News

Swiss Life Asset Managers Thesis Award: Awards for outstanding Bachelor's and Master's theses

20 November 2026

Maximilian Hegg and Thanh Hien Duong win the 2026 Swiss Life Asset Managers Thesis Award. An Honourable Mention goes to Noé Lugt and Matteo Langenegger. A total of 24 theses were nominated for the Thesis Award.

On 19 November 2026, four outstanding theses were honoured at the presentation of the 2026 Swiss Life Asset Managers Thesis Award. The study award recognises Bachelor's and Master's theses that stand out for their quality, practical relevance and original contribution to addressing current issues. A total of 24 theses were nominated, including 13 bachelor's and 11 master's theses. The award ceremony took place on Thursday evening at Swiss Life's temporary head office in the Hochhaus zur Palme in Zurich. An independent jury of experts awarded two Thesis Awards and two Honourable Mentions. The award-winning graduates received prize money in recognition of their exceptional achievements.

At the award ceremony, Per Erikson, Group Chief Investment Officer of the Swiss Life Group, emphasised: "The Swiss Life Asset Managers Study Award underscores the company's commitment to fostering innovative thinking, academic excellence and practice-oriented research. This year's theses once again demonstrate the impressive commitment of young talents to addressing current challenges in business, finance, technology and real estate, while generating valuable insights with practical relevance." Prof. Philipp Lütolf, jury member and lecturer at the Institute for Financial Services Zug (IFZ), part of Lucerne University of Applied Sciences and Arts, also praised high the quality of the submitted theses: "The nominated Bachelor's and Master's theses stand out on the basis of their high academic quality, strong practical relevance and the remarkable commitment demonstrated by the graduates. The breadth of topics covered underscores the innovative capacity and outstanding performance of Switzerland's higher education sector."

Overview of award winners – Bachelor's Thesis Award: Maximilian Hegg from Münchenbuchsee
The CHF 5000 Study Award in the Bachelor's category was awarded to **Maximilian Hegg** from Münchenbuchsee, a graduate of Bern University of Applied Sciences, for his thesis "Integrating Generative AI into Strategy Consulting: A Qualitative Multiple Case Study on Strategic, Operational, and Value Creation Dimensions". In his thesis, he examines how leading strategy consulting firms are integrating generative artificial intelligence into their business and operating models, and explores the impact this is having on ways of working, value creation and business models. "The thesis stands out for its clear structure, meticulously documented methodology and accessible presentation of a highly relevant and contemporary topic. "With his 'AI Adoption Chain', Maximilian Hegg succeeds in bringing together the key findings in a clear and compelling manner, making a practical contribution to the ongoing discussion on the use of generative AI in strategy consulting," the jury noted in its commendation.



Maximilian Hegg, winner of the 2026 Swiss Life Asset Managers Thesis Award in the Bachelor's category

Honourable Mention in the Bachelor's category: Noé Lugt from La Conversion
The CHF 2500 Honourable Mention in the Bachelor's category went to **Noé Lugt** of La Conversion, a graduate of the Haute École d'Ingénierie et de Gestion du Canton de Vaud (HEIG-VD). In his work "Standardisation et optimisation des méthodes de valorisation immobilière: Proposition d'une approche pour les immeubles de Retraites Populaires" he developed an approach to standardising and optimising property valuations for institutional real estate portfolios. "The thesis impressed the jury with its strong practical relevance, substantial independent contribution and tangible value for industry practice. The recommendations derived from the research are concrete, pragmatic, and readily implementable," the jury stated.



Noé Lugt, winner of the 2026 Honourable Mention in the Bachelor's category

Thesis Award in the Master's category: Thanh Hien Duong from Zug
The CHF 5000 Thesis Award in the Master's category was awarded to Thanh Hien Duong of Zug, a graduate of Lucerne University of Applied Sciences and Arts, for her thesis "Behavioral Momentum Strategies in the Swiss Market: Evidence from Prospect Theory". The thesis explored how traditional momentum strategies can be better tailored to the needs of loss-averse investors and examines the influence of behavioural finance factors on the evaluation of such investment strategies. "Particularly noteworthy are the thesis's extensive empirical analysis, its systematic comparison of different strategies and its nuanced assessment of both investment returns and investor utility," the jury noted.



Thanh Hien Duong, winner of the 2026 Swiss Life Asset Managers Thesis Award in the Master's category

Honourable Mention in the Master's category: Matteo Langenegger from Bern
The CHF 2500 Honourable Mention in the Master's category goes to **Matteo Langenegger** of Bern, a graduate of Lucerne University of Applied Sciences and Arts. In his thesis, "Der Einfluss von Wahlen in Frankreich und Italien auf den Zinsaufschlag ihrer Staatsanleihen gegenüber deutschen Bundesanleihen", he examines the interplay between political events and financial markets, focusing on how electoral expectations and political uncertainty can affect sovereign bond yield spreads. "The thesis addresses a highly relevant and timely topic at the intersection of politics and financial markets. Particularly noteworthy are the depth of the analysis and the careful interpretation of the findings," the jury commented.



Matteo Langenegger, winner of the 2026 Honourable Mention in the Master's category

The universities of the graduates awarded the Thesis Award received CHF 1500 each. The respective universities receive CHF 1000 for the Honourable Mentions.

About the Swiss Life Asset Managers Thesis Award
Each year, the Swiss Life Asset Managers Thesis Award, in collaboration with the Institute of Financial Services in Zug (IFZ), part of Lucerne University of Applied Sciences and Arts, and *Finanz und Wirtschaft*, promotes innovative and practice-oriented research work at Swiss universities of applied sciences on topics such as financial investments, financial markets, financial services companies, financial instruments and corporate finance. The best theses are awarded the prize in recognition of the students' achievements.

Further information on the Swiss Life Asset Managers Thesis Award can be found at https://www.swisslife-am.com/en/home.html.

Swiss Life Asset Managers Thesis Award jury members

- Prof. Philipp Lütolf, lecturer at the Institute of Financial Services in Zug (IFZ), part of Lucerne University of Applied Sciences and Arts
- Philippe Béguelin, Head of Markets Department, *Finanz und Wirtschaft*
- Claudia Bernasconi, Head of Current Account at the Swiss National Bank (SNB)
- Damian Künzi, Head Macroeconomic, Swiss Life Asset Managers
- Dr. Benjamin Jonen, Head Financial Engineering, Swiss Life Asset Managers
- Diego Liechti, Head of Investments and Member of the Executive Board of the PKG pension fund

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Swiss Life Asset Managers

Swiss Life Asset Managers has more than 165 years of experience in managing the assets of the Swiss Life Group. This insurance background has exerted a key influence on the investment philosophy of Swiss Life Asset Managers, which is governed by such principles as value preservation, the generation of consistent and sustainable performance and a responsible approach to risks. Swiss Life Asset Managers offers this proven approach to third-party clients in multiple European locations.

As at 30 June 2026, assets under management for third-party clients amount to CHF 157.6 billion. Together with insurance mandates for the Swiss Life Group, total assets under management at Swiss Life Asset Managers stood at CHF 300.8 billion. Swiss Life Asset Managers is a leading institutional real estate investor in Europe[1]. Of the assets totalling CHF 300.8 billion, CHF 90.2 billion are invested in real estate. In addition, Swiss Life Asset Managers, in cooperation with Livit, manages real estate totalling CHF 24.8 billion in value. Total real estate assets under management and administration at the end of June 2026 thus came to CHF 115 billion.

Swiss Life Asset Managers employs more than 2300 people in Europe.

A financially self-determined life

Swiss Life enables people to lead a financially self-determined life and look to the future with confidence. Swiss Life Asset Managers pursues the same goal: We think long-term and act responsibly. We use our knowledge and experience to develop future-oriented investment solutions. This is how we support our customers in achieving their long-term investment objectives, which in turn also take account of their client's needs so they can plan their future in a financially self-determined manner.

[1] #2 IPE Top 150 Real Estate Investment Managers 2025 Ranking Europe, #2 INREV Fund Manager Survey 2026