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PROFESSEUR ASSOCIE

DÉPARTEMENT : DIGITAL MANAGEMENT

ÉQUIPE DISCIPLINAIRE : DIGITAL MANAGEMENT (DM)

AXE DE RECHERCHE : DIGITAL LEADERSHIP

FORMATION ET DIPLÔMES

- 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

EXPÉRIENCE PROFESSIONNELLE

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- 1999 - ... Professeur de marketing stratégique (Burgundy School of Business, France)
- 2009 - 2016 Professeur itinérant (NEOMA)
- 1995 - 1998 Professeur, Directeur des études du 2nd cycle (Pôle universitaire Léonard-de-Vinci, Courbevoie, France)
- 1992 - 1995 Professeur, Responsable de l'option "sales management and negotiation" (Groupe Sup de Co. Amiens, France)
- 1989 - 1991 Professeur de marketing stratégique (Université de Californie, Etats-Unis)

MISSIONS DE CONSEIL

- Consultant dans l'industrie automobile, électrique, développement de logiciels, tourisme, etc.

ENSEIGNEMENT EN FORMATION CONTINUE

- 1991 - 1997 Fondateur et Directeur spécialisé dans les stages et séminaires (, France)

MEMBRE D'UNE ASSOCIATION PROFESSIONNELLE

- 1991 - 1994 Affilié à American marketing Association

AUTRES ACTIVITÉS

- (Media)
- Soutient Actuellement la démocratie et l'économie de marché en Iran

ENSEIGNEMENTS

ÉQUIPE DISCIPLINAIRE

- Digital Management (DM)

LANGUES D'ENSEIGNEMENT

- Anglais
- Français

ACTIVITÉS SCIENTIFIQUES

AXE DE RECHERCHE

- Digital Leadership

ACTIVITÉS DE RECHERCHE

Projets de recherche internationaux, nationaux ou régionaux

- Etude sur les motivations de crowdfunding
- 2016 Banque Populaire

PARTICIPATION AUX ACTIVITÉS DE REVUES ACADÉMIQUES

Révision d'articles

- 2016

AUTRE

- Evalueur - reviewer
- Member of the Academic Advisory Board
- 2009 - ... Membre de la Chaire Microfinance
- Membre du comité scientifique et conférencier

CONTRIBUTIONS INTELLECTUELLES

Articles dans des revues à comité de lecture

Wroldson, J., Assadi, D., Trust is not recognition: an exploration of revolts in crowdfunding. *International Journal of Entrepreneurship and Innovation Management*, 2023, vol. 27, n°1/2, p. 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, vol. 1, n°1, p. 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, vol. 1, n°64, p. 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, vol. 2, n°26, p. 13-36. **CNRS 4**

Assadi, D., Ramezanali, M., Does microfinance reduce poverty? The Case of Brazil. *International Journal of Trade, Economics and Finance*, 2018, vol. 9, n°2, p. 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, vol. 9, n°2, p. 6-20.

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

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

Assadi, D., Ashta, A., Brand Value Building in Online Social Lending Startups, 2012, vol. 1, n°9, p. 139-161.

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

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

Ashta, A., Assadi, D., An analysis of European online micro-lending websites. *Innovative marketing*, 2010, vol. 6, n°2, p. 7-17.

Ashta, A., Assadi, D., Should online micro-lending be for profit or for philanthropy ? DhanaX and Rang De, 2010, vol. 2, n°6, p. 123-146.

Assadi, D., Hudson, M., Marketing-Mix of Online Social Lending Websites. *Journal of Electronic Commerce in Organizations*, 2010, vol. 8, n°3, p. 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, vol. 7, p. 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, vol. 8, n°3, p. 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, vol. 34, n°4, p. 71-77. **CNRS 4, AERES Gestion B**

Assadi, D., Marketing Distribution Channels of Emerging Peer-to-Peer Lending on the Internet. *Journal of IMS Group*, 2009, vol. 6, n°1, p. 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, n°16, p. 174-190.

Assadi, D., Lorünser, B., Strategic management analysis of al Qaeda's organization. *Problems & perspectives in management*, 2007, vol. 5, n°4, p. 57-71.

Ouvrages

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.

Chapitres d'ouvrages

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, p. 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, p. 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, p. 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, p. 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, p. 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, p. 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, p. 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, p. 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, p. 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, p. 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, p. 49-69.

Manuels/ouvrages pédagogiques

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

Études de cas

Ashta, A., Assadi, D., Babyloan: Microcredit, Great Stories, Scaling Issues In Social Business. *European Case Clearing House*, 2011, n°311-081-1

Conférences académiques

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*, 14-16 juin 2023, Dublin, Irlande.

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*, 14-16 juin 2023, Dublin, Irlande.

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*, 14-16 juin 2023, Dublin, Irlande.

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*, 15-17 juin 2022, Winterthur, Suisse.

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*, 15-17 juin 2022, Winterthur, Suisse.

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

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

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)*, 16-18 juin 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)*, 16-18 juin 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*, 3-4 mars 2020, Fès, Maroc.

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*, 4-6 décembre 2020, Dublin, Irlande.

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*, 4-6 décembre 2020, Dublin, Irlande.

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

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*, 27 novembre 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"*, 26 juin-28 novembre 2019, Lisbonne, Portugal.

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

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

Assadi, D., Digital Olfaction: The State of Art. *Digital Olfaction Congress 2018*, 3-4 décembre 2018, Tokyo, Japon.

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

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

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

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*, 4-5 juin 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*, 4-5 mai 2018, Fès, Maroc.

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

Assadi, D., Ramezanali, M., Does microfinance reduce poverty? The Case of Brazil. . 11-13 janvier 2018, San Diego, Etats-Unis.

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*, 4-5 juin 2018, Nîmes, France.

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

Assadi, D., À la recherche des modèles économiques de financement participatif. 24-28 mars 2017, Fès, Maroc.

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

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

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

Assadi, D., What Does It Cost When It Is Free?. *17th EURAM Annual Conference: Making Knowledge Work.*, 21-25 juin 2017, Glasgow, Royaume-Uni.

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

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*, 9 juin 2017, Evry, France.

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

Alia, H., Assadi, D., The Yin and Yang Model of Crowdfunding Branding. *ITEM 7*, 15-17 mars 2016, Shanghai, Chine.

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*, 1er-4 juin 2016, Paris, France.

Assadi, D., Wroldson, J., Recognition: the Missing Piece in Corporate Governance Frameworks. *ITEM 7*, 15-17 mars 2016, Shanghai, Chine.

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

Attuel-Mendes, L., Assadi, D., Raymond, S., Les motivations des contributeurs du crowdfunding. *Microfinance Insight Forum 17: Crowds, Engagement and Control*, 5 avril 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*, 8-9 septembre 2016, Dijon, France.

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

Taghavi, A., Assadi, D., Raymond, S., A Mathematical Model of Crowdfunding Investing. *ITEM 7*, 15-17 mars 2016, Shanghai, Chine.

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*, 18-19 mars 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*, 17-20 juin 2015, Varsovie, Pologne.

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*, 16-18 septembre 2015, Vérone, Italie.

Assadi, D., Models of Crowdfunding for Financial Inclusion. *Fourth European Research Conference on Microfinance*, 1er-3 juin 2015, Genève, Suisse.

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

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

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

Assadi, D., Alia, H., The Poor's View of Poverty. *Research Meets Africa*, 29 juin-3 juillet 2015, Dakar, Sénégal.

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*, 1er-3 juin 2015, Genève, Suisse.

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*, 17 février 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*, 18-20 mars 2014, Casablanca, Maroc.

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*, 18-20 mars 2014, Casablanca, Maroc.

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*, 9-10 décembre 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*, 18-20 mars 2014, Casablanca, Maroc.

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

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

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

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*, 10-12 juin 2013, Kristiansand, Norvège.

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*, 4-7 janvier 2012, New-Delhi, Inde.

Assadi, D., Group as Social Collateral and Governance: What the Disciples Say?. *3rd Joint Research Conference*, 30 mai 2012, Oxford, Royaume-Uni.

Assadi, D., Official and Popular Narratives of Brands': Preliminary Comparative Analysis. *3rd Joint Research Conference*, 30 mai 2012, Oxford, Royaume-Uni.

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

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

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*, 30 mai 2012, Oxford, Royaume-Uni.

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

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

Assadi, D., Impact of Storytelling on Consumer Behavior: The Case of Storytelling and Website's Stickiness. *7th Global Brand Conference, Academy of Marketing*, 5-6 avril 2011, Oxford, Royaume-Uni.

Assadi, D., What do religions say about consumption?. *2nd Joint Research Conference*, 10 mai 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*, 6-7 avril 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*, 6-9 avril 2011, Oxford, Royaume-Uni.

Assadi, D., Cudi, A., Mobile Banking: exemples en Afrique. *5th University Meets Microfinance – Workshop*, 31 mai 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*, 7-8 janvier 2010, New-Delhi, Inde.

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