



Christophe BISSON
DIGITALISATION Academy
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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.

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

- Guillemette, J., & BISSON, J. (2018). An Approach for Comparing Social Media Marketing Intelligence Platforms. *17th 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. *4th 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., & Buyukturk, . (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,. *3th 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.