entrepreneurship Laboratory

The Entrepreneurship Laboratory allows members of the university community (students, faculty, administrative staff, and alumni) to put forward an entrepreneurial project and assess its potential. This competence center features an entrepreneurship desk and a support program offering mentoring, advice, and resources to early-stage innovation projects. In 2022, ten entrepreneurial projects were developed, of which two received continued support and advice through the GSEM. In addition, the Laboratory offers entrepreneurship workshops to GSEM's bachelor's students where they can collaborate with researchers to help them evaluate the commercial potential of their business ideas and research results.

Geneva Center for Business and Human Rights

In 2022, sudden geopolitical shifts, the climate change emergency, and evolving legislation in Europe that requires companies to conduct human rights due diligence, have been particularly strong drivers for companies to address human rights. The Geneva Center for Business and Human Rights continues to support companies' development of transformational business models that integrate human rights in core operations. The Center advanced research and teaching on responsible cobalt sourcing from the Democratic Republic of the Congo, human rights in sustainable fashion, children's rights in business in Switzerland, human rights in sustainable finance and ESG (environmental, social and governance) investing, and the integration of human rights in business school education through the Center's global business school network.

Geneva Center for Corporate Governance

The Geneva Center for Corporate Governance promotes evidence-based and responsible corporate governance. Launched in 2020, the Center addresses current developments and innovations in corporate governance through rigorous scientific research, and specifically incorporates a stakeholder orientation, as recently advocated by the US Business Roundtable and Klaus Schwab's 2020 Davos Manifesto. In 2022,

the Center completed the Swiss NSF-funded research project on 'Executive Chairs', a board leadership position that is a corporate governance hybrid, both involved in monitoring and strategic leadership. The Center's members presented the research results at academic and industry conferences, published in top-tier academic and practitioner journals like *Journal of Management* and *Harvard Business Review*.

Center for Innovation and Partnerships

The Center for Innovation and Partnerships develops systematic research to catalyze innovation, grows learning-based partnerships (including between the private and public sectors), and disseminates ideas to create impact and address the Sustainable Development Goals. In 2022, researchers at this competence center published their research in top academic journals and contributed to applied research through the publication of four white paper studies on topics related to AI adoption in the UN, and partnerships for sustainability. The Center actively worked on developing teaching resources through case studies and disseminated the work by hosting events involving technology companies, to bring cross-sector perspectives. The Center's work is increasingly important for connecting the GSEM to the Geneva ecosystem, particularly the UN and non-profit organizations.

Institute of Applied Research in Economics and Management

A collaboration between the GSEM and the HEG (Haute école de gestion) brought about the establishment of this Institute in 2017. The objective was to provide project evaluations and academic expertise on economic issues to public and private entities. In 2022, the Institute delivered a survey on the future of students at La Manufacture - Haute école des arts de la scène; a study on the non-use of family vouchers offered by the Swiss city of Vernier; a study on the economic cost of the inactivity of young people who have been refused asylum; two studies on the economic impact of casinos; and a study commissioned by the Geneva Chamber of Commerce, Industry and Services (CCIG) and the Banque cantonale de Genève (BCGE) on the framework conditions of the Geneva economy.



Initiative to support pedagogical innovation at the GSEM



In 2022, the GSEM launched a Pedagogical Innovation initiative to reflect its commitment to developing new formats of teaching practices, improving teaching quality, and promoting innovative pedagogical methods.

The selection committee of Dr. Federica Sbergami, Professor Ines Chaieb, and Professor Giacomo De Giorgi selected four projects for funding and development.

Dr. Oumaima Ajmi's project was the digitization of the Mathematics Preparatory School. The platform increases students' autonomy, and the self-assessment function gives students a better understanding of their abilities and the skills needed to undertake the GSEM's bachelor's program.

Professor Dorothée Baumann-Pauly's proposal was the further development of a microsimulation that immerses students in a decision-making scenario. With the help of an online tool, students can apply concepts learned in class to different real-life business situations.

Dr. Marta Pittavino's project uses software to create "escape game" quizzes. This learning-by-playing modality increases student engagement, helps stimulate their understanding of theoretical tools and abstract topics such as statistics and mathematics, and develops teamwork.

Professor Kerstin Preuschoff's proposal aims to give students greater ownership of the learning process by challenging them to communicate their learnings by creating a short science film, which must be understandable by non-experts, scientifically accurate, and engaging.



3.2 FACULTY MEMBERS

Full Professors

Tina Ambos

Institute of Management

Tony Berrada

Geneva Finance Research Institute

Eva Cantoni

Research Center for Statistics

Céline Carrère

Institute of Economics and Econometrics

Ines Chaieb

Geneva Finance Research Institute

Giacomo De Giorgi

Institute of Economics and Econometrics

Salvatore Di Falco

Institute of Economics and Econometrics

Michel Ferrary

Institute of Management

Rajna Gibson Brandon

Geneva Finance Research Institute

Harald Hau

Geneva Finance Research Institute

Martin Hoesli

Geneva Finance Research Institute

Dimitri Konstantas

Information Science Institute

Jaya Krishnakumar

Institute of Economics and Econometrics

Philipp Krüger

Geneva Finance Research Institute

Markus Menz

Institute of Management

Monika Mrázová

Institute of Economics and Econometrics

Marcelo Olarreaga

Institute of Economics and Econometrics

Marcel Paulssen

Institute of Management

Michele Pellizzari

Institute of Economics and Econometrics

Sebastian Raisch

Institute of Management

Frédéric Robert-Nicoud

Institute of Economics and Econometrics

Jean-Charles Rochet

Geneva Finance Research Institute

Olivier Scaillet

Geneva Finance Research Institute

Stefan Sperlich

Institute of Economics and Econometrics

Aleksey Tetenov

Institute of Economics and Econometrics

Fabio Trojani

Geneva Finance Research Institute

Maria-Pia Victoria-Feser

Research Center for Statistics

Jean-Paul Vulliéty

Institute of Management

Katarzyna Wac

Information Science Institute

Nicolas Zufferey

Institute of Management

Associate Professors

Sebastian Engelke

Research Center for Statistics

Gilles Falquet

Information Science Institute

Giovanni Ferro-Luzzi
Institute of Economics and Econometrics

François Grey
Information Science Institute (from August 2022)

Davide La Vecchia
Research Center for Statistics

Jérémy Lucchetti
Institute of Economics and Econometrics

Tobias Müller
Institute of Economics and Econometrics

Kerstin Preuschoff
Geneva Finance Research Institute

Judith Schrempf-Stirling
Institute of Management

Thomas Straub
Institute of Management

Assistant Professors

Vera Chau
Geneva Finance Research Institute
(from September 2022)

Julien Daubanes
Institute of Economics and Econometrics

Thomas Fischer
Institute of Management

Stéphane Guerrier
Research Center for Statistics

Christina Hertel
Institute of Management (from December 2022)

Markus Meierer
Institute of Management (from February 2022)

Giuseppe Ugazio
Geneva Finance Research Institute

Adjunct Professors

Dorothee Baumann-Pauly
Institute of Management

Lee Howell
Institute of Management (from August 2022)

Diego Kuonen
Research Center for Statistics

Franck Missonier-Piera
Institute of Management

Marie-Noëlle Zen-Ruffinen
Institute of Management

Senior Lecturers

Michel Deriaz
Information Science Institute

Thomas Maillart
Information Science Institute

Claudine Métral
Information Science Institute

Nils Nijdam
Information Science Institute

Marta Pittavino
Research Center for Statistics

Federica Sbergami
Institute of Economics and Econometrics

Shahin Tavakoli
Research Center for Statistics

Visiting Professors

Caterina Calsamiglia

Institute of Economics and Econometrics

(from August 2021 to July 2022)

René Sieber

Geneva Finance Research Institute

(from August 2021 to July 2023)

Emmanuel Josserand

Institute of Management

(from May 2021 to April 2023)

3.3 PROMOTIONS

Ines Chaieb

Geneva Finance Research Institute

was promoted to Full Professor at the GSEM in May 2022

Philipp Krüger

Geneva Finance Research Institute

was promoted to Full Professor at the GSEM in May 2022

3.4 NEW FACULTY MEMBERS



Vera Chau

Vera Chau joined the GSEM as Assistant Professor of Finance with affiliation with the Geneva Finance Research Institute on September 1, 2022.

A U.S. national, Vera Chau received her Ph.D. in Finance from the Booth School of Business, University of Chicago, as well as a BA in Economics and a BA in International Relations from New York University.

She has worked as an analyst in the oil and gas sector and was a Research Associate at the Paul Milstein Center for Real Estate, Columbia Business School.

She conducts empirical and theoretical research, and her research interests lie at the intersection of finance and energy economics, with important implications for sustainable and environmental finance. In particular, she is interested in issues of technology adoption due to technological change and endogenous growth, as well as the impact of financial intermediaries on household finance.



François Grey

François Grey joined the GSEM as Associate Professor with affiliation with the Information Science Institute on August 1, 2022.

Born in Canada, François Grey obtained a doctorate in Physics at the University of Copenhagen in 1998.

He has held positions as Deputy Director at the Centre for Nano and Micro Mechanics (Tsinghua University) and Invited Professor at the Centre Universitaire d'Informatique at the University of Geneva.

Professor Grey received a Fellowship from the Shuttleworth Foundation, was named one of 12 Tech Innovators Transforming Campuses by the journal Higher Education and is the co-author of over 100 scientific publications in peer-reviewed journals.

He has broad experience in science management, teaching, and communication, has managed the development of a series of online citizen science projects in a wide range of research fields and established Citizen Cyberlab in 2009.



Christina Hertel

Christina Hertel joined the GSEM as Assistant Professor of Entrepreneurship with affiliation with the Institute of Management on December 1, 2022.

A German national, Christina Hertel received her Ph.D. in Entrepreneurship from the Technical University of Munich (TUM) in 2018. Following this, she was a Postdoctoral Research Associate and Lecturer at the Chair of Entrepreneurship and Technology Commercialization at EPFL.

Her research focuses on entrepreneurship as a means of solving local and societal problems, with a specific focus on collective entrepreneurial solutions and measuring the sustainability and impact of start-ups. For her work on community entrepreneurship, she received the Roman Herzog Research Award.

Since 2019, she has worked on developing an easy-to-use, research-driven framework for assessing sustainability and impact in start-ups, that enables leaders to develop a workable sustainability strategy and feeds into a large database to advance research on corporate social performance.



Lee Howell

Lee Howell joined the GSEM as Adjunct Professor with affiliation with the Institute of Management on August 1, 2022.

Professor Howell completed his Ph.D. in Law at the University of St. Gallen. He is also a graduate of the University of Maryland (BA in Economics and BA in East Asian Languages and Literature), Delaware Law School (JD), and the American University Washington College of Law (LLM, International Law).

He was a Fellow at the Center for Strategic and International Studies and was responsible for the annual World Economic Forum in Davos for 12 years, before joining the GSEM as a Visiting Professor in 2021. He currently serves as Executive Director at The Villars Institute.

Professor Howell frequently writes about global trends, systems leadership, and the Fourth Industrial Revolution. His research topics include digital platforms, global risks, strategic narratives, and technological innovation.



Markus Meierer

Markus Meierer joined the GSEM as Assistant Professor of Marketing with affiliation with the Institute of Management on February 1, 2022.

Professor Markus Meierer attended the University of Trier in Germany where he studied Business Administration with majors in marketing, psychology, and business law before receiving his Ph.D. in Business and Economics in 2010. Following this, he joined the University of Zurich as the Senior Associate in Business Administration at the Chair for Marketing and Market Research. From 2013 to 2021, he headed the project “Networks & Consumers” in the University Research Priority Program “Social Networks”.

In his research, Professor Meierer bridges marketing, statistics, network computational linguistics, and computer science to increase the understanding of large-scale consumer networks. He leverages insights from data to help businesses and retailers build more customer-centric organizations.

3.5 GOVERNANCE

Dean's Team

The Dean's Team is responsible for managing the GSEM. The Dean and the Vice Deans were appointed for the 2021–2025 four-year term (renewable).

Members of the Dean's Team

Professor [Markus Menz](#)
Dean

Professor [Eva Cantoni](#)
Vice Dean for Teaching

Professor [Salvatore Di Falco](#)
Vice Dean for Research and Faculty Affairs

Professor [Judith Schrempf-Stirling](#)
Vice Dean for Executive Education

[Beatriz Iglesias](#)
Administrator

[Birgit Müller-Marreros](#)
Assistant to the Dean's Team

Faculty Council

The Faculty Council (Collège des professeur-es) is composed of all faculty members (Full, Associate, Assistant, and Adjunct Professors, with the exception of Honorary Professors). The Council provides opinions on study programs, plans, and regulations; offers the Participatory Council the name(s) of one or more candidate(s) for the position of Dean; takes note of the annual accounts and budget; and offers advice on any matter that the Dean's team submits. In addition, the Faculty Council of Full Professors advises the Rector on potential faculty member appointments, promotions, and renewals.

Participatory Council

The School's Participatory Council (Conseil participatif) is composed of four members of the core faculty, two members of the adjunct faculty, two students, and one administrative staff representative. The School's electoral colleges elect the members of the Participatory Council. They are appointed for four years (renewable), with the exception of the students' representatives, who serve for two years. The members of the Dean's Team are invited to participate in an advisory capacity in the Participatory Council's meetings.

Participatory Council Members

[Dimitri Konstantas](#)
Full Professor
President of the Participatory Council

[Tony Berrada](#)
Full Professor

[Tobias Müller](#)
Associate Professor

[Samuel Orso](#)
Postdoctoral Researcher

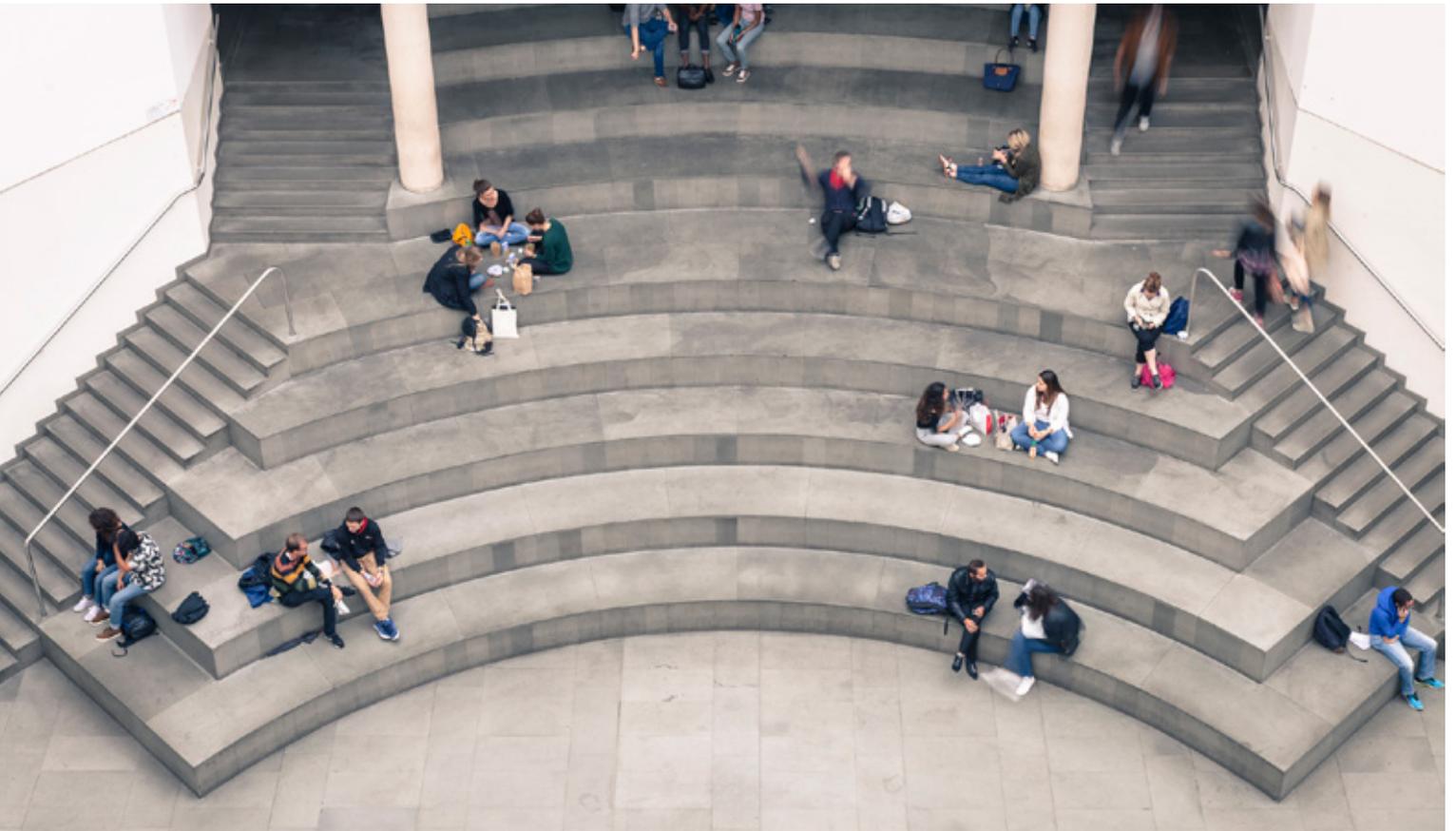
[Marta Pittavino](#)
Senior Lecturer

[Karine Rama](#)
Administrative Assistant

[Mara Sartori](#)
BSc program Student (from September 2022)

[Ari Jet Stojanovski](#)
MSc program Student

[Nicolas Zufferey](#)
Full Professor



Advisory Board

The Advisory Board provides the Dean's Team with strategic advice and other support concerning the School's future development. The members of the Advisory Board are experienced and represent areas of expertise and stakeholders that are critical to the School, including corporations, international and non-governmental organizations, institutions of the Canton and City of Geneva, alumni, and academic institutions. Patrick Odier, Senior Managing Partner at the Lombard Odier Group, has chaired the GSEM Advisory Board since 2022. He succeeded Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, who served as President of the Advisory Board from 2018 to 2022.

Advisory Board Members

Patrick Odier, Senior Managing Partner, Lombard Odier Group

Carla De Geyseler, Chief Financial Officer, Schindler Group, Board Member, Hilti

Alexandre Epalle, General Director of Economic Development, Research, and Innovation of the Republic and Canton of Geneva

Nicolas Fleury, Co-founder and Managing Partner, Stractic, former Deputy Secretary General of the International Organization for Standardization (ISO)

Shira Kaplan, Founder and CEO, Cyverse

Tatiana Lacerda Prazeres, Director of Trade and International Relations, Fiesp - Federação das Indústrias do Estado de São Paulo

Barbara Lambert, Board Member, Deutsche Börse AG, Implenia, Synlab AG, and UBS Switzerland

Bertrand Levrat, CEO, Geneva University Hospital (HUG)

Honorary Council

The Honorary Council (Conseil honoraire) is composed of School's Honorary Professors, i.e., retired School professors. Building on its members' extensive academic experience, the Honorary Council provides the Dean's team with support for the School's future development.

Honorary Council Members:

- Prof. [Henri Loubergé](#), President
- Prof. [Jean-Paul De Blasis](#)
- Prof. [Jaime De Melo](#)
- Prof. [Jean-Émile Denis](#)
- Prof. [Manfred Gilli](#)
- Prof. [Alain Haurie](#)
- Prof. [Ulrich Kohli](#)
- Prof. [Gilbert Probst](#)
- Prof. [Pierre-Alain Recordon](#)
- Prof. [Elvezio Ronchetti](#)

3.6 IN THE MEDIA

In 2022, local and international media covered the GSEM and its faculty extensively. In total, 111 media mentions were related to the GSEM and its members. These mentions were not only by the local media, such as *Le Temps*, *L'Agefi*, *Bilan*, and *Heidi.news*, but also by the international business press, such as *The Economist*, *The Financial Times*, *MIT Sloan Management Review*, and *Harvard Business Review*.

At the end of 2022, the GSEM's LinkedIn page had 5,278 followers, representing a 44% increase compared to 2021. The School's Facebook page remained stable with 4,994 followers.





The GSEM celebrated 344 graduates in 2022



The GSEM celebrated the 2022 graduates from its bachelor's, master's, and doctoral programs at a special event on November 17. The graduates with the best grade averages in the BSc and MSc programs received awards.

For the first time in two years, the GSEM's members and partners were able to gather for this special occasion in person with the graduates and their friends and families.

Professor Markus Menz, Dean of the GSEM, reflected on the value of courage and encouraged the graduates to use that courage to speak up, take action, and have a positive impact on society. Dr. Stéphane Berthet, Vice-Rector of the University of Geneva, encouraged the graduates to embrace the spirit of the entrepreneur. The evening's commencement speaker Alisée de Tonnac, co-founder and Co-CEO of Seedstars, reminded the graduates that "life is short", and of the importance of finding what matters to you, and doing meaningful things with meaningful people.

Prizes Awarded

Best average grades for the BSc in Economics and Management – concentration in Economics
Supported by the *Banque Cantonale Genevoise*
[Tyler Carden](#)

Best average grades for the BSc in Economics and Management – concentration in Management
Supported by *Lombard Odier*
[Adrien Da Silva](#)

Best average grades for the MSc in Economics
Supported by the *Geneva Chamber of Commerce, Industry and Services (CCIG)*
[Antoine Völki](#)

Best average grades for the MSc in Management
Supported by the *Fédération des Entreprises Romandes Genève*
[Lys-Milena Maillard](#)

Best average grades for the MSc in Statistics
Supported by *Lusenti Partners*
[Pouya Roudaki](#)

Best average grades for the MSc in Wealth Management
Supported by the *Investment Strategists Association of Geneva (ISAG)*
[Muhammad Faraz](#)

Best Thesis of the MSc in Commodity Trading
Supported by *Sucafina*
[Tran Dao](#)

Best average grades for the MSc in Business Analytics
Supported by the *Groupement des Entreprises Multinationales*
[Julia Soica](#)

William Rappard Prize, for the Best Ph.D. Thesis in the field of sustainability
[Dr. Valentin Jouvenot](#)

