Charles AYOUBI

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EDUCATION

2020	Doctor of Philosophy, Economics, École polytechnique de Lausanne, Switzerland *Innovation Economics*
2014	Master of Science in Management, Management, ESSEC Business School, France
2014	Master of Engineering, Engineering, École Centrale Paris, France

EMPLOYMENT

Full-time academic positions

2024 - Present Assistant Professor, ESSEC Business School, France

Other affiliations and appointments

2021 - 2024 Research Fellow, Harvard Business School, United States of America

PUBLICATIONS

Journal Articles

AYOUBI, C., BARBOSU, S., PEZZONI, M. and VISENTIN, F. (2026). Research Direction and Science Evaluation: The Role of Coherence and Alignment. *Journal of Economics and Management Strategy*, 35(3), pp. 437-474.

AYOUBI, C. and FORAY, D. (2026). Machine learning in healthcare: a new pattern of diffusion for general purpose technologies. *Economics of Innovation and New Technology*, 35(6), pp. 1157-1188.

DELL'ACQUA, F., AYOUBI, C., LIFSHITZ, H., SADUN, R., MOLLICK, E., MOLLICK, L. ... LAKHANI, K.R. (2026). The Cybernetic Teammate: A Field Experiment on Generative AI and Teamwork. *Organization Science*, In press.

LAZAR, M., LIFSHITZ, H., AYOUBI, C. and EMUNA, H. (2026). Algorithms Trap Us in the Familiar. Can They Also Spark Breakthroughs? *MIT Sloan Management Review*, 68(1), pp. 16-17.

LAZAR, M., LIFSHITZ, H., AYOUBI, C. and EMUNA, H. (2025). Would Archimedes Shout "Eureka" with Algorithms? The Hidden Hand of Algorithmic Design in Idea Generation, the Creation of Ideation Bubbles, and How Experts Can Burst Them. *Academy of Management Journal*, 68(5), pp. 881-906.

AYOUBI, C. and THURM, B. (2023). Knowledge diffusion and morality: Why do we freely share valuable information with Strangers? *Journal of Economics and Management Strategy*, 32(1), pp. 75-99.

AYOUBI, C., PEZZONI, M. and VISENTIN, F. (2019). The important thing is not to win, it is to take part: What if scientists benefit from participating in research grant competitions? *Research Policy*, 48(1), pp. 84-97.

AYOUBI, C., PEZZONI, M. and VISENTIN, F. (2017). At the origins of learning: Absorbing knowledge flows from within the team. *Journal of Economic Behavior and Organization*, 134, pp. 374-387.

Conferences

AYOUBI, C., LAZAR, M., LIFSHITZ, H. and EMINA, H. (2025). Would Archimedes Shout "Eureka" if He Had Google? The Transformative Impact of Algorithms on Expertise in the Innovation Process. In: 2025 Institute for Operations Research and the Management Sciences (INFORMS) Organization Science Winter Conference. Los Angeles.

AYOUBI, C., LANE, J.N. and BOUSSIOUX, L. (2025). Narrative AI and the Human-AI Oversight Paradox in Evaluating Early-Stage Innovations. In: 2025 Strategic Management Society (SMS) 45th Annual Conference. San Francisco.

Press

AYOUBI, C. 2026. *Breaking Out of Bubbles Created by Innovating with Algorithms: Search engines and AI tools aren't usually designed for creativity*. February.

AYOUBI, C. (2026). 550 innovations testées en entreprise: « Les équipes humaines dotées d'IA ont trois fois plus de chances de produire des idées exceptionnelles ». *Les Echos*.