Julien MALAURENT

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Department: Information Systems, Data Analytics and Operations
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RESEARCH INTERESTS

Management of Information Systems

EDUCATION

2011	Doctorat in Managerial Science, Université Cergy-Pontoise, France
2011	Ph.D in Information Systems, ESSEC Business School, France
2009	Master de recherche in Information Systems, Conservatoire National des Arts & Métiers (CNAM), France

EMPLOYMENT

Full-time academic positions

2023 - Present	Professor, ESSEC Business School, France
2017 - 2023	Associate Professor, ESSEC Business School, France
2013 - 2017	Assistant Professor, ESSEC Business School, France

Other affiliations and appointments

2024 - 2027	Deputy Dean for Post expérience programs, ESSEC Business School, France
2024 - 2025	Academic Director of ESSEC ONLINE Activities, ESSEC Business School, France
2021 - 2024	Academic director / Pedagogical Head, ESSEC Business School, France
2020 - 2024	Academic director AI, ESSEC Business School, France

GRANTS AND HONORS

Awards and Honors

2018	Best Paper for 2017 in the journal Information and Management, for the article “Reflexivity: A third essential ‘R’ to enhance interpretive field studies”

PUBLICATIONS

Journal Articles

MEHRPOUYA, A. and MALAURENT, J. (2026). Morality as performance: Studying the rise of performance measurement in citizen governance through the case of Chinese Social Credit System. *Critical Perspectives on Accounting*, 103, pp. 102837.

HUBER, T., KUDE, T., LEPOUTRE, J. and MALAURENT, J. (2026). Counter-orchestration in Platform Ecosystems: How Complementors Forced Apple to Change Platform Rules. *Information Systems Research*, In press, pp. 1-23.

THIETART, R.A. and MALAURENT, J. (2024). How Do Social Media Contribute to the Emergence of “Extreme” Events? The Rise of Tour Paris 13: The “Sistine Chapel” of Street Art. *Academy of Management Discoveries*, 10(4), pp. 543–567.

MALAURENT, J. and MEHRPOUYA, A. (2024). Literature and Insights: My Name is Red: an imaginary immersion into the voices and murmurs of the Chinese social credit system and its artifacts. *Accounting, Auditing & Accountability Journal*, 37(6), pp. 1621-1636.

BASKERVILLE, R., DAVISON, R.M., KAUL, M., MALAURENT, J. and WONG, L. (2022). Information systems as a nexus of information technology systems: A new view of information systems practice. *Journal of Information Technology*, 37(4), pp. 387-406.

KARANASIOS, S., NARDI, B., SPINUZZI, C. and MALAURENT, J. (2021). Moving forward with activity theory in a digital world. *Mind, Culture and Activity*, 28, pp. 234-253.

DAVISON, R.M., MARTINSONS, M. and MALAURENT, J. (2021). Improving Action Research by Integrating Methods. *Journal of the Association for Information Systems*, 22(3), pp. 851-873.

MALAURENT, J. and KARANASIOS, S. (2020). Learning from Workaround Practices: the Challenge of Enterprise System Implementations in Multinational Corporations. *Information Systems Journal*, 30(4), pp. 639-663.

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.

PERRAY-REDLSOB, L. and MALAURENT, J. (2015). Traduction d’un outil de contrôle de gestion dans le secteur public. Le cas du BSC dans l’armée de terre française. *Revue Française de Gestion*, 49(250), pp. 49-64.

AVISON, D. and MALAURENT, J. (2014). Is Theory King?: a Rejoinder. *Journal of Information Technology*, 29(4), pp. 358-361.

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., D., D., MALAURENT, J. and J., D. (2007). Enterprise Resourse Planning Software in China: A Disaster Story. *Intercultural Management Quarterly*, 8(2).

Books and book editor

ALBAN, D., EYNAUD, P., MALAURENT, J., RICHET, J.L. and VITARIO, C. (2019). *Information Systems Management: Governance, Urbanization and Alignment*. Wiley, 284 pages.

MALAURENT, J. [Eds] (2021). *New Ways of Working: Organizations and Organizing in the Digital Age*. London: Palgrave Macmillan, 558 pages.

Book chapters

HUBER, T., KUDE, T., LEPOUTRE, J. and MALAURENT, J. (2023). Platform Governance as a Social Movement. In: Carmelo Cennamo, Giovanni Battista Dagnino, Feng Zhu eds. *Research Handbook on Digital Strategy*. 1st ed. Cheltenham, Northampton Massachusetts: Edward Elgar Publishing Ltd, pp. 224–237.

MALAURENT, J., M. DAVISON, R. and H.M. WONG, L. (2023). Case study followed by action research: enhancing researcher and practitioner outcomes. In: Robert M. Davison (ed.). *Handbook of Qualitative Research Methods for Information Systems*. 1st ed. Cheltenham: Edward Elgar Publishing Ltd, pp. 149-162.

MALAURENT, J. (2018). Quand les stratégies de contournement des systèmes d'information impactent l'organisation de tout simplisme. In: *Complexité et organisations : faire face aux défis de demain*. 1st ed. Eyrolles, pp. 242-258.

MALAURENT, J. (2017). Big Data: enjeux et applications pour appréhender la mobilité. In: *Big Data et Politiques Publiques dans les Transports*. 1st ed. Economica, pp. 39-49.

EYNAUD, P., MALAURENT, J. and MOUREY, D. (2016). Comment penser les outils en sciences de gestion ? In: *Théories des organisations. Nouveaux tournants*. 1st ed. Economica, pp. 157-176.

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.

EYNAUD, P. and MALAURENT, J. (2015). Une gouvernance multipartenaire pour répondre localement au changement climatique. In: *La gouvernance entre diversité et normalisation*. 1st ed. Dalloz, pp. 163-170.

Guest editor of a journal special issue

AVISON, D., KOCK, N. and MALAURENT, J. (2017). Special Issue: Action Research in information Systems. *Journal of Management Information Systems*, 34(3).

Conference proceedings

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).

Conferences

ZORINA, A., KARANASIOS, S. and MALAURENT, J. (2021). Retired IT-connected: How Older Persons Adopt and Use Technology for Crisis Solving. In: 2021 International Conference of Information Systems (ICIS). Austin, Texas.

MALAURENT, J. and MEHRPOUYA, A. (2020). The Infrastructural Inversion of the Chinese Social Credit System. In: 2020 EGOS: Organizing for a Sustainable Future: Responsibility, Renewal & Resistance.

MALAURENT, J. and MEHRPOUYA, A. (2020). The Epistemics of Surveillance Capitalism. In: SASE Annual Conference 2020 "Development Today: Accumulation, Surveillance, Redistribution" - Society for the Advancement of Socio-Economics (Virtual Conference).

MALAURENT, J. (2018). [Keynote] A Long Journey to Publish at in Our Discipline. Why Is That so Difficult? In: 26th European Conference of Information Systems: Beyond Digitization – Facets of Socio-Technical Change (ECIS 2018).

MALAURENT, J. (2018). Workaround Practices in the Context of Global Information Systems: Activity Systems Orchestrated by Contradictions and Expansive Learning. In: International Conference on Information Systems (ICIS) 2018.

MALAURENT, J. (2017). [Keynote] Engaging with Activity Theory Framework in Information Systems Research. In: 2017 ECIS Workshop: Developing Activity Theory in Information Studies (DATIS) workshop.

MALAURENT, J., THIETART, R.A. and AVISON, D. (2017). Co-Evolving Emergence of the Physical and Digital Worlds: The Story of a Street Art Happening. In: Workshop: MISQ Special Issue on Complexity and Information Systems Research in the Emerging Digital World.

MALAURENT, J. and EYNAUD, P. (2017). The Role of Materiality in Organizing a Living Lab. In: 33rd European Group for Organizational Studies (EGOS) Colloquium 2017.

MALAURENT, J. and MAKAGIAN, J.L. (2017). Third-Places Through Distributed Cognition and Material Engagement: Insights from an Activity Theory Framework. In: 7th Organizations, Artifacts and Practices (OAP) Workshop on Collaboration and Materiality Studies.

MALAURENT, J. (2017). Workaround Practices In The Context Of Global Information Systems: Activity Systems Orchestrated By Contradictions And Expansive Learning. In: OASIS 2017 Workshop of the International Conference of Information Systems (ICIS).

MALAURENT, J. and MAGAKIAN, J.L. (2016). How to Engage Cognitive Activities? Insights from third Places through a CHAT Framework. In: 32nd European Group for Organizational Studies (EGOS) Colloquium 2016.

MALAURENT, J. and AVISON, D. (2015). A Literary Approach for Analyzing Academic Narratives: An Initial (But Necessary) Step Toward Theorizing. In: 2015 International Conference on Information Systems (ICIS 2015).

MALAURENT, J. (2014). An Online Community of Practice in Quest for Materiality? Go for Digital Materiality. In: IFIP WG8.2 Organizations and Society in Information Systems (OASIS) 2014 Workshop.

AVISON, D. and MALAURENT, J. (2014). Keynote: Is Theory King? Questioning the Theory Fetish in Information Systems. In: 4th Concurrent ICIS-SIGPHIL Workshop on IS Theory: Whence Cometh, Whither Goeth? (Where does it come from and where is it going?).

MALAURENT, J., AVISON, D. and EYNAUD, P. (2014). Reflexivity: A Third Essential 'R' to Enhance Interpretive Field Studies. In: 22nd European Conference of Information Systems (ECIS).

MALAURENT, J. and EINAUD, P. (2014). Resisting Through Online Social Inquiry. In: 9th Organization Studies Summer Workshop.

MAGAKIAN, J.L. and MALAURENT, J. (2014). Strategic Ideation: Concerted Activity Through a Materialized Cognitive Niche. In: 2014 Strategy as Practice Paper Development Workshop.

MALAURENT, J. and EINAUD, P. (2014). What Impacts Do Various Sociomaterial Assemblages Have on Collective Thinking Activities? In: XVIII ISA World Congress of Sociology.

MALAURENT, J. and AVISON, D. (2009). Problèmes rencontrés par les équipes virtuelles : nouvelles perspectives des communautés de logiciels libres. In: Colloque AIM 2009.

Prefaces of a journal

AVISON, D., KOCK, N. and MALAURENT, J. (2017). [Editorial] Special Issue: Action Research in information Systems. *Journal of Management Information Systems*, 34(3), pp. 630-632.

Press

MALAURENT, J. (2025). « Avec Grokipedia, l'IA se formera sur le monde tel qu'Elon Musk le décrit, le perçoit et le désire ». *Le Monde*.

CHEVILLON, G. and MALAURENT, J. (2025). Intelligence artificielle, une nouvelle forme de créativité émerge accessible à tous. *Le Monde*.

MALAURENT, J. (2025). Pourquoi les IA génératives n'atteindront pas l'intelligence générale. *Le Point*.

MALAURENT, J. (2025). Réguler l'intelligence artificielle : l'Europe tente d'imposer une éthique du quotidien. *Le Point*.

MALAURENT, J. (2025). L'IA peut être une chance à condition de s'inspirer des révolutions industrielles passées. *Le Point*.

MALAURENT, J. (2025). Avec l'AI Act, l'Europe ne doit pas renoncer à réguler. *Libération*.

MALAURENT, J. (2025). « Prometheus », le projet de Jeff Bezos qui veut donner à l'IA le pouvoir d'interagir avec le monde matériel. *Libération*.

CHEVILLON, G. and MALAURENT, J. (2023). Nous ne sommes pas voués à être remplacés par des machines, aussi "intelligentes" soient-elles. *Le Monde*.

OTHER RESEARCH ACTIVITIES

Associate Editor

2014 - 2020 Information Systems Journal

Editorial Board Membership

2017 - 2024 Journal of the Association for Information Systems

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