



Djamchid ASSADI

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PROFESSEUR ASSOCIE- DIGITAL MANAGEMENT

FORMATION ET DIPLÔMES

- 1987 Doctorat - Doctorat en Marketing Université de Paris IX Dauphine, Paris, France
- 1980 Bac +5 - Master Recherche en Stratégie Commerciale et Communication International Management School/E.S.C.P (École Supérieure de commerce de Paris), Paris, France

EXPÉRIENCE PROFESSIONNELLE

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- 2009 - 2016 Professeur itinérant NEOMA
- 1999 - ... Professeur de marketing stratégique Groupe ESC Dijon-Bourgogne
- 1995 - 1998 Professeur, Directeur des études du 2nd cycle Pôle universitaire Léonard-de-Vinci
- 1992 - 1995 Professeur, Responsable de l'option "sales management and negotiation" Groupe Sup de Co. Amiens
- 1989 - 1991 Professeur de marketing stratégique Université de Californie

MISSIONS DE CONSEIL

- - ... Consultant dans l'industrie automobile, électrique, développement de logiciels, tourism, etc.

ENSEIGNEMENT EN FORMATION CONTINUE

- 1991 - 1997 Fondateur et Directeur spécialisé dans les stages et séminaires

MEMBRE D'UNE ASSOCIATION PROFESSIONNELLE

- 1991 - 1994 Affilié à American marketing Association

AUTRES ACTIVITÉS

- - ... Media
- - ... Soutient Actuellement la démocratie et l'économie de marché en Iran

ENSEIGNEMENTS

ÉQUIPE DISCIPLINAIRE

- Digital Management

ACTIVITÉS SCIENTIFIQUES

AXE DE RECHERCHE

- .
- Finance-Gouvernance-RSE

ACTIVITÉS DE RECHERCHE

Projets de recherche internationaux, nationaux ou régionaux

- - ... Etude sur les motivations de crowdfunding

PARTICIPATION AUX ACTIVITÉS DE REVUES ACADÉMIQUES

Responsabilités éditoriales

- - ...
- - 2030
- - ... Member of the Academic Advisory Board
- - ... Membre du comité scientifique et conférencier

AUTRE

- 2009 - ... Membre de la Chaire Microfinance
- - ... Evaluator - reviewer

CONTRIBUTIONS INTELLECTUELLES

Articles in peer refereed journals

Assadi, D. Crowdfunding : vers de nouveaux paradigmes de l'innovation ?. *Innovations - Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 2018, 2,(56): 5-14. **CNRS 4, FNEGE 4, HCERES C**

Assadi, D. Crowdfunding: democratizing networking, financing and innovation. *Innovations - Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 2018, 2,(26): 3-12. **CNRS 4, FNEGE 4, HCERES C**

Assadi, D., Ashta, A., Jung, A. A Tale of Three Musketeers of Alternative Finance: Stagnating Microcredit, Growing P2P Online Lending and Striving for Slow Money. *Innovations - Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 2018, 2,(26): 13-36. **CNRS 4, FNEGE 4, HCERES C**

Assadi, D., Ramezanali, M. Does microfinance reduce poverty? The Case of Brazil. *International Journal of Trade, Economics and Finance*, 2018, 9,(2): 60-65.

Assadi, D., Marakkath, N., Shinde, S. What Do Backers Trust When They Do Not Know Initiators? Crowdfunding Experimentation in India. *Optimization Journal of Research in Management*, 2017, 9,(2): 6-20.

Ashta, A., Assadi, D., Marakkath, N. The Strategic Challenges of a Social Innovation: Rang De Goes Crowd-funding. *Strategic Change*, 2015, 24,(1): 1-14. **CNRS 3, FNEGE 3, AERES B**

Assadi, D., Ashta, A. Innovative Transposition of Trust mechanisms in Social Lending Groups from offline to online. *Strategic Change*, 2014, 23,(7-8): 461-480. **CNRS 3, FNEGE 3, AERES B**

Book chapter reviews

Assadi, D. The Models for Human–Machine Addressable Remote Transducer (HART) Field Communications, 2018.

Assadi, D. Member of the Advisory Board, 2018. **(forthcoming)**

Assadi, D. N-Clustering of text documents using graph mining techniques , 2018.

Books

Assadi, D. *Strategic Approaches to Successful Crowdfunding*, Hershey, PA: IGI Global, 2016, 378 p.

Book chapters

Assadi, D. What Is a P2P Business Model? . In: Khosrow-Pour, M. (coord.). *Encyclopedia of Organizational Knowledge, Administration, and Technologies*, Hershey: IGI Global, 2020. <https://www.igi-global.com/book/encyclopedia-organizational-knowledge-administration-technology/242894>

Assadi, D., Lankoande, G. La typologie attitudinale des non-bancarisés envers la téléphonie mobile comme moyen d'accès aux services financiers. In: Benali, M., El Bouhadi, A. (coord.). *Accès aux services financiers, inclusion et durabilité économique en Afrique*, Paris: L'Harmattan, 2020, 195-214.

Assadi, D. Prologue. In: Makkar, U., Sharma, N., Kumar Rai, A., Pratap Singh, H. (coord.). *Achieving Sustainable Strategic Advantage*, Greater Noida: GL Bajaj Institute of Management & Research (GLBIMR), 2019.

Assadi, D. Prolog. In: Makkar, U., Sharma, S., Agarwal, P. (coord.). *Innovations, Technology and Development: A Road Map for Achieving Global Competitiveness*, New-Delhi: Bharti Publications, 2017.

Assadi, D. Qu'est-ce qu'un modèle d'affaires de « crowdfunding » ?. In: Benali, M., Elbouhadi, A. (coord.). *Finance : vers un renouvellement des approches et des pratiques*, Fès: Université Sidi Mohamed Ben Abdellah, 2017, 21-56.

Alijani, S., Assadi, D., Ashta, A. Can Social Dynamics Be Channeled from Offline to Online Communities? Commitment, Compliance and Cooperation from Microfinance to Crowdfunding. In: Assadi, D. (coord.). *Strategic Approaches to Successful Crowdfunding*, Hershey, PA: IGI Global, 2016, 210-227.

Assadi, D., Alijani, S., Sogala, S. An Exploratory Assessment of Customer Intelligence Information System: Evidence from India. In: Ashta, A., Barnett, B., Dayson, K., Supka, G. (coord.). *Management Information Systems in Microfinance: Catalyzing Social Innovation for Competitive Advantage*, Newcastle Upon Tyne: Cambridge Scholars Publishing, 2015, 87-100.

Assadi, D., De Bigault De Granrut, M., Pasqual, B. L'impact du design sonore sur le comportement de navigation des cybernautes. In: Bobrie, F., Bordron, J-F., Chandès, G. (coord.). *Le sens du son. Pour une approche culturelle du son*, Limoges: Solilang, 2015.

Assadi, D. Le modèle rentier du processus d'inflation dans la république islamique. In: Makinsky, M. (coord.). *L'économie réelle de l'Iran, Au-delà des chiffres*, Paris: Editions l'Harmattan, 2014, 177-188.

Papers in Academic Conferences

Assadi, D. Modes de gouvernance alternatifs et privés pour l'inclusion financière. *CRSF'20: International Conference of Research and Studies in Finance*, March 3rd-4th 2020, Fès, Morocco.

Assadi, D. Crowdfunding et artisanat en microfinance : quelle efficacité ?. *L'actualité de la finance : acte II*, May 9th-10th 2019, Nancy, France.

Duncan, A.S., Assadi, D. What is a P2P Business Model?. *19th EURAM Conference "Exploring the Future of Management"*, June 26th-28th 2019, Lisbonne, Portugal.

Rai, A., Assadi, D. The offline antecedent of the sharing economy: the self-help group for the bottom of line in India. *19th EURAM Conference "Exploring the Future of Management"*, June 26th-28th 2019, Lisbonne, Portugal.

Ratsimalahelo, Z., Assadi, D. A mathematical analysis of investment decision on equity based crowdfunding platforms. *19th EURAM Conference "Exploring the Future of Management"*, June 26th-28th 2019, Lisbonne, Portugal.

Assadi, D. Digital Olfaction: The State of Art. *Digital Olfaction Congress 2018*, December 3rd-4th 2018, Tokyo, Japan.

Assadi, D. Les sources de la confiance. *2ème Colloque International de Recherche et d'Études en Finance*, May 4th-5th 2018, Fès, Morocco.

Assadi, D., Jung, A., Ashta, A. A Tale of Three Musketeers of Alternative Finance: Stagnating Microcredit, Growing P2P Online Lending and Striving Slow Money. *Congrès RRI (Réseau Recherche Innovation) - VIII Forum Innovation*, June 4th-5th 2018, Nîmes, France.

Assadi, D., Lokoande, G. La typologie attitudinale des non-bancarisés envers la téléphonie mobile comme moyen d'accès aux services financiers. *2ème Colloque International de Recherche et d'Études en Finance*, May 4th-5th 2018, Fès, Morocco.

Assadi, D., Oba, B., Z. The Poor's Wealth. *EURAM 18th Conference "Research in Action"*, June 19th-22nd 2018, Reykjavík, Iceland.

Assadi, D., Ramezanali, M. Does microfinance reduce poverty? The Case of Brazil. . January 11th-13th 2018, San Diego, United States.

Biot-Paquerot, G., Ashta, A., Assadi, D. Émergence des Fintechs dans le secteur bancaire : entre appropriation et diffusion de valeur. *Congrès RRI (Réseau Recherche Innovation) - VIII Forum Innovation*, June 4th-5th 2018, Nîmes, France.

Assadi, D. À la recherche des modèles économiques de crowdfunding . *Journée de recherche dédiée au crowdfunding*, June 9th 2017, Paris, France.

Assadi, D. À la recherche des modèles économiques de financement participatif. March 24th-28th 2017, Fès, Morocco.

Assadi, D. Exploring Crowdfunding in China. *ITEM 8*, December 7th-8th 2017, Dijon, France.

Assadi, D. La typologie attitudinale des non-bancarisés envers la téléphonie mobile comme moyen d'accès aux services financiers. *ITEM 8*, December 7th-8th 2017, Dijon, France.

Assadi, D. Analyse comparative des discours gagnants et perdants du microcrédit : le cas des campagnes de crowdlending. *ITEM 8*, December 7th-8th 2017, Dijon, France.

Attuel-Mendes, L., Assadi, D., Raymond, S. Pourquoi la foule finance-t-elle? Étude des motivations des contributeurs dans les différents types de financement participatif. *1ère journée d'étude sur le crowdfunding*, June 9th 2017, Evry, France.

Biot-Paquerot, G., Assadi, D. FinTech Value. *ITEM 8*, December 7th-8th 2017, Dijon, France.

Alia, H., Assadi, D. The Yin and Yang Model of Crowdfunding Branding. *ITEM 7*, March 15th-17th 2016, Shanghai, China.

Alijani, S., Assadi, D. The role of social ties in alternative finance: an exploratory study of crowdfunding, slow money and microlending models. *EURAM 15th Conference 3Manageable Cooperation*, June 1st-4th 2016, Paris, France.

Assadi, D., Wroldson, J. Recognition: the Missing Piece in Corporate Governance Frameworks. *ITEM 7*, March 15th-17th 2016, Shanghai, China.

Assadi, D., Wroldson, J. Recognition: the Missing Piece in Corporate Governance Frameworks. *Microfinance Insight Forum 17: Crowds, Engagement and Control*, April 5th 2016, Dijon, France.

Attuel-Mendes, L., Assadi, D., Raymond, S. Les motivations des contributeurs du crowdfunding. *Microfinance Insight Forum 17: Crowds, Engagement and Control*, April 5th 2016, Dijon, France.

Attuel-Mendes, L., Assadi, D., Raymond, S. Pourquoi la foule finance-t-elle? Étude des motivations des contributeurs dans les différents types de financement participatif. *Microfinance Insight Forum 18 - Strictly Microfinance for Entrepreneurship*, September 8th-9th 2016, Dijon, France.

Attuel-Mendes, L., Assadi, D., Raymond, S. Study of crowdfunders' motivations. *ITEM 7*, March 15th-17th 2016, Shanghai, China.

Taghavi, A., Assadi, D., Raymond, S. A Mathematical Model of Crowdfunding Investing. *ITEM 7*, March 15th-17th 2016, Shanghai, China.

Alijani, S., Assadi, D., Ashta, A. Can Social Innovation Dynamics be Transposable? Exploration of Offline Microfinance and Online Crowdfunding. *6th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-19th 2015, Lyon, France.

Alijani, S., Assadi, D., Ashta, A. Microfinance and Crowdfunding Value Creation Dynamics : A Catalyst for Social Innovation. Best paper award. *European Academy of Management: Uncertainty Is a Great Opportunity*, June 17th-20th 2015, Varsovie, Poland.

Assadi, D. How Is Trust Built in a Changing Environment? A Crowdfunding Experimentation. *EUROMED 2015, Innovation, Entrepreneurship And Sustainable Value Chain In A Dynamic Environment*, September 16th-18th 2015, Vérone, Italy.

Assadi, D. Models of Crowdfunding for Financial Inclusion. *Fourth European Research Conference on Microfinance*, June 1st-3rd 2015, Genève, Swiss.

Assadi, D. Paradigms of Crowdfunding Entrepreneurship for a Turbulent Time. *EUROMED 2015, Innovation, Entrepreneurship And Sustainable Value Chain In A Dynamic Environment*, September 16th-18th 2015, Vérone, Italy.

Assadi, D. Systematic Analysis of Business Models in crowdfunding. *6th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-19th 2015, Lyon, France.

Assadi, D., Alia, H. The Poor's View of poverty. *6th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-19th 2015, Lyon, France.

Assadi, D., Alia, H. The Poor's View of Poverty. *Research Meets Africa*, June 29th-July 3rd 2015, Dakar, Senegal.

Assadi, D., Marakkath, N., Shinde, S. How Is Trust Built Up When People Do Not Know Each Other? A Crowdfunding Experimentation. *Fourth European Research Conference on Microfinance*, June 1st-3rd 2015, Genève, Swiss.

Assadi, D. Von Mises's Perspective in the Valuation of Time Periods. *Quarterly conference of the Banque Populaire Chair in Microfinance of Burgundy School of Business*, February 17th 2014, Dijon, France.

Assadi, D., Abdessamad, Z. Le fonctionnement des groupes de prêts dans le contexte d'interdiction du taux d'intérêt : le cas de la microfinance marocaine. *5th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-20th 2014, Casablanca, Morocco.

Assadi, D., Alia, H. Is Poverty a Question of Line? An investigation through the Poor's View. *5th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-20th 2014, Casablanca, Morocco.

Assadi, D., Ashta, A. Transposition innovante: de hors-ligne à en-ligne des mécanismes de confiance dans les groupes de prêt social. *Les premières journées scientifiques Nancéennes de Microfinance*, December 9th-10th 2014, Nancy, France.

Assadi, D., Nyapati, K. Exploring the impact of information systems (customer intelligence) on transaction costs reduction. *5th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-20th 2014, Casablanca, Morocco.

Invited keynote speeches

Zenou, E., Assadi, D. Participation à la Table Ronde "Gouvernance des entreprises innovantes" - Expert Invité. *Workshop Entrepreneuriat, Innovation et Gouvernance*, January 17th 2019, Paris, France.

Assadi, D. Exploration into Olfaction and Experiential Strategy: State of Art. *2nd World Congress on Olfaction & Issues Sciences, Marketing & Perspectives*, May 23rd-24th 2016, Milan, Italy.

Working papers

Oba, B., Assadi, D., Kabadayi Kuscu, Z. Measuring the poor's wealth in Turkey. *Cahiers du CEREN*, 2019, 52: 77-91.

Assadi, D. Crowdfunding : vers de nouveaux paradigmes de l'innovation ? Introduction étendue au numéro spécial d'Innovations, revue d'économie et de management de l'innovation. . *Cahiers du CEREN*, 2018, 51: 103-110.

Assadi, D. Crowdfunding: Democratizing Networking, Financing and Innovating Extended Introduction to Special Issue of the Journal of Innovation, Economics & Management. *Cahiers du CEREN*, 2018, 51: 111 -116.

Assadi, D., Ashta, A. Transposition innovante de hors ligne à en ligne des mécanismes de confiance dans les groupes de prêt social. . *Cahiers du CEREN*, 2017, 50: 16-29.

Assadi, D., Woldsen, J. "Recognition": The Missing Piece in Corporate Governance Frameworks. *Cahiers du CEREN*, 2017, 50: 107-124.

Assadi, D., Ditter, J.G. Les sanctions économiques sont-elles utiles ? L'exemple iranien. *Cahiers du CEREN*, 2016, 49: 84-95.

Attuel-Mendes, L., Assadi, D., Raymond, S. Pourquoi la foule finance-t-elle? Etude des motivations des contributeurs dans les différents types de financement participatif. *Cahiers du CEREN*, 2016, 48: 67-92.

Ingham, M., Assadi, D. A Research Agenda: Crowdfunding at the service of responsible social entrepreneurship and innovations. *Cahiers du CEREN*, 2016, 49: 27-51.

Assadi, D. Le marketing du site-web. *Cahiers du CEREN*, 2015, 47: 29-40.

Assadi, D., Alia, H. The poor's view of poverty. *Cahiers du CEREN*, 2015, 47: 20-28.

Assadi, D., Abdessamad, Z. Le fonctionnement des groupes de prêts dans le contexte d'interdiction du taux d'intérêt : le cas de la microfinance marocaine. *Cahiers du CEREN*, 2014, 45: 2-24.

Assadi, D., Nyapati, K. Impact of Customer Intelligence Systems on Integration of the Unbanked: Overture and Agenda for Field Research. *Cahiers du CEREN*, 2014, 45: 25-29.

Papers/digital media in professional journals

Assadi, D. Le comportement d'achats hybrides du consommateur. *Marketing Grandes Écoles*, 2014(16): 34-35.journaldesgrandesecoles.com

Press tribunes

Assadi, D. Iran, un effondrement économique amorcé bien avant les sanctions américaines. *The Conversation*, July 26th 2019,theconversation.com

Assadi, D. Le parfum, dernière frontière du cyberspace. *The Conversation*, May 29th 2019,theconversation.com

Assadi, D., Ditter, J.G. Réussir les négociations nucléaires avec la République islamique d'Iran. *La Tribune*, March 30th 2015,www.latribune.fr

Ashta, A., Attuel-Mendes, L., Assadi, D. Vivent les mariés... grâce au crowdfunding !. *La Tribune*, November 5th 2014,www.latribune.fr

Attuel-Mendes, L., Assadi, D., Ashta, A. Comment réguler le « crowdfunding » ? . *Les Échos*, May 7th 2014,www.lesechos.fr

Research seminars

Assadi, D. A storytelling-based research project for crowdfunding, *Microfinance Sandwich Writers Club Meeting*, October 6th 2016, Dijon, France.

Assadi, D. Religions' Prohibitions and Customers' Innovativeness An Exploratory Research , *Conference-workshop - Spirituality, Organization and Development* , October 28th 2016, Gurgaon, India.

Assadi, D., Sun, X. An initial exploration of Chinese crowdfunding, *Quarterly Conference Microfinance Chair*, December 12th 2016, Dijon, Burgundy School of Business, France.

Attuel-Mendes, L., Assadi, D., Raymond, S. La typologie des motivations des contributeurs du crowdfunding, *Microfinance Insight Forum, Quarterly Conference Microfinance Chair*, September 9th 2016, Dijon, France.

Assadi, D. Présentation, introduction a temporalité économique, *Quarterly conference of the Banque Populaire Chair in Microfinance of Burgundy School of Business*, February 17th 2014, Dijon, France.

Professional conferences

Attuel-Mendes, L., Assadi, D., Raymond, S. Pourquoi La Foule Finance-T-Elle? Etude Des Motivations Des Contributeurs Dans Les Différents Types De Financement Participatif. *Microfinance Insight Forum 18*, September 8th 2016, Dijon, France.

Assadi, D. The virtual auto-entrepreneur; in the clouds: between entrepreneurship and intrapreneurship. *Microfinance Insight Forum- 15 : Comment la microfinance et l'innovation peut-elle aider les auto-entrepreneurs dans les pays développés ?*, December 10th 2015, Dijon, France.

Interviews

Assadi, D. Nucléaire Iranien : Un bon accord est un accord qui rassure les alliés des grandes puissances. *L'Orient le Jour*, July 7th 2015, www.lorientlejour.com

Other contributions

Assadi, D. Président du track "Finance and sharing economy" et membre du comité scientifique (CSRF'20: International Conference of Research and Studies), 2020, Fès, Morocco.

Assadi, D. Principle proponent, founder, and Session Chair du track "The sharing and collaborative economy: the P2P business models, strategies and paradigms of innovation" (19th EURAM Conference "Exploring the Future of Management), 2019, Lisbonne, Portugal.

Assadi, D. Session Chair du track "The sharing (P2P) economy: from offline to online" (19th EURAM Conference "Exploring the Future of Management"), 2019, Lisbonne, Portugal.

Assadi, D. Guest editor - Special Issue of the Journal of Innovation Economics and Management on "Crowdfunding: Toward New Paradigms of Innovation?", 2018, France.

Assadi, D. En tant qu'Iranien de l'opposition, sachez que je suis content de cet accord, *L'Orient Le Jour*, 2015, France. www.lorientlejour.com