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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 COnterence 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

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**

Assadi, D., Wroldson, J., Starnawska, M., *Artificial intelligence and Fintech: Challenges for Alternative Finance and Financial Inclusion*, Boca Raton, Floride: CRC Press - Taylor & Francis, 2022.

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., 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.

Assadi, D., Wroldson, J., Financial Inclusion through Corporate Governance: The "Sphere of Solidarity". Gera, R., Assadi, D., Starnawska, M., *Artificial intelligence and Fintech: Challenges for Alternative Finance and Financial Inclusion*, Boca Raton, Floride: CRC Press - Taylor & Francis, 2021.

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, Pennsylvanie: IGI Global , 2021, 21-54.

Assadi, D., What Is a P2P Business Model?. Khosrow-Pour, M., *Encyclopedia of Organizational Knowledge, Administration, and Technologies*, Hershey, Pennsylvanie: 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., 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, Irelande.

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, Irelande.

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, Irelande.

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 Stickiness. *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.

Assadi, D., Alia, H., Featuring loans with social collaterals: The role of reference trust groups. *Symposium on Corporate Responsibility and Innovation, EABIS*, April 6th-7th 2011, Dijon, France.

Assadi, D., Ashta, A., The Building of Brand Affective Equity, How Do People Like Kiva and Zopa: An investigation into the social media ?. *7th Global Brand Conference of the Academy of Marketing Brand, Corporate Identity and Reputation SIG*, April 6th-9th 2011, Oxford, United Kingdom.

Assadi, D., Cudi, A., Mobile Banking: exemples en Afrique. *5th University Meets Microfinance – Workshop*, May 31st 2011, Paris, France.

Ashta, A., Assadi, D., Should online Micro-lending be for profit or for philanthropy ? DhanaX and Rang De. *1st Conference Institutional and Technological Environment for Microfinance*, January 7th-8th 2010, New-Delhi, India.

Assadi, D., Are Gifts Always Free? A multidisciplinary investigation on the roles of gifts in commercial relations. *Colloque Hors Média 2010*, March 25th-26th 2010, Nancy, France.

Assadi, D., Does Improvement of 'Human Capital' mean improvement of social conditions ? Case of Iranian Women in Iran. *1st European PGN (Persian and Persianate Gender Network) roundtable, World Bank initiative*, June 25th-26th 2010, Breukelen, Netherlands.

Assadi, D., Iran a Year after the Election. *FLARE (Freedom Legality and Rights in Europe)*, June 25th-26th 2010, Rome, Italy.

Assadi, D., Microfinance et finance islamique : exemples sur ligne, Une micro-révolution en mutation. *2e forum rhônalpin de la microfinance*, January 29th 2010, Lyon, France.

Assadi, D., P2P Interaction Orientation and Brand Value Building in Online Social Lending Startups. *6th colloquium of the Academy of Marketing's Brand, corporate identity and reputation special intere*, April 9th-10th 2010, Barcelone, Spain.

Assadi, D., The economic empowerment of women from Iran, Afghanistan, and Tajikistan inside and outside their home countries. *1st European PGN (Persian and Persianate Gender Network) roundtable, World Bank initiative*, June 25th-26th 2010, Breukelen, Netherlands.

Assadi, D., Ashta, A., Governance of Trust in P2P Lending Websites. *3rd conference on Governance in Microfinance*, August 31st-September 1st 2010, Groningue, Netherlands.

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Assadi, D., The AI Impact on Paradigms Shifts in Teaching, Working, and Living. *INDIA : ANEPDGP 2023 International Conference*, September 5th-11th 2023, Delhi, India.

Assadi, D., The Untold (Impact) Story of Serendipity. *International conference on Managerial practices and theories post covid 19 (online)*, October 21st 2022, Haryana, India.

Ashta, A., Assadi, D., Duran, N., Recapturing innovations: The case of a French neobank offering financial inclusion. *8th Uniglobe International Management Conference (online)*, March 17th-18th 2021, Katmandou, Nepal.

Assadi, D., Ordinary Business of Extraordinary Artificial Intelligence. *International conference on Artificial Intelligence and Sustainable Engineering (AISE) (online)*, January 18th-20th 2021, Greater Noida, India.

Assadi, D., The Sharing Economy and the emerging types of entrepreneurship . *International conference on Re-inventing Business, Entrepreneurship and Sustainability in the Era of Challenge (online)*, February 26th-27th 2021, Faridabad, India.

Zenou, E., Assadi, D., Participation à la Table Ronde "Gouvernance des entreprises innovantes" - Expert Invité. *Workshop Entrepreneuriat, Innovation et Gouvernance*, January 17th 2019, Paris, France.

Assadi, D., Exploration into Olfaction and Experiential Strategy: State of Art. *2nd World Congress on Olfaction & Issues Sciences, Marketing & Perspectives*, May 23rd-24th 2016, Milan, Italy.

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### **Other contributions**

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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.

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

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