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ASSOCIATE PROFESSOR
DEPARTMENT: DIGITAL MANAGEMENT

DISCIPLINARY TEAM: DIGITAL MANAGEMENT
RESEARCH AXIS: DIGITAL LEADERSHIP

EDUCATION AND DEGREES

- 2021 HDR (Habilitation à Diriger des Recherches) Université de Lorraine, Nancy, France
- 1987 Doctorat en Marketing Université de Paris IX Dauphine, Paris, France
- 1980 Master Recherche en Stratégie Commerciale et Communication International Management School/E.S.C.P (École Supérieure de commerce de Paris), Paris, France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 1999 - ... Professeur of strategic marketing (Burgundy School of Business, France)
- 2009 - 2016 Itinerary Professor (NEOMA)
- 1995 - 1998 Professor, Dean of studies 2nd cycle (Pôle universitaire Léonard-de-Vinci, Courbevoie, France)
- 1992 - 1995 Professor, Responsible in major option in "sales management and negotiation" for senior students (Groupe Sup de Co. Amiens, France)
- 1989 - 1991 Professeur of strategic marketing (University of California, United-States)

CONSULTING ACTIVITIES

- Consultant in car industry, electricity transmission, software programs, tourism, relating, etc.

EXECUTIVE EDUCATION TEACHING

- 1991 - 1997 Founder and Directing Manager Specialized in training and seminar leading (, France)

INVOLVEMENT IN PROFESSIONAL ASSOCIATIONS

- 1991 - 1994 Affiliate to American marketing Association

OTHERS ACTIVITIES

- (Media)
- Currently Supporting democracy and market-based economy in Iran

TEACHING

DISCIPLINARY TEAM

- Digital Management

TEACHING LANGUAGES

- English
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

- Digital Leadership

RESEARCH ACTIVITIES

International, National or Regional Research Projects

- Etude sur les motivations de crowdfunding
- 2016 Banque Populaire

PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS

Reviewing of articles

- 2016 Certified Reviewer and discussant EURAM COncference 2016

OTHER

- Evalueateur - reviewer
- Member of the Academic Advisory Board
- 2009 - ... Member of the Chair of Microfinance
- Membre du comité scientifique et conférencier

INTELLECTUAL CONTRIBUTIONS

Articles in peer refereed journals

Klein, G., Assadi, D., Zwilling, M., Fighting Fire with Fire: Combating Criminal Abuse of Cryptocurrency with a P2P Mindset. *Information Systems Frontiers*, 2024. **FNEGE 3, HCERES B (published on line)**

Wroldson, J., Assadi, D., Trust is not recognition: an exploration of revolts in crowdfunding. *International Journal of Entrepreneurship and Innovation Management*, 2023, 27,(1/2): 1-18. **CNRS 4, FNEGE 4, HCERES C**

Ashta, A., Assadi, D., Duran, N., Capture d'innovation : étude de cas d'une néo-banque à mission sociale et défis pour les pays en développement. *Science, Technologie, Développement*, 2021, 1,(1): 1-21.

Biot Paquerot, G., Assadi, D., Ashta, A., La création de valeur des fintechs dans l'offre de services bancaires et financiers : entre deshumanisation et réhumanisation. *Innovations - Revue d'Economie et de Management de l'Innovation*, 2021, 1,(64): 209-235. **CNRS 4, FNEGE 3, HCERES B**

Assadi, D., Ashta, A., Jung, A., A Tale of Three Musketeers of Alternative Finance: Stagnating Microcredit, Growing P2P Online Lending and Striving for Slow Money. *Innovations: Journal of Innovation Economics and Management*, 2018, 2,(26): 13-36. **CNRS 4**

Assadi, D., Ramezanali, M., Does microfinance reduce poverty? The Case of Brazil. *International Journal of Trade, Economics and Finance*, 2018, 9,(2): 60-65.

Assadi, D., Marakkath, N., Shinde, S., What Do Backers Trust When They Do Not Know Initiators? Crowdfunding Experimentation in India. *Optimization: Journal of Research in Management*, 2017, 9,(2): 6-20.

Ashta, A., Assadi, D., Marakkath, N., The Strategic Challenges of a Social Innovation: Rang De Goes Crowd-funding. *Strategic Change*, 2015, 24,(1): 1-14. **CNRS 3, FNEGE 3, AERES B**

Assadi, D., Ashta, A., Innovative Transposition of Trust mechanisms in Social Lending Groups from offline to online. *Strategic Change*, 2014, 23,(7-8): 461-480. **CNRS 3, FNEGE 3, AERES B**

Assadi, D., Ashta, A., Brand Value Building in Online Social Lending Startups, 2012, 1,(9): 139-161.

Assadi, D., Cudi, A., Le potentiel d'inclusion financière du "Mobile Banking". Une étude exploratoire. *Management & Avenir*, 2011,(46): 205-222. **CNRS 4, AERES**

Assadi, D., Hudon, M., La microfinance : de la charité aux affaires : Introduction. *Management & Avenir*, 2011,(46): 196-204. **CNRS 4, AERES**

Ashta, A., Assadi, D., An analysis of European online micro-lending websites. *Innovative marketing*, 2010, 6,(2): 7-17.

Ashta, A., Assadi, D., Should online micro-lending be for profit or for philanthropy ? DhanaX and Rang De, 2010, 2,(6): 123-146.

Assadi, D., Hudson, M., Marketing-Mix of Online Social Lending Websites. *Journal of Electronic Commerce in Organizations*, 2010, 8,(3): 15-25.

Attuel-Mendes, L., Notebaert, J-F., Assadi, D., The quality of interaction in customer service in the sector of online banking: A comparative analysis of the American and the French websites from email to Web 2.0. *Journal of IMS Group*, 2010, 7: 64-88.

Johnson, S., Ashta, A., Assadi, D., Online or Offline ? The Rise of 'Peer-to-Peer' Lending in Microfinance. *Journal of Electronic Commerce in Organizations*, 2010, 8,(3): 26-37.

Notebaert, J-F., Attuel-Mendes, L., Assadi, D., Nouvelles technologies de l'information et de la communication, nouvelles stratégies marketing. *Gestion - Revue Internationale de Gestion*, 2010, 34,(4): 71-77. **CNRS 4, AERES B**

Assadi, D., Marketing Distribution Channels of Emerging Peer-to-Peer Lending on the Internet. *Journal of IMS Group*, 2009, 6,(1): 13-19.

Notebaert, J-F., Assadi, D., Attuel-Mendes, L., L'individualisation de la relation client sur Internet : une analyse comparative du service client en ligne des banques françaises. *Management & Avenir*, 2008,(16): 174-190.

Assadi, D., Lorünser, B., Strategic management analysis of al Qaeda's organization. *Problems & perspectives in management*, 2007, 5,(4): 57-71.

Books

Gera, R., Assadi, D., Starnawska, M., *Artificial intelligence and Fintech: Challenges for Alternative Finance and Financial Inclusion*, Boca Raton: CRC Press - Taylor & Francis, 2024.

Gera, R., Assadi, D., Starnawska, M., *Artificial Intelligence, Fintech, and Financial Inclusion*, Boca Raton: CRC Press, 2023, 178 p.

Vinogradov, E., Leick, B., Assadi, D., *Digital Entrepreneurship and the Sharing Economy*, Londres: Routledge, 2021, 238 p.

Assadi, D., *Strategic Approaches to Successful Crowdfunding*, Hershey, PA: IGI Global, 2016, 378 p.

Assadi, D., Le Dain, Y., Martin, V., Walliang, A., *Le e-commerce pour les PME*, Paris: Expert Comptable Média, 2013, 200 p.

Assadi, D., *La rente en république islamique d'Iran : les mésaventures d'une économie confisquée*, Paris: Editions l'Harmattan, 2012, 245 p.

Assadi, D., *L'Iran sous la présidence de Mahmoud Ahmadinejad. Bilan et perspectives*, Paris: Editions l'Harmattan, 2009, 175 p.

Assadi, D., *Storytelling en marketing*, Chambéry: Le Génie des Glaciers, 2009, 64 p.

Book chapters

Assadi, D., Wroldsen, J., Financial Inclusion through the Sphere of Solidarity in Corporate Governance: The Cases of Digital Crowdfunding and Conventional Microfinance. Gera, R., Assadi, D., Starnawska, M., *Artificial Intelligence, Fintech, and Financial Inclusion*, Boca Raton: CRC Press - Taylor & Francis, 2024, 52-68.

Sadok, H., Assadi, D., The contribution of AI-Based analysis and rating models to financial inclusion: the Lenddo case for women-led SMEs in developing countries. Gera, R., Assadi, D., Starnawska, M., *Artificial intelligence and Fintech: Challenges for Alternative Finance and Financial Inclusion*, Boca Raton: CRC Press - Taylor & Francis, 2024, 11-25.

Assadi, D., Ashta, A., Duran, N., Is an Offline Sharing Economy Innovation Transmissible Online?: Exploring the Role of Conformity in The Group Lending. Vicente Negrão, C.S., Furtado Brito, J.A., *Multidisciplinary Approaches to Crowdfunding Platforms*, Hershey, Pennsylvanie: IGI Global , 2021, 134-162.

Attuel-Mendes, L., Assadi, D., Raymond, S., Investors' Motivations in Different Types of Crowdfunding. Vicente Negrão, C.S., Furtado Brito, J.A., *Multidisciplinary Approaches to Crowdfunding Platforms*, Hershey, Pennsylvania: IGI Global , 2021, 21-54.

Assadi, D., What Is a P2P Business Model?. Khosrow-Pour, M., *Encyclopedia of Organizational Knowledge, Administration, and Technologies*, Hershey, Pennsylvania: IGI Global , 2020, 758-774.

Assadi, D., Lankoande, G., La typologie attitudinale des non-bancarisés envers la téléphonie mobile comme moyen d'accès aux services financiers. Benali, M., El Bouhadi, A., *Accès aux services financiers, inclusion et durabilité économique en Afrique*, Paris: L'Harmattan, 2020, 195-214.

Assadi, D., Prologue. Makkar, U., Sharma, N., Kumar Rai, A., Pratap Singh, H., *Achieving Sustainable Strategic Advantage*, Greater Noida: GL Bajaj Institute of Management & Research (GLBIMR), 2019.

Assadi, D., Prolog. Makkar, U., Sharma, S., Agarwal, P., *Innovations, Technology and Development: A Road Map for Achieving Global Competitiveness*, New-Delhi: Bharti Publications, 2017.

Assadi, D., Qu'est-ce qu'un modèle d'affaires de « crowdfunding » ? Benali, M., Elbouhadi, A., *Finance : vers un renouvellement des approches et des pratiques*, Fès: Université Sidi Mohamed Ben Abdellah, 2017, 21-56.

Alijani, S., Assadi, D., Ashta, A., Can Social Dynamics Be Channeled from Offline to Online Communities? Commitment, Compliance and Cooperation from Microfinance to Crowdfunding. Assadi, D., *Strategic Approaches to Successful Crowdfunding*, Hershey, PA: IGI Global, 2016, 210-227.

Assadi, D., Alijani, S., Sogala, S., An Exploratory Assessment of Customer Intelligence Information System: Evidence from India. Ashta, A., Barnett, B., Dayson, K., Supka, G., *Management Information Systems in Microfinance: Catalyzing Social Innovation for Competitive Advantage*, Newcastle Upon Tyne: Cambridge Scholars Publishing, 2015, 87-100.

Assadi, D., De Bigault De Granrut, M., Pasqual, B., L'impact du design sonore sur le comportement de navigation des cybernautes. Bobrie, F., Bordron, J-F., Chandès, G., *Le sens du son. Pour une approche culturelle du son*, Limoges: Solilang, 2015.

Assadi, D., Le modèle rentier du processus d'inflation dans la république islamique. Makinsky, M., *L'économie réelle de l'Iran, Au-delà des chiffres*, Paris: Editions l'Harmattan, 2014, 177-188.

Ashta, A., Assadi, D., The use of Web 2.0 technologies in online lending and impact on different components of interest rates. Ashta, A., *Advanced technologies for microfinance: Solutions and challenges*, Hershey: IGI Global, 2011, 206-224.

Assadi, D., Hudson, M., Marketing Analysis of Emerging Peer-to-Peer Micro-lending Websites. Ashta, A., *Advanced technologies for microfinance: Solutions and challenges*, Hershey: IGI Global, 2011, 185-205.

Assadi, D., Ashta, A., How Do People Trust on Peer-to-Peer Lending Websites ? Analysis of the Impacts of the Web 2.0 Technologies and Intermediation Roles. Gera, R., *Advances in Technology and Innovation in Marketing*, Editions MacMillan, 2009, 49-69.

Textbooks/educational books

Assadi, D., *Storytelling en marketing*, Poisy: Éditions Le Génie des Glaciers, 2009, 66 p.

Case studies

Ashta, A., Assadi, D., Babyloan: Microcredit, Great Stories, Scaling Issues In Social Business. *European Case Clearing House*

Papers in Academic Conferences

Assadi, D., Symposium 01: "Platform and Post-Platform Economy: Debates on Actors, Business Models, Ecosystems, Paradigms and Trends". *EURAM 2024: Fostering Innovation to Address Grand Challenges*, June 25th-28th 2024, Bath, United Kingdom.

Assadi, D., How is Generative AI Reconfiguring P2P Platform Business Models? From Pixels to Perceptions: Decoding Perceptual Responses through Neuroimaging Insights Between AI and Human Creations Analyzing the Potential of AI in Assessing Social Signals as a Substitute for Traditional Credit Records: A Pathway to Enhancing Financial Inclusion. *EURAM 2024: Fostering Innovation to Address Grand Challenges*, June 25th-28th 2024, Bath, United Kingdom.

Assadi, D., The platform economy for Venturing and Collaborating: Entrepreneurs, Stakeholders, Technologies, and Ecosystems. *EURAM 2024: Fostering Innovation to Address Grand Challenges*, June 25th-28th 2024, Bath, United Kingdom.

Assadi, D., Klein, G., Zwilling, M., Peer Solutions or State Intervention? Navigating the Dilemma of Cryptocurrency Regulation. *Conference on "Monnaies, Microfinance Numérique et Inclusion Financière Numérique"*, December 11th-12th 2024, Rouen, France.

Assadi, D., Sadok, H., Can AI Use Social Cues to Improve Financial Inclusion?. *Colloque international hybride : FinTech et inclusion financière : catalyseur d'un écosystème financier dynamique*, November 12th-14th 2024, Tizi-Ouzou (online), Algeria.

Assadi, D., Klein, G., The Shepherd's Response to the Shepherdess: Combating Criminal Abuse of Cryptocurrency with a P2P Mindset. *EURAM 2023 Annual Conference - Transforming Business for Good*, June 14th-16th 2023, Dublin, Ireland.

Assadi, D., Sadok, H., Can Artificial Intelligence's Analysis of Social Cues Lead to Better Financial Inclusion?. *EURAM 2023 Annual Conference - Transforming Business for Good*, June 14th-16th 2023, Dublin, Ireland.

Assadi, D., Saud, R., Contribution of Digital Transformation to Operational Efficiency of the banking sector in Saudi Arabia: A Corporate Perspective. *EURAM 2023 Annual Conference - Transforming Business for Good*, June 14th-16th 2023, Dublin, Ireland.

Aldawsari, A., Nasri, B., Vouzas, F., Assadi, D., Exploring Female Entrepreneurship in the Context of the Saudi Arabian Vision . *EURAM 2022 Conference - Learning Digital Transformation*, June 15th-17th 2022, Winterthur, Swiss.

Galit Klein, G., Assadi, D., Zwilling, M., Fight Fire with Fire: Peer-to-Peer Solutions for Combating Criminal Abuse of Cryptocurrency . *EURAM 2022 Conference - Learning Digital Transformation*, June 15th-17th 2022, Winterthur, Swiss.

Sadok, H., Assadi, D., The Contribution of AI-Based Analysis and Rating Models to Financial Inclusion: The Lenddo Case for Women-Led SMEs in Developing Countries . *EURAM 2022 Conference - Learning Digital Transformation*, June 15th-17th 2022, Winterthur, Swiss.

Salwa Aligod, S., Diani, A., Assadi, D., Mouad, M., Peers support and gendered entrepreneurial processes in Morocco . *EURAM 2022 Conference - Learning Digital Transformation* , June 15th-17th 2022, Winterthur, Swiss.

Biot Paquerot, G., Assadi, D., Ashta, A., Value Creation of FinTech in the Banking and Financial Services Offer: Between Rehumanization and Dehumanization. *EURAM 2021 Conference - Reshaping capitalism for a sustainable world (online)*, June 16th-18th 2021, Montréal, Canada.

Duran, N., Ashta, A., Assadi, D., Recapturing Innovation: A Case Study of Neobanking with A Social Mission. *EURAM 2021 Conference - Reshaping capitalism for a sustainable world (online)*, June 16th-18th 2021, Montréal, Canada.

Assadi, D., Modes de gouvernance alternatifs et privés pour l'inclusion financière. *CRSF'20: International Conference of Research and Studies in Finance*, March 3rd-4th 2020, Fès, Morocco.

Assadi, D., Ashta, A., Duran, N., Is an Offline Sharing Economy Innovation Transmissible Online? Exploring the Role of Conformity in The Group Lending. *EURAM 2020 Online Conference - The Business of Now: The Future Starts Here*, December 4th-6th 2020, Dublin, Irelande.

Assadi, D., Jabbouri, R., Benali, M., Exploring Artificial Intelligence-Based Business Models for the Sharing Economy. *EURAM 2020 Online Conference - The Business of Now: The Future Starts Here*, December 4th-6th 2020, Dublin, Irelande.

Diani, A., Assadi, D., Mission Drift in Microfinance institutions: the Moroccan Case. *EURAM 2020 Online Conference - The Business of Now: The Future Starts Here*, December 4th-6th 2020, Dublin, Irelande.

Duran, N., Assadi, D., Ashta, A., Le prêt de groupe : innovation sociale transmissible en ligne ?. *Journée de recherche - Innover pour une finance responsable et durable*, November 27th 2020, Champs-Sur-Marne, France.

Assadi, D., Symposium "The Sharing and Collaborative Economy, The P2P business models, strategies and paradigms of innovation". *19th EURAM Conference "Exploring the Future of Management"*, June 26th-November 28th 2019, Lisbonne, Portugal.

Assadi, D., Bagilet, M., Crowdfunding et artisanat en microfinance : quelle efficacité ?. *L'actualité de la finance : acte II*, May 9th-10th 2019, Nancy, France.

Duncan, A.S., Assadi, D., What is a P2P Business Model?. *19th EURAM Conference "Exploring the Future of Management"*, June 26th-28th 2019, Lisbonne, Portugal.

Rai, A., Assadi, D., The offline antecedent of the sharing economy: the self-help group for the bottom of line in India. *19th EURAM Conference "Exploring the Future of Management"*, June 26th-28th 2019, Lisbonne, Portugal.

Ratsimalahelo, Z., Assadi, D., A mathematical analysis of investment decision on equity based crowdfunding platforms. *19th EURAM Conference "Exploring the Future of Management"*, June 26th-28th 2019, Lisbonne, Portugal.

Assadi, D., Digital Olfaction: The State of Art. *Digital Olfaction Congress 2018*, December 3rd-4th 2018, Tokyo, Japan.

Assadi, D., Le Janus de l'inclusion financière et sociale. *4ème édition des Assises Nationales de l'Économie Social et Solidaire*, December 19th 2018, Skhirat, Morocco.

Assadi, D., Les sources de la confiance. *2ème Colloque International de Recherche et d'Études en Finance*, May 4th-5th 2018, Fès, Morocco.

Assadi, D., Symposium "The Sharing Economy, Spontaneous order of P2P Interactions and Exchanges". SIG Business for Society, . *EURAM 18th Conference "Research in Action"*, June 19th-20th 2018, Reykjavík, Iceland.

Assadi, D., Jung, A., Ashta, A., A Tale of Three Musketeers of Alternative Finance: Stagnating Microcredit, Growing P2P Online Lending and Striving Slow Money. *Congrès RRI (Réseau Recherche Innovation) - VIII Forum Innovation*, June 4th-5th 2018, Nîmes, France.

Assadi, D., Lokoande, G., La typologie attitudinale des non-bancarisés envers la téléphonie mobile comme moyen d'accès aux services financiers. *2ème Colloque International de Recherche et d'Études en Finance*, May 4th-5th 2018, Fès, Morocco.

Assadi, D., Oba, B., Kabadayi Kuscu, Z., The Poor's Wealth. *EURAM 18th Conference "Research in Action"*, June 19th-22nd 2018, Reykjavík, Iceland.

Assadi, D., Ramezanali, M., Does microfinance reduce poverty? The Case of Brazil. . January 11th-13th 2018, San Diego, United States.

Biot-Paquerot, G., Ashta, A., Assadi, D., Émergence des Fintechs dans le secteur bancaire : entre appropriation et diffusion de valeur. *Congrès RRI (Réseau Recherche Innovation) - VIII Forum Innovation*, June 4th-5th 2018, Nîmes, France.

Assadi, D., À la recherche des modèles économiques de crowdfunding . *Journée de recherche dédiée au crowdfunding*, June 9th 2017, Paris, France.

Assadi, D., À la recherche des modèles économiques de financement participatif. March 24th-28th 2017, Fès, Morocco.

Assadi, D., Exploring Crowdfunding in China. *ITEM 8*, December 7th-8th 2017, Dijon, France.

Assadi, D., La typologie attitudinale des non-bancarisés envers la téléphonie mobile comme moyen d'accès aux services financiers. *ITEM 8*, December 7th-8th 2017, Dijon, France.

Assadi, D., Analyse comparative des discours gagnants et perdants du microcrédit : le cas des campagnes de crowdlending. *ITEM 8*, December 7th-8th 2017, Dijon, France.

Assadi, D., What Does It Cost When It Is Free?. *17th EURAM Annual Conference: Making Knowledge Work.*, June 21st-25th 2017, Glasgow, United Kingdom.

Assadi, D., Wroldsen, J., "Recognition": The Missing Piece in Corporate Governance Frameworks.. *17th EURAM Annual Conference: Making Knowledge Work*, June 21st-24th 2017, Glasgow, United Kingdom.

Attuel-Mendes, L., Assadi, D., Raymond, S., Pourquoi la foule finance-t-elle? Étude des motivations des contributeurs dans les différents types de financement participatif. *1ère journée d'étude sur le crowdfunding*, June 9th 2017, Evry, France.

Biot-Paquerot, G., Assadi, D., FinTech Value. *ITEM 8*, December 7th-8th 2017, Dijon, France.

Alia, H., Assadi, D., The Yin and Yang Model of Crowdfunding Branding. *ITEM 7*, March 15th-17th 2016, Shangaï, China.

Alijani, S., Assadi, D., The role of social ties in alternative finance: an exploratory study of crowdfunding, slow money and microlending models. *EURAM 15th Conference 3Manageable Cooperation*", June 1st-4th 2016, Paris, France.

Assadi, D., Wroldson, J., Recognition: the Missing Piece in Corporate Governance Frameworks. *ITEM 7*, March 15th-17th 2016, Shangaï, China.

Assadi, D., Wroldson, J., Recognition: the Missing Piece in Corporate Governance Frameworks. *Microfinance Insight Forum 17: Crowds, Engagement and Control*, April 5th 2016, Dijon, France.

Attuel-Mendes, L., Assadi, D., Raymond, S., Les motivations des contributeurs du crowdfunding. *Microfinance Insight Forum 17: Crowds, Engagement and Control*, April 5th 2016, Dijon, France.

Attuel-Mendes, L., Assadi, D., Raymond, S., Pourquoi la foule finance-t-elle? Étude des motivations des contributeurs dans les différents types de financement participatif. *Microfinance Insight Forum 18 - Strictly Microfinance for Entrepreneurship*, September 8th-9th 2016, Dijon, France.

Attuel-Mendes, L., Assadi, D., Raymond, S., Study of crowdfunders' motivations. *ITEM 7*, March 15th-17th 2016, Shanghai, China.

Taghavi, A., Assadi, D., Raymond, S., A Mathematical Model of Crowdfunding Investing. *ITEM 7*, March 15th-17th 2016, Shangaï, China.

Alijani, S., Assadi, D., Ashta, A., Can Social Innovation Dynamics be Transposable? Exploration of Offline Microfinance and Online Crowdfunding. *6th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-19th 2015, Lyon, France.

Alijani, S., Assadi, D., Ashta, A., Microfinance and Crowdfunding Value Creation Dynamics : A Catalyst for Social Innovation. Best paper award. *European Academy of Management: Uncertainty Is a Great Opportunity*, June 17th-20th 2015, Varsovie, Poland.

Assadi, D., How Is Trust Built in a Changing Environment? A Crowdfunding Experimentation. *EUROMED 2015, Innovation, Entrepreneurship And Sustainable Value Chain In A Dynamic Environment*, September 16th-18th 2015, Vérone, Italy.

Assadi, D., Models of Crowdfunding for Financial Inclusion. *Fourth European Research Conference on Microfinance*, June 1st-3rd 2015, Genève, Swiss.

Assadi, D., Paradigms of Crowdfunding Entrepreneurship for a Turbulent Time. *EUROMED 2015, Innovation, Entrepreneurship And Sustainable Value Chain In A Dynamic Environment*, September 16th-18th 2015, Vérone, Italy.

Assadi, D., Systematic Analysis of Business Models in crowdfunding. *6th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-19th 2015, Lyon, France.

Assadi, D., Alia, H., The Poor's View of poverty. *6th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-19th 2015, Lyon, France.

Assadi, D., Alia, H., The Poor's View of Poverty. *Research Meets Africa*, June 29th-July 3rd 2015, Dakar, Senegal.

Assadi, D., Marakkath, N., Shinde, S., How Is Trust Built Up When People Do Not Know Each Other? A Crowdfunding Experimentation. *Fourth European Research Conference on Microfinance*, June 1st-3rd 2015, Genève, Swiss.

Assadi, D., Von Mises's Perspective in the Valuation of Time Periods. *Quarterly conference of the Banque Populaire Chair in Microfinance of Burgundy School of Business*, February 17th 2014, Dijon, France.

Assadi, D., Abdessamad, Z., Le fonctionnement des groupes de prêts dans le contexte d'interdiction du taux d'intérêt : le cas de la microfinance marocaine. *5th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-20th 2014, Casablanca, Morocco.

Assadi, D., Alia, H., Is Poverty a Question of Line? An investigation through the Poor's View. *5th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-20th 2014, Casablanca, Morocco.

Assadi, D., Ashta, A., Transposition innovante: de hors-ligne à en-ligne des mécanismes de confiance dans les groupes de prêt social. *Les premières journées scientifiques Nancéennes de Microfinance*, December 9th-10th 2014, Nancy, France.

Assadi, D., Nyapati, K., Exploring the impact of information systems (customer intelligence) on transaction costs reduction. *5th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-20th 2014, Casablanca, Morocco.

Assadi, D., A Few Things We Need to Know About Postmodernism The case of Discourse Analysis in Strategy and Marketing. *4th Joint Research Conference*, June 24th 2013, Dijon, France.

Assadi, D., Crowdfunding: Back to Market?. *Quarterly conference of the Banque Populaire Chair in Microfinance of Burgundy School of Business*, October 1st 2013, Paris, France.

Assadi, D., Do people say what the brands want them to say?. *3rd European Research Conference on Microfinance*, June 10th-12th 2013, Kristiansand, Norway.

Assadi, D., Marketing Analysis of Emerging P2P Markets on the Internet: A case study of online social lending websites. *3rd European Research Conference on Microfinance*, June 10th-12th 2013, Kristiansand, Norway.

Assadi, D., Do People Say What the Brands Want Them to Say? An Investigation into the Social Media Twitter. *3rd Institutional and Technological Environment for Microfinance Conference*, January 4th-7th 2012, New-Delhi, India.

Assadi, D., Group as Social Collateral and Governance: What the Disciples Say?. *3rd Joint Research Conference*, May 30th 2012, Oxford, United Kingdom.

Assadi, D., Official and Popular Narratives of Brands': Preliminary Comparative Analysis. *3rd Joint Research Conference*, May 30th 2012, Oxford, United Kingdom.

Assadi, D., Social collateral: Ex Ante vs. Ex post. *3rd International Conference on Institutional and Technological Environment for Microfinance*, January 4th-7th 2012, New-Delhi, India.

Assadi, D., Ashta, A., Featuring loans with social collaterals: The role of Self-help Trust Groups online and offline. *3rd Joint Research Conference*, May 30th 2012, Oxford, United Kingdom.

Assadi, D., Ashta, A., The Building of Brand Affective Equity: Do People Say What the Brands Want Them to Say? An investigation into the social media "Twitter". *3rd Joint Research Conference*, May 30th 2012, Oxford, United Kingdom.

Assadi, D., Are Gifts Always Free ?. *2nd Joint Research Conference*, May 10th 2011, Dijon, France.

Assadi, D., Featuring loans with social collaterals: The role of Reference Trust (Lending) Groups. *2nd European Research Conference on Microfinance*, , Groningue, Netherlands.

Assadi, D., Impact of Storytelling on Consumer Behavior: The Case of Storytelling and Website's Stickness. *7th Global Brand Conference, Academy of Marketing*, April 5th-6th 2011, Oxford, United Kingdom.

Assadi, D., What do religions say about consumption?. *2nd Joint Research Conference*, May 10th 2011, Dijon, France.

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Invited keynote speeches

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Assadi, D., The AI Impact on Paradigms Shifts in Teaching, Working, and Living. *Conference "Management Education 5.0: Aligning NEP Agenda with Digitization and Global Practices"*, September 9th-13th 2024, Delhi, India.

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Other contributions

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Assadi, D., Certificated discussant & reviewer at the Annual Conference EURAM, European Academy of Management, 2024, France.

Assadi, D., Jury member for PhD thesis defense of Mr. Mohamad Jabri "The Fresh Water Crisis in The Middle East: A Gateway to Future Wars" (January 19, 2024, Innovative Knowledge Institute, Paris, France), 2024, France.

Assadi, D., Academic Advisory Board Member for the GL Bajaj Institute of Management and Research, (GLBIMR), Greater Noida, 2024, France.

Assadi, D., Founder and principal proponent of the track "The Sharing, Gig, Platform and Post-Platform Economy: Actors, Business Models, Ecosystems and Technologies" (EURAM 2023 Annual Conference - Transforming Business for Good, June 14-16, 2023, Dublin, Ireland), 2023, Dublin, Irelande.

Assadi, D., Member of the Conference Advisory Committee of the 14th IMSICON-2023 "Re-imagining Business Dynamics: Digital Transformations in Disrupted World", 2023, India.

Assadi, D., "Principle proponent" du symposium The Sharing Economy Transforming Profitability and Sustainability From Business Models to Ecosystems (EURAM 2022 Conference - Learning Digital Transformation, Wintherthur, June 15-17, 2022), 2022, Wintherthur, Swiss.

Assadi, D., Principle proponent" du track The Sharing Economy: The Transformation of Entrepreneurship, Hierarchy, Ownership, Work and Sustainability" du SIG "Entrepreneurship" (EURAM 2022 Conference - Learning Digital Transformation, Wintherthur, June 15-17, 2022), 2022, Wintherthur, Swiss.

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Assadi, D., Academic Advisory Board Member - Bajaj Institute of Management and Research (Greater Noida), 2020, India.

Assadi, D., Chair de la session "Sharing economy from efficacy to efficiency" (EURAM 2020, Dublin, Irelande), 2020, Dublin, Irelande.

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Assadi, D., Member of Advisory / Technical Program Committee - International Conference on "Artificial Intelligence and Sustainable Engineering" (Goa, Inde, 18-21 janvier 2021), 2020, India.

Assadi, D., Member of the Editorial Board - Optimization: Journal of Research in Management, 2020, France.

Assadi, D., Membre du comité scientifique du CIREF (Fès, Maroc), 2020, France.

Assadi, D., Président du track "Finance and sharing economy" et membre du comité scientifique (CSRF'20: International Conference of Research and Studies), 2020, Fès, Morocco.

Assadi, D., Principle proponent, founder, and Session Chair du track "The sharing and collaborative economy: the P2P business models, strategies and paradigms of innovation" (19th EURAM Conference "Exploring the Future of Management"), 2019, Lisbonne, Portugal.

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