Associate Professor Maher KACHOUR

Academic Department: Operations Management and Decision Science

Email: maher.kachour@essca.fr

RESEARCH INTERESTS

- Integer-Valued Time Series
- Business Model et Applications (Stratégie, Marketing, SNS)

TEACHING DOMAINS

- Probability Theory
- Mathematics
- Statistics
- Statistical Inference
- Programming
- Business Model

EDUCATION

Highest degree :

2009	Doctorate/PhD, Applied Mathematics, Université de Rennes 1, France *une nouvelle classe de modèles autorégressifs à valeurs entières.*
2006	Master Applied Mathematics, Université de Rouen, France

PROFESSIONAL EXPERIENCE

Academic experience and positions

Since 2017	Associate Professor, ESSCA School of Management, France
2013 - 2017	Professor, IDRAC Business School, France
2011 - 2012	Temporary Research and Teaching Assistant, Nantes Université, France

Professional experience

2020 - 2025	Head of "Operations Management and Decision Science" research group, ESSCA School of Management, France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

KACHOUR, M. and CHESNEAU, C. (2024). On the Rademacher perturbed geometric distribution. *Applicable Analysis and Discrete Mathematics*, 18(2), pp. 431-451.

FARQUHAR, J., LICHY, J., ALTHALATHINI, D., KACHOUR, M. and MICHELS, N. (2024). Co-creating value in entrepreneurship: an exploratory study of Lebanese women. *Entrepreneurship & Regional Development*, 36(9-10), pp. 1294-1313.

CHESNEAU, C. and KACHOUR, M. (2024). The Zero-and-plus/minus-one inflated Extended-Poisson distribution. *Journal of Applied Statistics*, 51(11), pp. 2062-2089.

LICHY, J., KACHOUR, M. and STOKES, P. (2023). Questioning the business model of sustainable wine production the case of French "Vallée du Rhône" wine growers. *Journal of Cleaner Production*, 417, pp. 137891.

ABDELTAWAB MOSTAFA, A. and KACHOUR, M. (2023). Questioning the business model of SME's in the well-being sector: a focus on the French market. *Question(s) de Management*, 44(3), pp. 93-107.

KACHOUR, M., BAKOUCH, H. and MOHAMMADI, Z. (2023). A new INAR(1) model for Z-valued time series using the relative binomial thinning operator. *Jahrbücher für Nationalökonomie und Statistik*, 243(2), pp. 125-152.

LICHY, J., DUTOT, V. and KACHOUR, M. (2022). When technology leads social business: Food truck innovation. *Technological Forecasting and Social Change*, 181, pp. 121775.

LICHY , J., FARQUHAR, J. and KACHOUR, M. (2021). Entrepreneurship Via Social Networks – 'Connected Woman' In Lebanon. *Qualitative Market Research*, 24(4), pp. 426-448.

KACHOUR, M. (2021). Entre malbouffe et gastronomie : quelle place pour les food-trucks en France ? Une étude du comportement des consommateurs. *Question(s) de Management*, 31(1), pp. 55-70.

LICHY, J. and KACHOUR, M. (2020). Fake it and make it: How Gen Y and Z manage Facebook as a news source. *Gestion 2000*, 37(4), pp. 125-146.

CAPATINA, A., KACHOUR, M., LICHY, J., MICU, A., MICU, A.E. and CODIGNOLA, F. (2020). Matching the future capabilities of an artificial intelligence-based software for social media marketing with potential users' expectations. *Technological Forecasting and Social Change*, 151.

LICHY, J., KACHOUR, M. and PON, K. (2020). "Keep calm and Drink Tea" : Comprendre les préférences alimentaires des consommateurs anglo-saxons en France. *Question(s) de Management*, 27(1), pp. 13-30.

CHESNEAU, C., KACHOUR, M. and LICHY, J. (2020). Networking or Not-working: Gen X and the Bring Your Own Device (BYOD) phenomenon in France. *Gestion 2000*, 37(1), pp. 117-148.

CHESNEAU, C., KACHOUR, M. and BAKOUCH, H. (2018). A family of bivariate discrete distributions on Z2 based on the Rademacher distribution. *ProbStat Forum*, 11, pp. 53-66.

LICHY, J., KACHOUR, M. and KHVATOVA, T. (2017). Big Data is watching YOU: opportunities and challenges from the perspective of young adult consumers in Russia. *Journal of Marketing Management*, 33(9-10), pp. 719-741.

BIRCH, C., LICHY, J., MULHOLLAND, G. and KACHOUR, M. (2017). An enquiry into potential graduate entrepreneurship: is higher education turning off the pipeline of graduate entrepreneurs? *Journal of Management Development*, 36(6), pp. 743-760.

LICHY, J., KACHOUR, M. and NEWMAN, V. (2017). Differentiating Enterprise & Product-Focused Business Models for HEIs. *La Revue des Sciences de Gestion*, 285-286(3-4), pp. 87-94.

BULLA, J., CHESNEAU, C. and KACHOUR, M. (2017). A bivariate first-order signed integer-valued autoregressive process. *Communications in Statistics - Theory and Methods*, 46(13), pp. 6590-6604.

BAKOUCH, H., KACHOUR, M. and NADARAJAH, S. (2016). The extended Poisson distribution. Communications in Statistics. *Theory and Methods*, 45(22), pp. 6746-6764.

BERTHELOT, E., CROISSARD, S. and KACHOUR, M. (2016). (Re)penser le business model au prisme de la théorie des parties prenantes. *La Revue des Sciences de Gestion*, 278-279(2), pp. 169-176.

KACHOUR, M., MAMAVI, O. and NAGATI, H. (2016). The Role of Reputation in Market Entry: Evidence from French Public Procurement. *Journal of Applied Business Research*, 32(3), pp. 805-814.

LICHY, J. and KACHOUR, M. (2016). Understanding how students interact with technology for knowledge-sharing: the emergence of a new 'social' divide in France. *International Journal of Technology and Human Interaction*, 12(1).

BULLA, J., CHESNEAU, C. and KACHOUR, M. (2015). On the bivariate Skellam distribution. *Communications in Statistics - Theory and Methods*, 44(21), pp. 4552-4567.

CHESNEAU, C., KACHOUR, M. and KARLIS, D. (2015). On some distributions arising from a generalized trivariate reduction scheme. *Statistical Methodology*, 25, pp. 36-50.

CHESNEAU, C. and KACHOUR, M. (2015). Estimation of the derivatives of a function in a convolution regression model with random design. *Advances in Statistic*.

CHESNEAU, C., KACHOUR, M. and NAVARRO, F. (2014). On the estimation of density-weighted average derivative by wavelet methods under various dependence structures. *Sankhya - The indian Journal of statistics*, 76(1), pp. 48–76.

LICHY, J. and KACHOUR, M. (2014). Understanding the Culture of Young Internet Users in a Rapidly Changing Society. *International Journal of Technology and Human Interaction*, 10(4), pp. 1-17.

LICHY, J. and KACHOUR, M. (2014). Business Models & Social Networking Sites: 50 Shades of Generation Y. *Question(s) de Management*, 1(5), pp. 59-71.

KACHOUR, M. (2014). On the rounded integer-valued autoregressive process. *Communications in Statistics - Theory and Methods*, 43(2), pp. 355-376.

CHESNEAU, C., KACHOUR, M. and NAVARRO, F. (2014). Average Derivative Estimation from Biased Data. *ISRN Probability and Statistics*.

CHESNEAU, C., KACHOUR, M. and MAILLOT, B. (2013). Nonparametric Estimation for Functional Data by Wavelet Thresholding. *RevStat Statistical Journal*, 11(2), pp. 211-230.

DOSSAL, C., KACHOUR, M., FADILI, J., PEYRE, G. and CHESNEAU, C. (2013). The degrees of freedom of the Lasso for general design matrix. *Statistica Sinica*, 23(2), pp. 809-828.

CHESNEAU, C., KACHOUR, M. and NAVARRO, F. (2013). A note on the adaptive estimation of a quadratic functional from dependent observations. *ISTATISTIC Journal of the Turkish Statistical Association*, 6(1), pp. 10-26.

CHESNEAU, C. and KACHOUR, M. (2012). A parametric study for the first-order signed integer-

valued autoregressive process. *Journal of statistical Theory and Practice*, 6(4), pp. 760-782.

KACHOUR, M. and TRUQUET, L. (2011). A p-order signed integer-valued autoregressive (SINAR (p)) model. *Journal of Time Series Analysis*, 32(3), pp. 223-236.

KACHOUR, M. and YAO, J.F. (2009). First-order rounded integer-valued autoregressive (RINAR (1)) process. *Journal of Time Series Analysis*, 30(4), pp. 417-448.

Scholarly Books

KACHOUR, M. (2015). *Intervalles de Confiance et Tests Statistiques Moyennes Variances et Proportions Exercices Corrigés avec Rappels Théoriques Méthodes et Formulaires.* Ellipses.

Chapters in book

LICHY, J. and KACHOUR, M. (2019). Big Data Perception & Usage: A Micro-Firm Perspective (The Case of the French Traditional Restaurant Sector). In: *Proceedings of the 2019 3rd International Conference on E-commerce, E-Business and E-Government*. 1st ed. Association for Computing Machinery, pp. 89-94.

Conference paper (with selection committee)

KACHOUR, M. (2020). On the ICT perception and usage through micro-firm's perspective. A love-hate relationship. Case of French traditional restaurant sector. In: The Impact Of Culture On Entrepreneurial Dynamics: International Perspectives. IDRAC, Leicester Business School, AEI, Online.

KACHOUR, M., CAPITANA, A., LICHY, J. and MICU, A.E. (2019). Matching the future capabilities on an Artificial Intelligence-based platform for social media marketing with potential user's expectations. In: 10th INEKA Conference. Vérone.

KACHOUR, M. and LICHY, J. (2019). Big Data Perception & Usage: A Micro-Firm Perspective (The Case of the French Traditional Restaurant Sector). In: 2019 ICEEG Conference. Lyon.

RESEARCH ACTIVITIES

Editorial activities

Reviewer for an academic or professional publication

Since 2024	Ad-hoc reviewer, International Journal of Organizational Analysis
Since 2021	Ad-hoc reviewer, Technological Forecasting and Social Change
Since 2016	Ad-hoc Reviewer, Journal of Management Development
Since 2016	Ad-hoc Reviewer, IGI Global
Since 2014	Ad-hoc Reviewer, Communications in Statistics - Theory and Methods
Since 2014	Ad-hoc Reviewer, Journal of Applied Mathematics
Since 2011	Ad-hoc Reviewer, Statistics & Probability Letters
Since 2010	Ad-hoc Reviewer, Journal of Time Series Analysis

Service to the academic discipline

Organisation/facilitation of webinars, seminars, roundtables

2024 - 2024	Data and AI-driven: trends, opportunities and challenges, ESSCA School of Management, France