



Professeur associé Maher KACHOUR

Département de rattachement: Operations
Management and Decision Science

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INTÉRÊTS DE RECHERCHE

- Séries chronologiques à valeurs entières
- Business Model et applications (Stratégie, Marketing, SNS)

DOMAINE D'ENSEIGNEMENT

- Théorie de probabilité
- Mathématiques
- Statistiques
- Statistiques inférentielles
- Programmation
- Business Model

FORMATION

Diplôme le plus élevé :

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| 2009 | Doctorat (PhD), Mathématiques appliquées, Université de Rennes 1, France
<i>une nouvelle classe de modèles autorégressifs à valeurs entières.</i> |
| 2006 | Master Mathématiques Appliquées, Université de Rouen, France |

EXPÉRIENCE PROFESSIONNELLE

Vie et positions académiques

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| Depuis 2017 | Professeur associé, ESSCA School of Management, France |
| 2013 - 2017 | Professeur, IDRAC Business School, France |
| 2011 - 2012 | Attaché temporaire d'enseignement et de recherche, Nantes Université, France |

Expériences professionnelles

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| 2020 - 2025 | Responsable groupe de recherche "Operations Management and Decision Science", ESSCA School of Management, France |
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Articles évalués par les pairs

- KACHOUR, M. et 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. et 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. et 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. et 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. et 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. et 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. et KACHOUR, M. (2022). When technology leads social business: Food truck innovation. *Technological Forecasting and Social Change*, 181, pp. 121775.
- LICHY, J., FARQUHAR, J. et 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. et 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. et 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. et 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. et 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. et BAKOUCH, H. (2018). A family of bivariate discrete distributions on $\mathbb{Z}^2$ based on the Rademacher distribution. *ProbStat Forum*, 11, pp. 53-66.
- LICHY, J., KACHOUR, M. et 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. et 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. et 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. et KACHOUR, M. (2017). A bivariate first-order signed integer-valued autoregressive process. *Communications in Statistics - Theory and Methods*, 46(13), pp. 6590-6604.
- BAKOUCHE, H., KACHOUR, M. et NADARAJAH, S. (2016). The extended Poisson distribution. *Communications in Statistics. Theory and Methods*, 45(22), pp. 6746-6764.
- BERTHELOT, E., CROISSARD, S. et 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. et 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. et 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. et KACHOUR, M. (2015). On the bivariate Skellam distribution. *Communications in Statistics - Theory and Methods*, 44(21), pp. 4552-4567.
- CHESNEAU, C., KACHOUR, M. et KARLIS, D. (2015). On some distributions arising from a generalized trivariate reduction scheme. *Statistical Methodology*, 25, pp. 36-50.
- CHESNEAU, C. et 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. et 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. et 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. et 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. et NAVARRO, F. (2014). Average Derivative Estimation from Biased Data. *ISRN Probability and Statistics*.
- CHESNEAU, C., KACHOUR, M. et 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. et 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. et 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. et 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. et 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. et YAO, J.F. (2009). First-order rounded integer-valued autoregressive (RINAR (1)) process. *Journal of Time Series Analysis*, 30(4), pp. 417-448.

Ouvrages

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

Chapitres d'ouvrages

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

Communications (conférences avec comité de sélection)

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

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

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

ACTIVITÉS DE RECHERCHE

Activités éditoriales

Évaluateur d'une publication académique / professionnelle

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

Service à la discipline

Organisation/animation de webinaires, séminaires, de tables rondes

- 2024 - 2024 Data & IA Driven : Tendances, Opportunités et Défi, ESSCA School of Management, France