



Professeur associé Helmi ISSA

Département de rattachement: Operations
Management and Decision Science

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INTÉRÊTS DE RECHERCHE

- Intelligence artificielle
- Technostress
- Secteurs émergents (par ex., FinTechs, AgriTechs)

DOMAINE D'ENSEIGNEMENT

- Technology Management
- Data Management
- Financial Management

FORMATION

Diplôme le plus élevé :

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| 2019 | Doctorat, Sciences de gestion, Rennes School of Business, France |
| 2014 | Master, Finance, USEK - Université du Saint-Esprit de Kaslik, Liban |
| 2010 | Bachelor, Finance, ULS - Université La Sagesse, Liban |

EXPÉRIENCE PROFESSIONNELLE

Vie et positions académiques

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| Depuis 2024 | Professeur associé, ESSCA School of Management, France |
| 2025 - 2026 | Responsable groupe de recherche "Operations Management and Decision Science", ESSCA School of Management, France |
| 2021 - 2024 | Professeur assistant, Burgundy School of Business - BSB, France |
| 2020 - 2021 | Chargé de cours : American Business School (Paris); Rennes School of Business (Rennes); Brest Business School (Brest); NEOMA (Rouen/Reims) |

Vie professionnelle

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| 2010 - 2015 | Banquier, IBL Bank sal, Liban |
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PRIX, DISTINCTIONS ET BOURSES

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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, Erasmus + Programme européen pour l'éducation, la formation, la jeunesse et le sport
- 2023 Prix de l'évaluateur exceptionnel de l'EJIS, The Operational Research Society, Royaume Uni
- 2022 Nomination : meilleur chercheur - Global Awards on Artificial Intelligence and Robotics (AIR), Oxford Brookes University, Royaume Uni

PUBLICATIONS SCIENTIFIQUES

Articles évalués par les pairs

- JABBOURI, R., ISSA, H. et TRUONG, Y. (2025). AI characteristics and competitive advantage: the moderating role of resource allocation. *International Journal of Entrepreneurial Behavior & Research*.
- JABER, J. et 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. et 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. et 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. et 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. et 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. et 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. et ANKIT, A. (2024). Unlocking Immersive Education: The Emergence of the Meta-Governance Framework. *Information Technology and People*.
- ISSA, H., JABER, J. et 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. et 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. et 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. et JABER, J. (2023). Examining User Engagement and

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

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

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

Communications (conférences avec comité de sélection)

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

Contributions intellectuelles orientées vers la pratique, diffusion des savoirs

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