



ESSCA

Press release

5th January 2023

ESSCA launches ESSCA Knowledge, an online platform offering the general public access to the fruits of the school's research activities

To underline the impact and visibility of its research, ESSCA is launching ESSCA Knowledge, a new online platform dedicated to showcasing the multi-disciplinary research output of the school's teacher-researchers. Aimed at non-academic target audiences, ESSCA Knowledge publishes research material in article, podcast, and video formats.

By facilitating access to the results of its research activity, ESSCA is seeking to encourage individuals to take part in public debate with freedom of thought and for the common good. Over 1,000 articles in French and English are already available to view, covering topics fully in line with the main challenges faced by society, namely responsibility and sustainable development, sciences and innovation, and Artificial Intelligence.

Breaking down academic barriers to reach a broader audience

ESSCA research activity has risen in intensity these past few years with a 75% increase in the number of articles to appear (139 in 2021/22 vs. 79 in 2019/20) and almost 95% of articles being star-rated (290 in total). The school also strengthened its faculty with the recruitment of 25 professors (18 of whom are international) at the beginning of the 2022/23 academic year. Boosted by the work of a committed faculty that has become increasingly dedicated to the impact of its research activity on society, ESSCA has decided to showcase this activity via the creation of a special online platform, ESSCA Knowledge. Designed to share the knowledge produced by the school's researchers with the public at large, this platform will be regularly updated with the work of the school's six disciplinary research groups, its four cross-functional research institutes (EU*Asia, Entreprises Familiales, Transformation Digitale, and Transports et Mobilités Durables), and its "Behavioral and Experimental Lab".

The team dedicated to showcasing ESSCA research adapts, re-writes and re-formulates the source material in advance of publication on ESSCA Knowledge. This promotion of research activity may take several forms: articles, podcasts, and videos.



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“We are now in a position to offer open access to over 1,000 articles online, in French and English, of reliable and legitimate content, which is significant and underlines to what extent the ESSCA academic community has its finger on the pulse regarding societal issues the economic, social, ecological, technological, and scientific stakes of which are high. This unique space, made available to a very broad audience, provides an overview of research that can be understood by the largest possible number of people. The interest in having several formats (articles, podcasts, and videos) is to vary the format, make them more accessible and appealing, and to target a younger, more varied readership. As knowledge is a fundamental source of freedom and thought, it is up to ESSCA to enable this knowledge to overcome academic barriers”, explains Marie Le Borgne-Larivière, head of research promotion.

Issues of burning importance to the main challenges facing society

The topics covered are directly linked to the main challenges facing our society, such as responsibility and sustainable development, the sciences and innovation, digital technology and Artificial Intelligence, the economy and finance, leadership, management, marketing, and strategy.

Examples of the latest articles published:

- [The fight against fake news: online misinformation in a time of crisis](#)
- [When the origin and prospect of a CEO's succession alters CSR policy in family firms](#)
- [Why the founder of Patagonia is a good person](#)
- [We're all addicts!](#)
- [HR and digitalisation policies: the contribution of strategic HR management](#)

ESSCA Knowledge also provides access to two thematic blogs. The first, “**The European Notepad**”, led by Doctor of Sociology and Founder of the EU-Asia Institute Albrecht Sonntag, is dedicated to European integration, evolutions within French society and football. The second, steered by Alain Anquetil, Professor of Business Ethics, is dedicated to **Philosophy and Business Ethics**.

About ESSCA School of Management

Now 112 years in existence, ESSCA School of Management offers a range of courses in marketing, business, finance, HR, digital and consulting. It is a member of the Conférence des Grandes Écoles and delivers a nationally endorsed Bac+5 Master's-level diploma as well as a Bachelor in International Management, a Specialised Master's and a Master of Science.

A non-profit 1901 association and EESPIG-certified, ESSCA School of Management is part of the 1% of business schools worldwide to hold AACSB, AMBA and EQUIS triple crown accreditation status, thanks to the excellence of its programme portfolio, international exposure, and close ties with the corporate world.

The school currently comprises a 18,000-strong alumni network present around the world. Established on 8 different campuses in France and abroad (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris, Strasbourg, Budapest, and Shanghai), the school delivers a broad range of curricula in tandem with a large-scale network of partner universities in 56 countries. A ninth campus is due to open in Malaga, Spain (September 2023), as well as offices in Luxembourg (January 2024). The school also offers a selection of training programmes specially designed for executives, managers, and operational teams.

www.essca.fr/en/

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