

Years at SKEMA Business School: 0



Christophe BISSON

Digitalisation Paris

CV

Qualification

Scholarly Academic

Academic Degrees

Postgraduate Certificate University of Helsinki, Artificial Intelligence, 2018.

Ph.D. Université Aix Marseille, France, Competitive Intelligence, 2003.

Work Experience

Associate Professor, SKEMA Business School (January, 2019 - Present), Paris La Défense, France.

Programme Manager - MSc International Strategy and Influence , SKEMA Business School (January, 2019 - Present), Paris La Défense, France.

Part time Lecturer/thesis supervisor, ESSEC Business School (2016 - January, 2019), Paris, France.

Researcher/Lecturer, University of Kadir Has (2008 - 2018), Istanbul, Turkey.

Part time Lecturer, University of Bogazici (2013 - 2014), Istanbul, Turkey.

Part time Lecturer, University of Marnes La Vallée (2013 - 2014), Paris, France.

Part time Lecturer, University of Bogazici (2007 - 2008), Istanbul, Turkey.

International Strategy Consultant (Europe, ME, Asia), self (2004 - 2008), Istanbul, Turkey.

Intellectual contributions

Articles in Journals

REVIL, J., & BISSON, C. (2019). How the World Leader in the Employee Benefits Market Face the Digitalization Upheaval with Competitive Intelligence. *Competitive Intelligence*, 23 (1).

BISSON, C., & Tang Tong, M. (2018). Investigating the competitive intelligence practices of Peruvian fresh grapes exporters. *Journal of Intelligence Studies in Business*, 8 (2).

BISSON, C., & BARNEA, A. (in press, 2018). Competitive Intelligence: From being the "eyes and the ears" to becoming "the brain" of companies. *Competitive Intelligence*.

BISSON, C., & DOU, H. (2017). Une Intelligence Economique et Stratégique pour les PME, PMI et ETI en France. *Vie & Sciences de l'entreprise* (204).

- BISSON, C., & GURPINAR, F. (2017). A Bayesian approach to developing a strategic early warning system for the French milk market. *Journal of Intelligence Studies in Business*.
- BISSON, C., & Diner, Y. (2017). Strategic Early Warning System for the French milk market: A graph theoretical approach to foresee volatility. *Futures*.
- Toker, A., Seraj, M., Kuscu, A., Koch, S., & BISSON, C. (2016). Social Media Adoption: A Process Based Approach. *Journal of Organizational Computing and Electronic Commerce*.
- Dekervenoal, R., BISSON, C., & Palmer, M. (2015). Dissidents with an innovation cause? Non-institutionalized actors' online social knowledge sharing, solution-finding tensions and technology management innovation. *Information Technology and People*.
- BISSON, C. (2014). Exploring the Competitive Intelligence Practices of the French Local Public Agricultural sector. *Journal of Intelligence Studies in Business*.
- Baruh, L., Chisik, Y., BISSON, C., & Senova, B. (2014). When Sharing Less Means More: How Gender Moderates the Impact of Quantity of Information Shared in a Social Network Profile on Profile Viewers' Intentions about Socialization. *Communication Research Reports*.
- Wright, S., BISSON, C., & Duffy, A. (2013). Competitive Intelligence and Information Technology Adoption of SMEs in Turkey: Diagnosing Current Performance and Identifying Barriers. *Journal of Intelligence Studies in Business*.
- Wright, S., BISSON, C., & Duffy, A. (2012). A Behavioural and Operational Typology of Competitive Intelligence Practices in Turkish SMEs. *Journal of Strategic Marketing*.

Articles in Proceedings

- BISSON, C. (in press, 2019). Strategic Early Warning System for the French Nuclear Industry: An Hybrid Approach for Better Anticipation. *Anticipation*.
- Guillemette, J., & BISSON, J. (2018). An Approach for Comparing Social Media Marketing Intelligence Platforms. *International Marketing Trends Congress*.
- BARUH, L., CEMALCILAR, Z., BISSON, C., & CHISIK, Y. (2017). First Impressions on Social Network Sites: Impact of Self-Disclosure Breadth on Attraction. *European Conference on Social Media*.
- BISSON, C., & AK, O. (2016). Comparison of Competitive Intelligence practices of the TBRICS nations. *International Conference on Information and Social Science*.
- TOKER, A., SERAJ, M., KUSCU, A., KOCH, S., & BISSON, C. (2015). Social Media Maturity and Social Media Usage Intention. *Emerging Markets Conference*.
- Gürpınar, F., BISSON, C., & Yaşar Diner, O. (2015). Bayesian and Graph Theory Approaches to Develop Strategic Early Warning Systems for the Milk Market. *WCIST*, Springer International Publishing.
- BISSON, C., & Buyukturk, B. (2014). An illustration of 'Strategic Early Warning System' software and its use as a decision-making aid for professional football (soccer) clubs. *International Conference on Management and Engineering*, Destech publication.
- De Kervenoael, R., & BISSON, C. (2014). Web designers' power struggle strategies and management innovation,. *International Marketing Trends Congress*.
- BARUH, L., CHISIK, Y., BISSON, C., & SENOVA, B. (2013). Building Better First Impressions through More Information: The Impact of Quantity of Information Shared on a Profile, Profile Owner's Gender and Profile Viewer's Voyeuristic Curiosity on Formation of Impressions. *ICA 2013 conference*.
- BISSON, C. (2013). Elaborate robust strategies with Strategic Early Warning System: The case of the Turkish pharmaceutical sector. *International conference on Information and Social Science*.
- BARUH, L., CHISIK, Y., BISSON, C., & SENOVA, B. (2012). More or Less: Amount of Personal Information Displayed in Social Network Site Profiles and Its Impact on Viewers' Intentions to Socialize with the Profile Owner. *The 6th International AAAI conference on weblogs and social media*.
- BARUH, L., CHISIK, Y., BISSON, C., & SENOVA, B. (2012). Information Quantity on Social Networking Sites and Social Attraction. *The NECS 2012 Conference*, Time Networks: Screen Media and Memory.

Books, Monographs, Compilations, Manuals

- BISSON, C. (2013). *Guide de Gestion Stratégique de l'information pour les PME*. Les 2 Encres.

Chapters, Cases, Readings, Supplements

- NAIME, S., & BISSON, C. (2019). A Scenario Approach for the Oil Market to Better Anticipate. In SPRINGER (Ed.), *Anticipation*.
- BISSON, C., GUIBEY, I., LAURENT, R., & DAGRON, P. (2016). Mise en place d'un Système de détection de Signaux Précoces pour une Intelligence Collective de l'Agriculture appliquée aux filières de l'élevage bovin. *Les Chemins du Développement Territorial*. Éditions Quæ.
- BISSON, C. (2013). The Competitive Advantages of Early Warning Systems in Marketing. *The Manager Certified Marketing Management*

Professional Handbook. IIMP.

WRIGHT, S., BISSON, C., & DUFFY, A. (2012). A Behavioural and Operational Typology of Competitive Intelligence Practices in Turkish SMEs. *Competitive intelligence, analysis and strategy : creating organisational agility*, Dr Sheila Wright. Routledge.

Conference Presentations

BISSON, C. (2018). *Le Nécessaire Renouveau de l'Intelligence Economique et Stratégique en France pour une reconquête économique*. Forum Européen d'Intelligence Economique et Stratégique 2018, Paris, France.

BISSON, C. (2018). *Build winning strategies in the era of global uncertainties and big data with Competitive Intelligence: The case of a world leader*. SCIP Poland, Warsaw, Poland.

BISSON, C. (2017). *Memories of the Future*. World Competitive Intelligence Summit, Atlanta, United States of America.

BISSON, C. (2017). *International Spotlight*. SCIP Europe, Cascais, Portugal.

BISSON, C. (2017). *Exploring the new Silk Road with Competitive Intelligence System*. SCIP/CICI, China Competitive Intelligence Summit, Shanghai, China.

BISSON, C. (2016). *"Facing Digital Chaos and Hyper Competition with Strategic Early Warning Systems"*. SCIP EUROPE Competitive Intelligence Summit, Prague, Czech Republic.

BISSON, C. (2016). *Le Système Stratégique de Signaux Précoces® : Un Outil de Puissance Stratégique à l'Ere du Chaos Digital et de la Guerre Economique*. Forum Européen Intelligence Economique et Stratégique, Rouen, France.

BISSON, C. (2012). *Toward World Class Competitive Intelligence*. EMEA Intelligence, Istanbul, Turkey.

Professional Service

Editor: Associate Editor

2019: Human Future (International).

2019: Journal of Intelligence Studies In Business (International).

Member: Committee/Task Force

2019: Strategy Summit (National).

Other Professional Service Activities

2019: Panel on Fake News at the Strategy Summit (National).

Reviewer: Conference Paper

2019: International conference on Information Systems (International).

Reviewer: Reviewer for a Journal

2019: Futures (International).