**BSB** — BURGUNDY SCHOOL OF BUSINESS | DIJON LYON PARIS

### Helmi ISSA (PhD)

Bâtiment Le Triptyk
37, rue Saint Romain
69008 Lyon

✉ helmi.issa@bsb-education.com

**PROFESSEUR ASSISTANT**
**DÉPARTEMENT : DIGITAL MANAGEMENT**

**ÉQUIPE DISCIPLINAIRE : DIGITAL MANAGEMENT (DM)**
**AXE DE RECHERCHE : DIGITAL LEADERSHIP**

# FORMATION ET DIPLÔMES

- 2014          MBA in Business Management USEK, Kaslik, France
- 2019          Ph.D. in Management Rennes School of Business, Rennes, France

# EXPÉRIENCE PROFESSIONNELLE

### EXPÉRIENCE PROFESSIONNELLE

- 2018 - 2019          Business analyst (FinTech startups, Virtual (outsourcing), Autres pays)
- 2010 - 2015          Banker (IBL Bank sal, Antelias, Liban)
- 2021 -  ...          Assistant Professor (Burgundy School of Business, Lyon; Dijon, France)
- 2021          Lecturer/Speaker: E-management, Information Systems Management & New Technologies (Brest Business School, Brest, France)
- 2020 - 2021          Lecturer: Business Management (The American Business School, Paris, France)
- 2017 - 2021          Lecturer: Advanced & Innovative Strategy, Social & Sustainable Entrepreneurship, Sustainable Management, E-banking, Finance-focused courses  (Rennes School of Business, Rennes, France)
- 2021          Lecturer/Speaker: Digital management (NEOMA, Rouen/Reims, France)

# ENSEIGNEMENTS

### ÉQUIPE DISCIPLINAIRE

- Digital Management (DM)

### LANGUES D'ENSEIGNEMENT

- Anglais

## ACTIVITÉS SCIENTIFIQUES

### AXE DE RECHERCHE

- Digital Leadership

### DOMAINE D'INTERVENTION

- Stratégie - Management - Entrepreneuriat (Innovation) : Intelligence artificielle

## IMPLICATION DANS LES ACTIVITÉS DE L'ÉCOLE

- Elaboration de modules e-learning
- Participation aux réunions organisées au sein du département d'enseignement
- Participation à un ou plusieurs jurys d'admission (président , jury langue, corrections copies)

## CONTRIBUTIONS INTELLECTUELLES

**Articles dans des revues à comité de lecture**

Dakroub, R., Koles, B., Issa, H., Blumrodt, J.,  Instagram Users' Motives of Social Media Engagement with Female Athletes. *International Journal of Sport and Society*, 2023, vol. 14, n°2, p. 1-27.

Issa, H., Jabbouri, R., Mehanna, R-A.,  AI micro-decisions in FinTechs: a mixed method research design. *Management Decision*, 2023, p. 1-27. **CNRS 4, FNEGE 4, HCERES B (published on line)**

Issa, H., Lakkis, H., Dakroub, R., Jaber, J.,  Examining user engagement and experience in agritech. *International Journal of Contemporary Management*, 2023, vol. 59, n°2, p. 17-32.

Naili, M., Jabbouri, I., Issa, H.,  Financial inclusion and the financial and economic development: review of the literature, evidence gaps and the road ahead. *Qualitative Market Research*, 2023, p. 1-31. **CNRS 4, FNEGE 4, HCERES C (published on line)**

Dakroub, R., Roloff, J., Issa, H.,  Athletes' Self-Representation on Instagram and the Implications of Nudity on their Brand Image. *International Journal of Sport and Society*, 2022, vol. 14, n°1, p. 173-192.

Issa, H.,  Technology characteristics as predictors of psychological strain. *International Journal of Technology and Human Interaction*, 2022, vol. 18, n°1, p. 1-20. **CNRS 4, HCERES C**

Issa, H., Dakroub, R., Lakkis, H., Jaber, J.,  Techno-Eustress and Techno-Distress: A Metaverse Investigation. *Information Resources Management Journal*, 2022, vol. 35, n°1, p. 1-21.

Issa, H., Jabbouri, R.,  Green innovation in the MENA healthcare industry - A knowledge-based view. *International Journal of Technology and Human Interaction*, 2022, vol. 18, n°1, p. 1-26. **CNRS 4, HCERES C**

Issa, H., Jabbouri, R.,  The infamous "Like" feature - A neuro perspective. *International Journal of Technology and Human Interaction*, 2022, vol. 18, n°1, p. 1-22. **CNRS 4, HCERES C**

Issa, H., Jabbouri, R., Palmer, M.,  An artificial intelligence (AI)-readiness and adoption framework for AgriTech firms. *Technological Forecasting and Social Change*, 2022, vol. 182. **CNRS 2, FNEGE 2, HCERES A**

Jaber, J., Issa, H.,  Disruptive innovation in Middle Eastern FinTech sector - Resource-based view. *International Journal of Technology and Human Interaction*, 2022, vol. 18, n°1, p. 1-21. **CNRS 4, HCERES C**

Jaber, J., Issa, H.,  The Mediating Role of Techno-Addiction: The Case of FinTechs. *Information Resources Management Journal*, 2022, vol. 35, n°1, p. 1-23.

Lakkis, H., Issa, H.,  Continuous Usage Intention Toward Interactive Mixed Reality Technologies. *International Journal of Technology and Human Interaction*, 2022, vol. 18, n°1, p. 1-22. **CNRS 4, HCERES C**

Lakkis, H., Issa, H.,  Understanding Blockchain Technology - Centering Resonance Analysis. *International Journal of Technology and Human Interaction*, 2022, vol. 18, n°1, p. 1-14. **CNRS 4, HCERES C**

Dakroub, R., Koles, B., Issa, H.,  Crypto Consumers' Personality Traits, and the Impact of Brand Personality on Cryptocurrencies' Identity. *Journal of Customer Behaviour*, 2021, vol. 20, n°4, p. 243-273.

Issa, H.,  The Role of Bitcoin Newsfeed on the Cryptocurrency Stocks Prices: The Case of Marathon Digital Holdings, Inc.. *Artha. A Newsletter of the Finance Lab*, 2021, vol. 7, n°2, p. 42-49.

**Conférences académiques**

Issa, H.,  Understanding the Robotization Landscape (Research paper - 2018 Global Innovation and Knowledge Academy, GIKA). , France.

Issa, H., Bahli, B.,  Understanding the Consequences of Technostress: A Non-Linear Perspective. *26th ECIS 2018*, 23-28 juin 2018, Portsmouth, Royaume-Uni.