



Associate Professor Helmi ISSA

Academic Department: Operations Management
and Decision Science

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RESEARCH INTERESTS

- Artificial Intelligence
- Technostress
- Emerging sectors (e.g., FinTechs, AgriTechs)

TEACHING DOMAINS

- Technology Management
- Data Management
- Financial Management

EDUCATION

Highest degree :

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| 2019 | Ph.D. in Management, Rennes School of Business, France |
| 2014 | Master, Finance, USEK - Holy Spirit University of Kaslik, Lebanon |
| 2010 | Bachelor in Banking, ULS - Université La Sagesse, Lebanon |

ACADEMIC AND PROFESSIONAL EXPERIENCE

Academic career

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| Since 2024 | Associate Professor, ESSCA School of Management, France |
| 2025 - 2026 | Head of research group "Operations Management and Decision Science", ESSCA School of Management, France |
| 2021 - 2024 | Assistant Professor, Burgundy School of Business - BSB, France |
| 2020 - 2021 | Adjunct Lecturer: American Business School (Paris); Rennes School of Business (Rennes); Brest Business School (Brest); NEOMA (Rouen/Reims) |

Company career path

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| 2010 - 2015 | Banker, IBL Bank sal, Lebanon |
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GRANTS AND HONORS

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| 2025 | and al. EUonAIR - European University on AI in Curricula, Smart UniverCity and (Return)Mobility ERASMUS-EDU-2024-EUR-UNIV-1. Partners: Akademia Leona Kozminskiego (PL); Hochschule für Technik und Wirtschaft Berlin (DE); ZSEM - Zagrebacka Skola Ekonomije I Managementa (HR); Polsko-Japonska Akademia |
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- Technik Komputerowy (PL); Fundacio Privada Universitat Abat Oliba Ceu (ES); Ism Vadybos Ir Ekonomikos Universitetas Uab (LT); ESSCA (FR); Luxembourg School Of Business Asbl (LU); University Of Piraeus, European Education and Culture Executive Agency (EACEA)
- 2023 EJIS Outstanding Reviewer Award, The Operational Research Society, United Kingdom
- 2022 Best researcher nomination - Global Awards on Artificial Intelligence and Robotics (AIR), Oxford Brookes University, United Kingdom

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed articles

- JABBOURI, R., ISSA, H. and TRUONG, Y. (2025). AI characteristics and competitive advantage: the moderating role of resource allocation. *International Journal of Entrepreneurial Behavior & Research*.
- JABER, J. and ISSA, H. (2025). Unraveling the unintended consequences of AI in agriculture: A netnographic analysis and tri-phasic framework for enhanced uncertainty management. *Technological Forecasting and Social Change*, 218, pp. 124209.
- JABBOURI, I., FAROOQ, O., NAILI, M. and ISSA, H. (2024). Navigating the Financing Constraints: The Role of Social Capital in Developing Countries. *Journal of Emerging Market Finance*, 23(3), pp. 360–386.
- JABBOURI, R., TRUONG, Y. and ISSA, H. (2024). The impact of local entrepreneurial initiatives on women entrepreneur empowerment: the case of cooperative social ventures in Morocco. *International Journal of Entrepreneurial Behavior & Research*, 30(7), pp. 1838-1866.
- ISSA, H., KADIAN, A., AHUJA, S. and NISHANT, R. (2024). When a Dream Turns into a Nightmare: Understanding the Dark Side of Employing Generative AI in Education Technology. *Communications of the Association for Information Systems*, 54(1), pp. 1048-1078.
- JABBOURI, I., NAILI, M., JABBOURI, R., ISSA, H. and BAHOU, K. (2024). Exploring the Financing Gap for Entrepreneurial Firms in a Developing Economy: A Case of Mismatched Expectations? *Journal of Small Business and Enterprise Development*.
- ISSA, H., DAKROUB, R., LAKKIS, H. and JABER, J. (2024). Navigating the decision-making landscape of AI in risk finance: Techno-accountability unveiled. *Risk Analysis: An International Journal*.
- JABBOURI, R., ISSA, H., DAKROUB, R. and ANKIT, A. (2024). Unlocking Immersive Education: The Emergence of the Meta-Governance Framework. *Information Technology and People*.
- ISSA, H., JABER, J. and LAKKIS, H. (2024). Navigating AI Unpredictability: Exploring Technostress in AI-Powered Healthcare Systems. *Technological Forecasting and Social Change*, 202, pp. 123311.
- ISSA, H., JABBOURI, R. and MEHANNA, R.A. (2023). AI Micro-decisions in FinTechs: A Mixed Method Research Design. *Management Decision*, 61(11), pp. 3316-3342.
- DAKROUB, R., KOLES, B., ISSA, H. and BLUMRODT, J. (2023). Instagram Users' Motives of Social Media Engagement with Female Athletes. *International Journal of Sport and Society*, 14(2), pp. 173-199.
- ISSA, H., LAKKIS, H., DAKROUB, R. and JABER, J. (2023). Examining User Engagement and

Experience in Agritech. *International Journal of Contemporary Management*, 59(2), pp. 17-32.

DAKROUB, R., ISSA, H. and BLUMRODT, J. (2023). Predicting MMA Leagues' Fan Involvement through its Brand Credibility and League-Brand Associations. *Managing Sport and Leisure*.

ISSA, H., JABBOURI, R. and PALMER, M.J. (2022). An Artificial Intelligence (AI)-Readiness and Adoption Framework for AgriTech Firms. *Technological Forecasting and Social Change*, 182, pp. 121874.

Conference papers (with selection committee)

ISSA, H. and GRESSIEUX, E. (2025). Investigating the Unintended Biases in AI-Powered Hiring Systems and the Need for Techno-Ethical Frameworks. In: EBEN annual conference: Artificial Intelligence, Business Ethics and Corporate Responsibility Challenges and Opportunities for Business and Society. Catholic Academy in Bavaria.

Practice-oriented contributions

ISSA, H. and DAKROUB, R. (2023). Sport féminin : les médias sociaux ont-ils réussi là où les médias traditionnels ont échoué ? The Conversation, France.