

WHY LOURIM?

"Since September 2019, I have had the chance to work in a **convivial environment** where I experience **autonomy**, while always being supported by my colleagues. This truly allows me to have a fulfilling working experience aligned with **my values and my needs**."

Sabrina Courtois,
Teaching and Research Assistant in CSR

"I often have to say :
"No, I do not restart for six more years !"
Doing a PhD is far from what you do during your studies.
It is a **real rewarding job** with lots of benefits."

Louise Dumont,
Teaching and Research Assistant in Marketing

"Job-wise, **flexibility** is the aspect I am enjoying the most in my professional experience here. Commitment and dedication to work are necessary to hold a twofold engagement – in teaching and research. However, as long as objectives are met, you **self-manage your time**. This represents an outstanding advantage for people whose daily-productivity peaks and time constraints vary greatly."

Marco Daprà,
Teaching and Research Assistant in Strategy & Organization

"I decided to choose the University and the Institute for the **reputation**, and the background in my field especially. LouRIM provides foreigner students with **kind support** all the time, from the very moment you start to apply from your country."

Natalia Ramirez,
Researcher in Entrepreneurship

LET'S KEEP IN TOUCH?

LOUVAIN RESEARCH INSTITUTE IN MANAGEMENT AND ORGANIZATIONS

Place des Doyens 1, bte L2.01.02
1348 Louvain-la-Neuve

www.uclouvain.be/lourim
secretariat-lourim@uclouvain.be
010/47.83.03

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Lourim



LouRIM UCLouvain
Research Institute

Louvain Research Institute
in Management and
Organizations



WHAT ARE WE DOING?

LouRIM promotes fundamental research in management, along **seven main research axes**. With its research activities, LouRIM contributes to the understanding of current societal issues and their impact on private and public organizations.

AUDIT & ACCOUNTING

Which measurement and control tools are needed to develop regenerative economy?
What is the role of internal auditors in fraud prevention?
What is the role of internal audit in intra-organizational learning?

MARKETING

How to protect consumers towards planned obsolescence?
Which role do personalization, gamification or co-creation strategies play on customer engagement?
What is the impact of digital influencers (YouTubers, Instagrammers,...)?

ENTREPRENEURSHIP

What are entrepreneurs' motivations?
How to remotivate entrepreneurs after a failure?
What may influence funders' decision to participate into a crowdfunding campaign?

CORPORATE SOCIAL RESPONSIBILITY

How to integrate sustainable development goals in entrepreneurial activities?
How to drive a more responsible consumption?
What are the skills of socially responsible leaders?

HUMAN RESOURCE MANAGEMENT & ORGANIZATION STUDIES

Which strategies to develop to face active ageing?
What could bring big data to HRM?
How does telework question social dynamics?

STRATEGY & INNOVATION

How to stimulate business development?
What is the impact of networking activities on firm's innovation capability?
How are business models evolving to face the new challenges of the 21st century?

INFORMATION TECHNOLOGIES

Which conceptual models and data logics could we analyze and conceive?
Which architectures to deploy in mobile infrastructures and clouds?
What are the key societal challenges associated to artificial intelligence?

RESEARCH
AXES &
EXPERTISE