

## List of HEC Lausanne Master's thesis 2022

### Master in Management, Internship Thesis

Name	Surname	Title	Teacher
<b>Abbate</b>	Giulia	Strategic analysis and measurement of the relatedness dimensions among business models for finding and exploiting synergies: development of a new setup for the service portfolio of NESABGS	Castañer Xavier
<b>Abdoerrachman</b>	Siti Yasmin	Enhancing the omnichannel customer gifting experience following the covid-19 pandemic: the case of L'Occitane en Provence	Christen Markus
<b>Ahmeti</b>	Eron	Améliorer l'usage de la Gestion Électronique de Documents en entreprise	Schmid Mast Marianne
<b>Alikhanov</b>	Jakhongir	Management of an Organizational Transformation from Waterfall to Agile: The Case of Swiss Re	Dietz Joerg
<b>Allègre</b>	Quentin	La transition digitale au service de la chasse d'appartements. la disruption du marché des relocations	Leclerc Fabrice
<b>Arllettaz</b>	Sophie	How can a digital strategy help a company active in the Swiss real estate industry to acquire and manage clients? The case of a PropTech	Lacoste Sylvie
<b>Baeumlin</b>	Thomas	Utilisation de techniques de Machine Learning pour prédire la fourchette d'estimation d'un bien immobilier	Boldi Marc-Olivier
<b>Bajrami</b>	Vanesa	Does personalization worth the try and would benefit marketers in their relationship they have with their consumers?	Schlager Tobias

<b>Bellier</b>	Marie	Prévision des flux entrants et sortants de l'entrepôt du groupe Brunschwig	Gallay Olivier
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<b>Botto Poala</b>	Pietro	Digital transformation in companies: a framework for an effective implementation".	Derchi Giovanni Battista
<b>Brigger</b>	Nathalie	Secrets de Miel: Leveraging Brand Community Rituals for Stronger Engagement and Attachment	Rege Katharina
<b>Brito Gouveia</b>	Ana	Cosmetic in-store retail: which future in Switzerland after the e-commerce acceleration generated by COVID-19? A focus on L'Oréal Switzerland	Rege Katharina
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<b>Da Silva Ferraz</b>	Sara	The effect of content and format on Rado's organic engagement rate on Instagram	Hervet Guillaume
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<b>Jones</b>	Freya	Can improving the customer experience of administering nuclear medicine therapy offer Novartis a new competitive advantage in the US?	Dabrowska-Leszczynska Agnieszka
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