



AFFILIATES

EMMANUEL MONOD

Affiliate Research Fellow

CONTACT

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BIOGRAPHY

Professor Emmanuel Monod is professor at Paris-Dauphine University and visiting professor at Case Western Reserve University, USA and Institute of AI and Change Management, Shanghai University of International Business and Economics. He has previously held faculty positions at the Georgia State University (USA), the University of Nantes, France, Shanghai Jiaotong University Antai College of Economics and Management, Shanghai University of International Business and Economics School of Management. His publications have appeared in most of the premier journals in the Information Systems field in Europe. Prior from working in Universities, professor Monod worked during 10 years in the USA and in France in Orange (France Telecom), the French Ministry of Finance and IBM

Prof. Monod received a Best Paper Award from the Academy of Management's MC Division in in 2019 Boston and 2020 Vancouver. He is currently Officer of the AOM MC division, Vice-President of the Association for Information Systems (AIS) Special Interest Group in Culture and Information Systems and President of the Association for Business Process Management Professional (ABPMP) China chapter. He was previously the vice-president of the Association for Information Systems (AIS) and the PDW chair of the all-academy Practice Theme Committee of the Academy of Management. Professor Monod was the conference chair for the pre-AOM conference on "Artificial intelligence in management" in partnership with OCIS and MCD, divisions of the Academy of Management in 2020 Vancouver (virtual) and in 2019 at Harvard University. The next conference is scheduled in August 2021 in Philadelphia, USA

Prof. Monod is actively involved in research on issues related to digital strategy, digital transformation, artificial intelligence for business, social media for business, ERP implementations. Specifically, he studies the critical success factors for digital technologies, especially AI, ERP and social media for HR, operations, customer service, sales and marketing. He conducted recent researchers in China in manufacturing, international trade, retail and real estate.

EDUCATION

University of Paris-Sud (Paris 11)

BS - Bachelor of Science (1984) Research field: Biology and Physics

Ecole Supérieure d'Ingénieurs en Agronomie

ME- Master of Engineering (1987) Research field: Business Administration

Université Paris 1

MA - Master of Philosophy (1986) Research field: Philosophy of Science and Epistemology

Université de Reims, France

MS - Master of Sociology (1987) Research field: Change Management

University Paris Diderot - Paris 7 (

MS- Master of Development Economics (1988) Research field: International Project Management

Paris Tech - Telecom Paris (ENST)

Ph.D. - Department of Economics and Management (1995) Research field: Strategy and Organization

TEACHING AREAS

- Strategic Management
- Organization
- HR Management
- Operations
- Project Management
- Change Management
- Sales techniques
- Digital Transformation
- Management Information Systems
- Customer Relationship Management
- Business Process Management
- Research Design (PhD and DBA)
- Qualitative Methods (PhD and DBA)
- Case Study Research Method (PhD and DBA)

RESEARCH AREAS

- Artificial intelligence (AI) for management
- AI for sales process
- AI for HR
- AI for manufacturing
- Digital Transformation
- Social media for management
- ERP implementation
- Socio-economic approaches to management
- Business Process Management and IT
- Sociology in management and information systems
- Psychology in management and IS
- History in management and IS
- Philosophical approaches in IS
- Phenomenology of technology
- Theory of communicative action in IS
- Epistemology of Information Systems Research

PROFESSIONAL EXPERIENCES

	<p>Paris Dauphine University) (from 2019 to now)</p> <ul style="list-style-type: none"> • Professor
	<p>Shanghai University of International Business and Economics, School of Management (2016 to June 2019)</p> <ul style="list-style-type: none"> • Professor at the SUIBE School of Management • Director of International Affairs, Research Institute "Artificial Intelligence and Change Management" • Vice-director of the key lab "Data Science and Management Decision"

	<p>Shanghai Jiao Tong University, Antai College of Economics and Management (2013 to 2016)</p> <ul style="list-style-type: none"> • Professor of Management (during 3 years)
	<p>Paris Dauphine University (from 2003 to now)</p> <ul style="list-style-type: none"> • Associate Professor (during 10 years) • Director of the DBA (during 7 years), Director of the dual doctorate-PhD program with Georgia State University (during 10y), Director of the Master of International Business (M2 MIB) (during 8y), • Country representative for China (during 5 years)
	<p>Georgia State University (Atlanta, USA)</p> <ul style="list-style-type: none"> • Visiting Professor (1 year)
	<p>University of Nantes, France (from 1997 to 2001) (5 years)</p> <ul style="list-style-type: none"> • Associate Professor , Director of the master of management information systems

He also has previously held executive positions during 10 years in IBM (France and USA), France Telecom and the French Company of External Trade (COFACE), under the Ministry of Finance of the French Republic:

	<p>IBM (from 1993 to 1996) (4 years)</p> <ul style="list-style-type: none"> • IBM France / IBM Europe: IS Planning Manager for Europe CRM reengineering (1995-96) • IBM Corp. USA: IS Planning Manager for worldwide CRM reengineering (1994-95) • IBM Consulting Group France Consultant in Business Transformation (1993)
	<p>France Telecom Corporate University (now Orange corporation):</p> <ul style="list-style-type: none"> • Strategy director ((from 1991 to 1992) (2 years)
	<p>IBM France: (from 1988 to 1990) (2 years)</p> <ul style="list-style-type: none"> • Marketing Representative (Large Account) (Aerospace Industry) (1989-1990) • I.S. Strategy Assistant Manager (1988-89)
	<p>Ministry of Economics and Finance – COFACE French International Trade Administration:</p> <ul style="list-style-type: none"> • Project Manager in Information Systems (1986-87) (2 years)

SELECTED PUBLICATIONS

Burton-Jones, A., McLean, E. R., & Monod, E. (2015). Theoretical perspectives in IS research: from variance and process to conceptual latitude and conceptual fit. *European Journal of Information Systems*, 24(6), 664-679.

Monod, E., Eisner, A. B., Olumba, U., Rival, M., Joyce, E., Ying, C & Liu, L. (2019, July). Business Processes, Organizational Transformation and Social Media: An Action Research in China. In *Academy of Management Proceedings*. (Vol. 2019, No. 1, p. 15425). Briarcliff Manor, NY 10510: Academy of Management.

Monod, E., Song, L., Olumba, U., Joyce, E., Santoro, F., Long L. & Yu, T. (2019, July). Boundary spanners, social media and organizational change: an action research in China. In *Academy of Management Proceedings* (Vol. 2019, No. 1, p. 16526). Briarcliff Manor, NY 10510: Academy of Management.

Pallud, J., & Monod, E. (2010). User experience of museum technologies: the phenomenological scales. *European Journal of Information Systems*, 19(5), 562-580.

Watson, R., Akselsen, S., Monod, E., & Pitt, L. (2004). The Open Tourism Consortium: Laying the Foundations for the Future of Tourism. *European Management Journal*, 22(3), 315-326.