

# Charles AYOUBI

Assistant Professor

Department: Management  
ESSEC Business School  
3 avenue Bernard Hirsch  
95021 Cergy-Pontoise  
France

Email: [charles.ayoubi@essec.edu](mailto:charles.ayoubi@essec.edu)

## EDUCATION

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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

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### 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

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### Journal Articles

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., BARBOSU, S., PEZZONI, M. and VISENTIN, F. (2025). Research Direction and Science Evaluation: The Role of Coherence and Alignment. *Journal of Economics and Management Strategy*, In press.

AYOUBI, C. and FORAY, D. (2025). Machine learning in healthcare: a new pattern of diffusion for general purpose technologies. *Economics of Innovation and New Technology*, In press, pp. 1-32.

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.

## 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.