

David AVISON

Distinguished Emeritus Professor

Department: Information Systems, Decision

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EDUCATION

2003	Habilitation à Diriger des Recherches, Université de Nantes, France
1990	Ph.D. in Information Systems, Aston University, United Kingdom
1974	MSc, Applications in Computing (CNAA), Metropolitan University London, United Kingdom
1969	BSc, Economics, University of Leicester, United Kingdom

EMPLOYMENT

Full-time academic positions

2004 - Present	Distinguished Emeritus Professor, ESSEC Business School, France
2000 - 2004	Professor, ESSEC Business School, France
1991 - 2000	PROFESSOR and HEAD of DEPARTMENT, Southampton Business School, United Kingdom

Other affiliations and appointments

2003 - 2005	Head of Department of Information Systems and Decision Sciences, ESSEC Business School, France
2000 - 2005	Visiting Professor, University of Technology Sydney, Australia
2000 - 2005	Visiting Professor, University of Southampton, United Kingdom
2000 - Present	Visiting Professor, Brunel University, United Kingdom

Other professional experiences

1977 - 1991	Senior Lecturer, Aston University, United Kingdom
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GRANTS AND HONORS

Awards and Honors

2018	Best Paper in 2017 in the journal Information and Management, for the article "Reflexivity: A third essential 'R' to enhance interpretive field studies"
2018	LEO Award for lifetime exceptional achievement in information systems, Association for Information Systems (AIS) at the International Conference of Information Systems (ICIS)

2011	2011 Emerald Literati Network Best Paper Award for his article entitled, "The Potential of Qualitative Research: Four Approaches Shedding Light on IS Practice," <i>Journal of Systems and Information Technology</i> (co-written with J. Malaurent)
2006	Literati Club: Highly Commended Award
2004	EMCIS: Best Practical Paper Award
2000	Literati Club: Award for Excellence
1998	SILVER CORE International Federation of Information Processing (IFIP)

PUBLICATIONS

Journal Articles

- AVISON, D. (2019). Reminiscences and Reflections. *Communications of the Association for Information Systems*, 44, pp. 263-272.
- AVISON, D., DAVISON, R.M. and MALAURENT, J. (2018). Information Systems Action Research: Debunking Myths and Overcoming Barriers. *Information and Management*, 55(2), pp. 177-187.
- AVISON, D., MALAURENT, J. and EYNAUD, P. (2017). A Narrative Approach to Publishing Information Systems Research: Inspiration from the French New Novel Tradition. *European Journal of Information Systems*, 26(3), pp. 260-273.
- KOCK, N., AVISON, D. and MALAURENT, J. (2017). Positivist Information Systems Action Research: Methodological Issues. *Journal of Management Information Systems*, 34(3), pp. 754-767.
- MALAURENT, J. and AVISON, D. (2017). Reflexivity: A Third Essential 'R' to Enhance Interpretive Field Studies. *Information and Management*, 54(7), pp. 920-933.
- MALAURENT, J. and AVISON, D. (2016). Reconciling Global and Local Needs: A Canonical Action Research Project to Deal with Workarounds. *Information Systems Journal*, 26(3), pp. 227-257.
- BICHLER, M., FRANK, U., AVISON, D., MALAURENT, J., FETTKE, P. and HOVORKA, D. (2016). Theories in Business and Information Systems Engineering. *Business and Information Systems Engineering*, 58(4), pp. 291-319.
- MALAURENT, J. and AVISON, D. (2015). From an Apparent Failure to a Success Story: ERP in China—Post Implementation. *International Journal of Information Management*, 35(5), pp. 643-646.
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- AVISON, D. and MALAURENT, J. (2014). Is Theory King?: Questioning the Theory Fetish in Information Systems. *Journal of Information Technology*, 29, pp. 327-336.
- AVISON, D. and MALAURENT, J. (2013). Qualitative Research in Three IS Journals: Unequal Emphasis but Common Rigour, Depth and Richness. *Systèmes d'Information et Management*, 18(4), pp. 75-123.
- AVISON, D. (2012). From Espoused Values to Action: A Commentary on 'Are We Making a Better World with ICTs?'. *Journal of Information Technology*, 27(2), pp. 104-105.
- AVISON, D. and FITZGERALD, G. (2012). Reflections and Opinions on 25 Years with the ISJ. *Information Systems Journal*, 22(3), pp. 179-193.

- AL-DEBEI, M.M. and AVISON, D. (2011). Business Model Requirements and Challenges in the Mobile Telecommunication Sector. *Journal of Organisational Transformation and Social Change*, 8(2), pp. 215-235.
- AL-DEBEI, M.M. and AVISON, D. (2010). Developing a Unified Framework of the Business Model Concept. *European Journal of Information Systems*, (19), pp. 359–376.
- ZORINA, A. and AVISON, D. (2010). Meso Level as an Indicator of Knowledge Society Development. *International Journal of Knowledge Society Research*, 1(4), pp. 1-19.
- AVISON, D. and BANKS, P. (2008). Cross-cultural (mis)communication in IS Offshoring: Understanding through Conversation Analysis. *Journal of Information Technology*, 23, pp. 249-268.
- AVISON, D., DWIVEDI, Y., FITZGERALD, G. and POWELL, P. (2008). The Beginnings of a New Era: Time to Reflect on 17 years of the ISJ. *Information Systems Journal*, 18(1), pp. 5-21.
- AVISON, D., D., D., MALAURENT, J. and J., D. (2007). Enterprise Resource Planning Software in China: A Disaster Story. *Intercultural Management Quarterly*, 8(2).
- WILSON, D.N. and AVISON, D. (2007). Services Sector Role in the ICT Contribution to Economic and Productivity Growth. *International Technology Management Review*.
- COLE, M. and AVISON, D. (2007). The Potential of Hermeneutics in Information Systems Research. *European Journal of Information Systems*, pp. 820-833.
- AVISON, D. and YOUNG, T. (2007). Time to Rethink Health Care and ICT? *Communications of the ACM*, pp. 69-74.
- AVISON, D., BJORN-ANDERSEN, N., COAKES, E., DAVIS, G., EARL, M. and ELBANNA, A. (2006). Enid Mumford: A Tribute. *Information Systems Journal*, pp. 343-382.
- AVISON, D., GREGOR, S. and WILSON, D. (2006). Managerial IT Unconsciousness. *Communications of the ACM*.
- AVISON, D., COLE, M. and FITZGERALD, G. (2006). Reflections on Teaching Information Systems Analysis and Design: From Then to Now! *Journal of Information Systems Education*, pp. 253-256.
- AVISON, D., KAUTZ, K., SIGALA, M., WHITLEY, E. and WINTER, R. (2005). Becoming Engaged with Conferences: Reputations and Networks. *Communications of the Association for Information Systems*, pp. 895-903.
- AVISON, D., JONES, J., POWEL, P. and WILSON, D. (2004). Using and Validating the Strategic Alignment Model. *Journal of Strategic Information Systems*, pp. 223-246.
- ADAMS, C. and AVISON, D. (2003). Dangers Inherent in the Use of Techniques: Identifying Framing Influences. *Information Technology and People*, pp. 203-234.
- ATKINSON, C., AVISON, D. and WILSON, D. (2003). Images of Information Systems Development in the Practice of Architecture. *Communications of the Association for Information Systems*, pp. 283-300.
- AVISON, D. (2003). Information Systems in the MBA Curriculum: An International Perspective. *Communications of the Association for Information Systems*, pp. 2-22.
- AVISON, D. (2003). Is IS an Intellectual Subject? *European Journal of Information Systems*, pp. 229-230.

- PEFFERS, K., AVISON, D., EIN-DOR, P. and ZMUD, R.W. (2003). Scholarly Products in IS: Will Advances in Electronic Media Promote Evolutionary or Radical Change? *Communications of the Association for Information Systems*, pp. 498-512.
- AVISON, D. and FITZGERALD, G. (2003). Where Now for Development Methodologies? *Communications of the ACM*, pp. 79-82.
- AVISON, D. (2002). The UK Information Systems Perspective: A Personal View. *Systèmes d'Information et Management*, pp. 49-54.
- AVISON, D. and WILSON, D. (2001). A Viewpoint on Software Engineering and Information Systems: What We Can Learn From the Construction Industry? *Information and Software Technology*, pp. 795-799.
- AVISON, D., BASKERVILLE, R. and MYERS, M. (2001). Controlling Action Research Projects. *Information Technology and People*, pp. 28-45.
- AVISON, D., FITZGERALD, G. and POWELL, P. (2001). Reflections on Information Systems Practice, Education and Research: 10 Years of the Information Systems Journal. *Information Systems Journal*, pp. 3-22.
- AVISON, D., CUTHBERTSON, C. and POWELL, P. (2000). The Paradox of Information Systems: Strategic Value and Low Status. *Journal of Strategic Information Systems*, pp. 419-445.
- AVISON, D., LAU, F., MYERS, M. and NIELSEN, P. (1999). Action Research: Making Academic Research Relevant. *Communications of the ACM*, pp. 94-97.
- AVISON, D. (1999). Rigour in Action Research: Some Observations and a Plea. *Scandinavian Journal of Information Systems*, pp. 119-124.
- AVISON, D., WOOD-HARPER, T., VIDGEN, R. and WOOD, B. (1998). A Further Exploration into Information Systems Development: the Evolution of Multiview2. *Information Technology and People*, pp. 124-139.
- AVISON, D., EARDLEY, A. and POWELL, P. (1998). Suggestions for Capturing Corporate Vision in Strategic Information Systems. *Omega*.
- AVISON, D. and NANDHAKUMAR, J. (1998). The Fiction of Methodological Development: A Field Study in Information Systems Development. *Information Technology and People*, pp. 176-191.
- AVISON, D., EARDLEY, A. and POWELL, P. (1997). Developing Information Systems to Support flexible Strategy. *Journal of Organizational Computing and Electronic Commerce*, pp. 57-77.
- AVISON, D., WARD, KLEIN, J., POWELL, P. and KEEN, J. (1997). Flexibility and the Management of Uncertainty: A Risk Management Perspective. *International Journal of Project and Business Risk Management*, pp. 131-145.
- AVISON, D. and TAYLOR, V. (1997). Information Systems Development Methodologies: A Classification According to Problem Situation. *Journal of Information Technology*.
- AVISON, D., LOEBBECKE, C., POWELL, P., EARDLEY, A. and JELASSI, T. (1997). The Limits to DSS: Supporting Vision, Creativity and Future Thinking. *Revue des Systèmes de Décision*, pp. 317-331.
- AVISON, D., EARDLEY, A. and POWELL, P. (1996). How Strategic are Strategic Information Systems? *Australian Journal of Information Systems*, pp. 11-20.
- AVISON, D., EARDLEY, A., LEWIS, T. and POWELL, P. (1996). The linkage between IT and business strategy in competitive systems: a reappraisal of some 'classic' cases using a competition analysis framework. *International Journal of Technology Management*, pp. 395-411.

- AVISON, D., WALDMAN, J., ORME, J., FORBES, I. and GLASTONBURY, B. (1996). Who should have a say? Developing a Rationale for Consultation with Older Persons in Relation to Commissioning Plans. *Generations Review*, pp. 6-11.
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- AVISON, D. and MYERS, M. (1995). Information Systems and Anthropology: An Anthropological Perspective on IT and Organizational Culture. *Information Technology and People*, pp. 43-56.
- AVISON, D. and SHAH, H.U. (1994). From Third Generation to Fourth Generation Applications Development: A Case Study. *Information Technology and People*, pp. 233-248.
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- AVISON, D., FITZGERALD, G. and WOOD-HARPER, T. (1994). The Discipline of Information Systems: The Interdisciplinary Thing. *Systemist*, pp. 62-69.
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- AVISON, D., GOLDER, P. and SHAH, H. (1992). An SSM Toolkit: Rich Picture Diagramming. *European Journal of Information Systems*, pp. 397-407.
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- AVISON, D. and WOOD-HARPER, T. (1992). Reflections from the experience of using Multiview: through the lens of soft systems methodology. *Systemist*, pp. 136-145.
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- AVISON, D. and FITZGERALD, G. (1991). Information Systems Practice, Education and Research. *Journal of Information Systems*, pp. 5-17.
- AVISON, D. (1991). MERISE: A European Methodology for Developing Information Systems. *European Journal of Information Systems*, pp. 183-191.
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- AVISON, D. and FREEMAN, C. (1990). Decision Support in a Microcomputing Environment. *Asia Pacific international management forum*, pp. 6-11.
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Books and book editor

- AVISON, D. and FITZGERALD, G. (2010). *Information Systems Development Methodologies, Techniques and Tools (Macedonian Translation)*. AD VERBUM-SKOPJE, 645 pages.
- AVISON, D. and TORKZADEH, G. (2009). *Information Systems Development. Project Management*. SAGE Publications, 480 pages.
- AVISON, D., KASPER, G.M., PERNICI, B., RAMOS, S. and ROODE, D. (2008). *Advances in Information Systems Research, Education and Practice*. Springer, 214 pages.
- AVISON, D. and FITZGERALD, G. (2006). *Information Systems Development Methodologies, Techniques and Tools*. McGraw-Hill, 645 pages.
- AVISON, D. and FITZGERALD, G. (2006). *Information Systems Development Methodologies, Techniques and Tools*. Newtech-publications, 926 pages.
- AVISON, D. and FITZGERALD, G. (2006). *Information Systems Development Methodologies, Techniques and Tools (Greek translation)*. Newtech-publications, 463 pages.
- AVISON, D. and PRIES-HEJE, J. (2005). *Research in Information Systems: A Handbook for Research Students and Their Supervisors*. Elsevier, 329 pages.
- AVISON, D. and CUTHBERTSON, C. (2002). *A Management Approach to Database Applications*. McGraw-Hill, 250 pages.
- VIDGEN, R., AVISON, D., WOOD, B. and WOOD-HARPER, T. (2002). *Developing Web Information Systems*. Butterworth-Heinemann, 274 pages.
- AVISON, D. and FITZGERALD, G. (2002). *Information Systems Development. Methodologies, Techniques and Tools*. McGraw-Hill, 592 pages.
- AVISON, D., PRIES-HEJE, J., CIBORRA, C., KAUTZ, K. and VALOR, J. (1999). *Proceedings of the 7th European Conference on Information Systems, Volumes I-III*. Copenhagen: Copenhagen Business School.
- AVISON, D. and EDGAR-NEVILL, D. (1998). *Matching Technology with Organisational Needs*. Maidenhead: McGraw-Hill.
- AVISON, D. and SHAH, H.U. (1997). *The Information Systems Development Life Cycle: A First Course in Information Systems*. Maidenhead: McGraw-Hill.
- AVISON, D., KENDALL, J. and DEGROSS, J. (1993). *Human, Organizational and Social Dimensions of Information Systems Development*. Amsterdam: North Holland.
- AVISON, D. (1990). *Mastering Business Microcomputing*. Basingstoke: Macmillan.
- AVISON, D. and WOOD-HARPER, T. (1990). *Multiview: An Exploration in Information Systems Development*. Maidenhead: McGraw-Hill.
- LYTRAS, M.D., DAMIANI, E., CARROLL, J.M., TENNYSON, R.D. and AVISON, D. [Eds] (2009). *Visioning and Engineering the Knowledge Society*. Springer, 606 pages.
- AVISON, D. and BASKERVILLE, R. [Eds] (2008). *Major Currents in Information Systems. Volume II: Information Systems Development*. SAGE Publications, 388 pages.
- AVISON, D., MILTIADIS, D.L. and CARROLL, J.M. [Eds] (2008). *The Open Knowledge Society - A Computer Science and Information Systems Manifesto*. Springer, 753 pages.
- AVISON, D., ELLIOT, S., KROGSTIE, J. and PRIES-HEJE, J. [Eds] (2006). *The Past and Future of Information Systems: 1976-2006 and Beyond*. Springer, 254 pages.

AVISON, D. and FITZGERALD, G. [Eds] (2005). *Strategies for Growth in SMEs: The Role of Information and Information Systems by Margi Levy and Philip Powell*. Elsevier, 411 pages.

AVISON, D. [Ed] (2004). *The Past and Future of Information Systems*. Elsevier, 274 pages.

MYERS, M.D. and AVISON, D. [Eds] (2002). *Qualitative Research in Information Systems. A Reader*. SAGE Publications, 297 pages.

AVISON, D. [Ed] (1997). *Key Issues in Information Systems*. Maidenhead: McGraw-Hill.

Book chapters

AVISON, D. and MALAURENT, J. (2015). Is Theory King?: Questioning the Theory Fetish in Information Systems. In: *Formulating Research Methods for Information Systems*. 1st ed. Palgrave Macmillan, pp. 213-237.

ZORINA, A. and AVISON, D. (2013). Redefining Agency: Indeterminacy and the Role of Extra-Organizational Dynamics in Organizational Routines and Technologies. In: *Materiality and Space: Organizations, Artefacts and Practices*. 1st ed. Palgrave Macmillan, pp. 274-301.

AVISON, D. and CONGER, S. (2010). Foreword. In: *Information Systems: People, Organizations, Institutions, and Technologies*. 1st ed. Physica-Verlag.

AVISON, D. and FITZGERALD, G. (2010). Information Systems Development Approaches. In: *Strategic Information Systems Management*. 1st ed. Course Technology. Cengage Learning, pp. 51-76.

AVISON, D. (2007). Advisory Board. In: *Implementing CRM. From Technology to Knowledge*. 1st ed. John Wiley & Sons, Inc.

AVISON, D., BASKERVILLE, R. and MYERS, M.D. (2007). The Structure of Power in Action Research Projects. In: *Information Systems Action Research - An Applied View of Emerging Concepts and Methods*. 1st ed. Springer, pp. 19-41.

AVISON, D. and ELLIOT, S. (2006). Scoping the Discipline of Information Systems. In: *Information Systems. The State of the Field*. 1st ed. John Wiley & Sons, Inc. pp. 3-18.

AVISON, D. (2005). Confession and Reflections. In: *Research in Information Systems. A handbook for research supervisors and their students*. 1st ed. Elsevier, pp. 35-54.

ELLIOTT, S. and AVISON, D. (2005). Discipline of Information Systems. In: *Research in Information Systems. A handbook for research supervisors and their students*. 1st ed. Elsevier, pp. 185-206.

AVISON, D., KAH, M., KAH, J. and SORIYAN, A. (2005). Diverse Cultures. In: *Research in Information Systems. A handbook for research supervisors and their students*. 1st ed. Elsevier, pp. 171-182.

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- AVISON, D. and WOOD-HARPER, T. (2003). Bringing Social and Organisational Issues into Information Systems Development: The Story of Multiview. In: *Socio-technical and Human Cognition Elements of Information Systems*. 1st ed. Information Science Publishing, pp. 5-21.
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- AVISON, D. and WILSON, D. (2002). IT Failure and the Collapse of One.Tel. In: *Information Systems: The e-business Challenge*. 1st ed. Kluwer Academic Publishers, pp. 31-46.
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- AVISON, D. (1997). Key Issues in Information Systems. In: *Key Issues in Information Systems*. 1st ed. McGraw-Hill, pp. 1-8.
- AVISON, D. (1997). The Discipline of Information Systems. In: *Information Systems Teaching, Research and Practice*. 1st ed. McGraw-Hill, pp. 113-136.
- AVISON, D. (1997). The Search for the Discipline of Information Systems. In: *Understanding Social Research, Perspectives on Methodology and Practice*. 1st ed. Falmer Press, pp. 87-100.
- AVISON, D. and NANDHAKUMAR, J. (1996). Information Systems Development Methodology in Use: An Empirical Study. In: *Lessons Learned from the Use of Methodologies*. 1st ed. Londres: BCS, pp. 205-214.
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- AVISON, D. and NANDHAKUMAR, J. (1995). The Discipline of Information Systems: Let Many Flowers Bloom. In: *Information System Concepts: Towards a Consolidation of Views*. 1st ed. Chapman & Hall, pp. 1-12.

AVISON, D. and WOOD-HARPER, T. (1994). Experience of using Multiview: some reflections. In: *Information Systems Provision: The Contribution of Soft Systems Methodology*. 1st ed. McGraw-Hill, pp. 102-117.

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AVISON, D., HORTON, J. and STONE, M. (1991). Investigating the Costs and Benefits of a Community Health System. In: *Current Perspectives in Healthcare Computing*. 1st ed. BCS, pp. 40-50.

AVISON, D., QUANG, P.T. and CHARTIER-KASTLER, C. (1991). Preface to English-language edition. In: *Merise in Practice*. 1st ed. Macmillan, pp. 13-14.

AVISON, D. and FITZGERALD, G. (1991). The Nature of Information Systems and the Role of Practice. In: *Systems Thinking in Europe*. 1st ed. Kluwer/Plenum Press, pp. 459-464.

AVISON, D. and GOLDER, P. (1991). The Need for Tool Support for Soft Systems. In: *Systems Thinking in Europe*. 1st ed. Kluwer/Plenum Press, pp. 327-332.

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Guest editor of a journal special issue

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Conference proceedings editor

LYTRAS, M.D., ORDONEZ DE PABLOS, P., DAMIANI, E., AVISON, D., NAEVE, A. and HORNER, D.G. (2009). *Best Practices for the Knowledge Society*. Springer, Germany.

BARTMANN, D., RAJOLA, F., KALLINIKOS, J., AVISON, D. and WINTER, R. (2005). *Proceedings of the 13th European Conference on Information Systems. Information Systems in a Rapidly Changing Economy*. IMIS, University of Regensburg, Germany.

AVISON, D., GALLETTA, D. and DEGROSS, J.I. (2005). *Proceedings of the Twenty-Sixth International Conference on Information Systems*. ICIS, United States of America.

Conference proceedings

GAUR, A., AVISON, D. and ONDRUS, J. (2013). Mobile Merchandising Exploring New Business Practices in the Mobile Payment Ecosystem. In: *3rd Biennial Conference of the Indian Academy of Management (IAM)*. Indian Academy of Management (IAM).

- MALAURENT, J., LI, Y. and AVISON, D. (2012). Reopening the Centralization-decentralization Debate: A Comparative Case Study of ERP Implementation in Two Chinese Petroleum Companies. In: *Proceedings of Pacific Asia Conference on Information Systems (PACIS) 2012*. Vietnam University of Science.
- AVISON, D. and MALAURENT, J. (2011). The Potential of Qualitative Research: Four Approaches Shedding Light on IS Practice. In: *AIM 2011*. Association for Information Management (AIM).
- ZORINA, A. and AVISON, D. (2011). When Environment Matters: Inter-Organizational Effects on Sociomaterial Imbrications and Change. In: *ICIS 2011 Proceedings*. ICIS.
- ZORINA, A. and AVISON, D. (2009). Innovation Management in the Knowledge Economy: The Intersection of Macro and Micro Levels. In: *Visioning and Engineering the Knowledge Society. A Web Science Perspective*. Springer, pp. 395-404.
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AVISON, D. and GAUR, A. (2015). Women and ICT -enabled well-being: inclusive innovation by micro financial institution in India. In: 13th International Conference on Social Implications of Computers in Developing Countries.

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AVISON, D. (2013). The Supervisor-Student Relationship: The Problem of Conflicting "Mixed Metaphors". In: 26th Bled eConference.

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Book reviews

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OTHER RESEARCH ACTIVITIES

Chief Editor

2012 Information Systems Journal

Associate Editor

1990 - 2011 Information Systems Journal

Editorial Board Membership

2017 - 2019 Journal of the Association for Information Systems

2015 - 2019 Information and Management

2014 - 2021 Information Technology and People

2011 - 2021 Journal of Strategic Information Systems

2009 - 2020 International Journal of Accounting and Information Management

2007 - 2010 International Journal of Teaching and Case Studies

2006 - 2008 Canadian Journal of Administrative Sciences / Revue Canadienne des Sciences de l'Administration

2006 SEFBIS Journal

2005 - 2010 International Journal of Technology and Human Interaction

2002 - 2008 Systèmes d'Information et Management

2001 - 2021 Information Systems Journal

2001 - 2007 Journal of Strategic Information Systems

2001 - 2012 Information Technology and People

Affiliations

2012 - 2013 President of the Association of Information Systems

2002 - 2007 Vice-chair (by election): IFIP Technical Committee 8 (and French representative)

2000 - 2002 Chair (by election): IFIP Working Group 8.2

2000 Chair (by election): Committee of UK IS Professors and Chairs

1997 - 1999 President (by election): UK Academy of Information Systems

Since 2005 Member (by nomination) IS Senior Scholars Forum

PhD Supervision

2019 Seyed Reza MOUSAVI BAYGI (ESSEC Business School), Thesis co-director, First Placement: Assistant Professor - IESEG Business School

2016 Aakanksha GAUR (ESSEC Business School), Thesis co-director, First Placement: Research fellow - SDA Bocconi School of Management

2012 Aljona PUTILINA ép ZORINA (ESSEC Business School), Thesis director, First Placement: Professeur Assistant - Leeds Business School

2011 Julien MALAURENT (ESSEC Business School), Thesis director, First Placement: Assistant Professor - ESSEC Business School