



Frank LENTZ (Dr.)

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ASSOCIATE PROFESSOR

DEPARTMENT: ECONOMICS AND SOCIAL SCIENCES

MSC DATA SCIENCE & ORGANIZATIONAL BEHAVIOR CO-COORDINATOR

DISCIPLINARY TEAM: DECISIONS AND BEHAVIOUR

RESEARCH AXIS: ORGANISATIONAL TRANSFORMATION, BEHAVIORS AND DECISIONS

EDUCATION AND DEGREES

- 1999 Master en Systèmes d'Information et Aide à la décision , France
- 2003 Master recherche en Sciences de Gestion option Marketing , France
- 2010 Doctorat en Sciences de Gestion , France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 1999 - 2000 Web Developer (Cap Gemini Ernst &Young)
- 2000 - ... Professor of Information Systems (Burgundy School of Business)

EXECUTIVE EDUCATION TEACHING

- 2008 - ... Executive Education of Information Systems (Burgundy School of Business)

OTHERS ACTIVITIES

- 2018 - ... MSc Data Science & Organizational Behavior Co-Coordinator (Burgundy School of Business, Dijon, France)
- 2000 - ... Tutor (Burgundy School of Business, Dijon, France)

TEACHING

DISCIPLINARY TEAM

- Decisions and Behaviour

TEACHING LEVELS

- L and M Level

TEACHING LANGUAGES

- English
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

- Organisational Transformation, Behaviors and Decisions

PARTICIPATION TO THE ACTIVITIES OF ACADEMIC ASSOCIATIONS OR NETWORK

Affiliation to international or national associations

- Association Information and Management (AIM)

OTHER

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- 2016 - ... LESSAC

INVOLVEMENT IN SCHOOL'S ACTIVITIES

- Participation in one or more scientific committees
- Participation in one or more admissions boards (Chairperson of the Board or company representative during individual interviews, language tests or correction of examination papers)
- Development of e-learning modules
- Organisation / participation in company events (career day, company forum)
- Participation in the Assurance of Learning AoL process to assess student competencies
- Participation in academic meetings
- Participation in meetings organised within a teaching department
- Responsibility for modules
- Internship/apprenticeship follow-up
- Supervision of professional theses
- Offering student office hours

INTELLECTUAL CONTRIBUTIONS

Articles in peer refereed journals

Ashta, A., Ghosh, C., Guha, S., Lentz, F., Knowledge in micro-social milieus: The case of microfinance practices among women in India. *Journal of the Knowledge Economy*, 2021, 12,(1): 146-165. **CNRS 4, HCERES C**

Mccarthy, R.J., Lentz, F., Spiegelman, E., Tisserand, J-C., Sutan, A., Registered Replication Report on Srull and Wyer (1979). *Advances in Methods and Practices in Psychological Science* , 2018, 1,(3): 321-336.

Verschuere, B., Sutan, A., Spiegelman, E., Lentz, F., Tisserand, J-C., Registered Replication Report on Mazar, Amir, and Ariely (2008) . *Advances in Methods and Practices in Psychological Science* , 2018, 1,(3): 299-317.

Sutan, A., Max, S., Galia, F., Lentz, F., Zenou, E., Selecting Board Members: The Impact of Common Knowledge on Gender Diversity – An Experimental Investigation. *Managerial and Decision Economics*, 2017, 38,(6): 806-821. **CNRS 3, HCERES B**

Corbel, P., Reboud, S., Lentz, F., La dynamique d'émergence d'un standard industriel : proposition et test d'une grille d'analyse théorique. *Management & Avenir*, 2011,(46): 14-34. **CNRS 4, AERES**

Hasnaoui, A., Lentz, F., Proposition d'un modèle d'analyse des déterminants de l'adoption et de l'usage des systèmes d'e-paiement B2C. *Management & Avenir*, 2011,(45): 223-237. **CNRS 4, AERES**

Lentz, F., Le paradoxe du potentiel "vert" largement inexploité des systèmes de micro paiement électronique : le cas Moneo. *Management & Avenir*, 2011,(39): 349-370. **CNRS 4, AERES**

Book chapters

Bidan, M., Biot Paquerot, G., Chaboud, M-C., Lentz, F., Inversion du domaine de l'adoption : les technologies latentes. Mamavi, O., Zerbib, R., *Défis et perspectives de l'IA en entreprise. Productivité, transformation, régulation*, Management & Datascience, 2024, 117-127.

Biot Paquerot, G., Entezam, A.F., Lentz, F., Audit dynamique : exploration des nouveaux outils de l'auditeur bases sur l'IA et l'apprentissage approfondie (process mining). Bidan, M., Godé, C., *Cas en Management des systèmes d'information : Etudes de cas - DSCG 5*, Caen: EMS, 2020, 230-240.

Biot Paquerot, G., Entezam, A.F., Lentz, F., Cas Long Johns (Luçon-Long SA). Bidan, M., Godé, C., *Cas en management des systèmes d'information : Etudes de cas - DSCG 5*, Caen: EMS, 2020, 204-229.

Papers in Academic Conferences

Lentz, F., Biot Paquerot, G., Bidan, M., Identification de situation de trolling sur les plateformes de live streaming : Proposition d'un dispositif de moissonnage de données sur Twitch . *7th Conference for Information & Communication Technologies for Organization & Society (ICTO) : "Ethical & responsible artificial intelligence for sustainable societies."*, July 6th-7th 2023, Paris, France.

Biot Paquerot, G., Bidan, M., Bruzac, V., Lentz, F., Chaboud, M-C., De la visio à l'apéro-conférence ou quand l'adoption sauvage des technologies fragilisent les DSI : exploration des journaux de bord de 5 cadres confinés. *26ème Conférence de l'AIM (online)*, June 9th-11th 2021, Nice, France.

Lentz, F., Ashta, A., Learning from Social Entrepreneur narratives and stories: Educators in India. *5th International Management Conference - Advances in Management through Research, Innovation and Technology*, December 17th-18th 2019, New Delhi, India.

Louis, A.S., Lentz, F., Impact des responsabilités des banques sur l'attitude des clients : une comparaison banques coopératives et banques SA. *17ème CONFERENCE INTERNATIONALE DE GOUVERNANCE*, June 4th-5th 2018, Nice, France.

Biot-Paquerot, G., Chaboud, M-C., Mateu, G., Lentz, F., Diluted interest: the rationales of lenders and entrepreneur participation decision in crowdfunding campaign for cultural projects. *The Performing Arts Through Sustainable Development*, March 8th-10th 2017, Paris, France.

Louis, A.S., Lentz, F., Quels engagements pour le modèle coopératif ?. *ITEM 8*, December 7th-8th 2017, Dijon, France.

Ashta, A., Ghosh, C., Guha, S., Lentz, F., Knowledge in micro-social milieus: The case of microfinance practices among women in India. *7th International Conference on Innovative Trends Emerging in Microfinance (ITEM 7)*, March 15th-17th 2016, Shanghai, China.

Galia, F., Lentz, F., Max, S., Sutan, A., Zenou, E., Selecting board members: the impact of common knowledge on gender diversity, an experimental investigation. *14ème Conférence Internationale de Gouvernance*, June 1st-2nd 2015, Québec, Canada.

Galia, F., Lentz, F., Sutan, A., Max, S., Zenou, E., Who's Your Next Board Member? An Experimental Investigation of the Impacts of Social Norm on Board Composition. *EURAM 15th Conference "Uncertainty is a Great Opportunity"*, June 17th-20th 2015, Varsovie, Poland.

Zenou, E., Sutan, A., Galia, F., Max, S., Lentz, F., Opening the Black Box of Board Members' selection process: An Experimental Investigation on the Impact of Social Norm on Gender Diversity. *EURAM 15th Conference "Uncertainty is a Great Opportunity"*, June 17th-20th 2015, Varsovie, Poland.

Zenou, E., Galia, F., Lentz, F., Max, S., Sutan, A., Who's your next board member? The impact of social norms on board diversity: an experimental investigation on boards' member selection. *European Institute for Advanced Studies in Management, 11th Workshop on corporate governance*, October 27th-28th 2014, St Gallen, Swiss.

Zenou, E., Sutan, A., Galia, F., Max, S., Lentz, F., Who's your next board member? an experimental investigation of the impacts of social norms on board composition. *13ème Conférence Internationale de Gouvernance*, May 19th-20th 2014, Dijon, France.

Zenou, E., Sutan, A., Galia, F., Max, S., Lentz, F., Who's your next board member? an experimental investigation of the impacts of social norms on board composition. *5th "Women on Board International Research Workshop"*, March 15th-18th 2014, Oslo, Norway.

Lentz, F., Microcredit Crowdfunding: The Place of Online Trust in The Decision Process of The Lender. *4th Joint Research Conference*, June 24th 2013, Dijon, France.

Lentz, F., Proposition d'une échelle de mesure de la perception de la taille d'un réseau : Application à l'acceptation d'un système de micro-paiement. *XVème colloque de l'Association Information et Management*, May 19th-21st 2010, La Rochelle, France.

Lentz, F., Hasnaoui, A., Acceptation et usage des systèmes de paiement électronique de détail par les consommateurs : une proposition d'un modèle théorique. *XIVème colloque de l'Association Information et Management*, June 10th-12th 2009, Marrakech, Morocco.

Lentz, F., Hasnaoui, A., Bidan, M., Le cas "Moneo ou la chronique de l'échec annoncé d'une bonne idée. *XIVème colloque de l'Association Information et Management*, June 10th-12th 2009, Marrakech, Morocco.

Corbel, P., Reboud, S., Lentz, F., Les batailles de standards : proposition d'une grille d'analyse et application au cas du remplacement du DVD. *XVIIème Conférence Internationale de Management stratégique*, May 28th-30th 2008, Nice, France.

Lentz, F., Proposition d'un modèle d'adoption des technologies intégrant l'effet réseau : application aux porte-monnaie électroniques. *Journée d'Etude de l'école Doctorale de Sciences Humaines Economiques et Sociales*, March 14th 2008, Poitiers, France.

Lentz, F., Design of banking services via traditional conjoint analysis. *14th International Conference on Recent Advances in Retailing and Services Science*, June 29th-July 1st 2007, San Fransisco, United States.

Lentz, F., Le Porte-Monnaie électronique : Enjeux & Perspectives, Le Cas Monéo. *eCommerce & Gouvernance de l'Internet*, October 19th-20th 2007, Sousse, Tunisia.

Invited keynote speeches

Sutan, A., Gassmann, X., Max, S., Lentz, F., Experiments on boards composition: is gender the only problem?. *EconomiX Workshop - Social behaviour and discrimination*, October 20th 2022, Nanterre, France.

Working papers

Corbel, P., Lentz, F., Reboud, S., Les batailles de standards: Proposition d'une grille d'analyse et application au cas du remplacement du DVD. *Cahiers de recherche du LAREQUOI*, 2008, 1: 70-92.

Papers/digital media in professional journals

Bidan, M., Biot-Paquerot, G., Chaboud, M-C., Lentz, F., Inversion du domaine de l'adoption : les technologies latentes. *Management & Datascience*, 2020, 4(2).

Zenou, E., Galia, F., Lentz, F., Max, S., Sutan, A., Dépasser le déclaratif et impliquer les étudiants dans la prise de décision. *Grand Angle, Revue de la Conférence des Grandes Ecoles*, 2016(71).www.cge-news.com

Research seminars

Sutan, A., Max, S., Lentz, F., Gassmann, X., Zenou, E., Experiments on boards composition, *French Experimentals TalkS (FETS) (online)*, March 23rd 2021, France.

Ashta, A., Ghosh, C., Guha, S., Lentz, F., Knowledge in micro-social milieus: The case of microfinance practices in India, *Microfinance Sandwich Writers Club Meeting*, October 8th 2015, Dijon, France.

Professional conferences

Alia, H., Chaboud, M-C., Biot-Paquerot, G., Bonescu, M., Lentz, F., Table ronde : Est-ce que le crowdfunding peut aider les auto-entrepreneurs?. *Microfinance Insight Forum- 15 : Comment la microfinance et l'innovation peut-elle aider les auto-entrepreneurs dans les pays développés ?*, December 10th 2015, Dijon, France.

Other contributions

Lentz, F., Biot-Paquerot, G., Chaboud, M-C., Bidan, M., Poster "Les technologies latentes comme facteur facilitateur de l'acceptation des technologies à externalités de réseau : inversion du modèle traditionnel d'adoption", 24ème Conférence de l'Association Information & Management (Nantes, 3 au 5 juin 2019), 2019, Nantes, France.