# Christophe BISSON

Associate Professor

Academy: Digitalization

Research center: SKEMA Centre for Sustainability Studies

Campus: Paris

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## Research interests

Augmented Anticipatory and Strategic Sytems, Digital Transformation, Strategic and Competitive Intelligence, Strategic Foresight, Digital Strategy, Augmented Intelligence

## Education

| | |
|---|---|
| 2003 | Ph.D. in Competitive Intelligence, Aix-Marseille Université, France |
| 2018 | Postgraduate Certificate in Artificial Intelligence, University of Helsinki, Finland |

## Experience

### *Full-time academic positions*

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|---|---|
| Since 2019 | Associate Professor, SKEMA Business School, France |
| 2004 - 2008 | Assistant Professor, Yeditepe University, Turkey |

### *Other academic affiliations and appointments*

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|---|---|
| Since 2019 | Programme Manager - MSc International Strategy and Influence, SKEMA Business School, France |
| 2016 - 2019 | Part time Lecturer/thesis supervisor, ESSEC Business School, France |
| 2008 - 2018 | Researcher/Lecturer, University of Kadir Has, Turkey |
| 2013 - 2014 | Part time Lecturer, Bogaziçi University, Turkey |
| 2010 | Other, Aston University, Great Britain |
| 2007 - 2008 | Part time Lecturer, Bogaziçi University, Turkey |
| 2003 - 2004 | lecturer in Competitive Intelligence, École Nationale Supérieure d'Ingénieurs de Caen (ENSICAEN), France |

### *Other professional experiences*

| | |
|---|---|
| 2004 - 2007 | International Strategy Consultant (Europe, ME, Asia), Turkey |

## Research grants, Awards and Honors

### *Awards and Honors*

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| 2023 | appointed to the Council of Competitive Intelligence Fellows, United States of America |
| 2017 | 2017 Strategic and Competitive Intelligence International Academic Award, SCIP |

### *Research Grants*

| | |
|---|---|
| 2020 | Algorithmic and Hybrid Approaches for an Augmented Foresight, Prince Mohammad bin Fahd Center for Futuristic Studies (UNESCO chair of Futures studies), Saudi Arabia |
| 2014 | Bayesian and Graph Theory Approaches to Develop Strategic Early Warning Systems for the Milk Market, University of Kadir Has, Turkey |
| 2013 | Social Media adoption levels of Turkish SMEs, Bogaziçi University, Turkey |
| 2011 | Competitive Intelligence for the French agriculture, FEDER, Belgium |
| 2010 | Typology Competitive Intelligence practices of Turkish SMEsTypology Competitive Intelligence practices of Turkish SMEs, University of Kadir Has, Turkey |
| 2010 | Impact of Information Disclosure on the Attractiveness of a Social Network Site Profile"., National Science Foundation, United States of America |
| 2001 | Strategic scanning platform based on bibliometrics for SMEs, Ministry of Research, France |

## Publications

### *Peer-reviewed journal articles*

BISSON, C., CALOF , J. and BOUKEF, N. (2025). Exploring the relationship between organizational agility, competitive intelligence and foresight as parts of an anticipatory system. *Technological Forecasting and Social Change*, 125, pp. 124112.

PRATT, L., BISSON, C. and WARIN, T. (2023). Bringing advanced technology to strategic decision-making: The Decision Intelligence/Data Science (DI/DS) Integration framework. *Futures*, 152, pp. 103217.

BISSON, C., GIRON, A. and VERIN, G. (2023). A comparative analysis with machine learning of public data governance and AI policies in the European Union, United States, and China. *Journal of Intelligence Studies in Business*, 13(2), pp. 61-74.

WELFERINGER, S. and BISSON, C. (2022). Vaincre la surprise stratégique pour l'économie de la Défense via le système stratégique de signaux précoces. *Vie & Sciences de l'entreprise*, 2-3(214-215), pp. 288-306.

SAHIN, M. and BISSON, C. (2020). A Competitive Intelligence Practices Typology in an Airline Company in Turkey. *Journal of the Knowledge Economy*, 12, pp. 899-922.

BISSON, C. and TANG TONG, M. (2018). Investigating the competitive intelligence practices of Peruvian fresh grapes exporters. *Journal of Intelligence Studies in Business*, 8(2), pp. 43-61.

BISSON, C. and GURPINAR, F. (2017). A Bayesian approach to developing a strategic early warning system for the French milk market. *Journal of Intelligence Studies in Business*, 7(3), pp. 25-34.

BISSON, C. and DINER, Y. (2017). Strategic Early Warning System for the French milk market: A graph theoretical approach to foresee volatility. *Futures*, 87, pp. 10-23.

BISSON, C. and DOU, H. (2017). Une Intelligence Economique et Stratégique pour les PME, PMI et ETI en France. *Vie & Sciences de l'entreprise*, 204(2), pp. 164 -179.

TOKER, A., SERAJ, M., KUSCU, A., YAVUZ, R., KOCH, S. and BISSON, C. (2016). Social Media Adoption: A Process Based Approach. *Journal of Organizational Computing and Electronic Commerce*, 26(4), pp. 344-363.

DE KERVENOAL, R., BISSON, C. and 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*, 28(3), pp. 653-676.

BISSON, C. (2014). Exploring the Competitive Intelligence Practices of the French Local Public Agricultural sector. *Journal of Intelligence Studies in Business*, 4(2), pp. 5-29.

BARUH, L., CHISIK, Y., BISSON, C. and 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*, 31(3), pp. 244-251.

WRIGHT, S., BISSON, C. and 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*, 3(2).

WRIGHT, S., BISSON, C. and DUFFY, A. (2012). Applying a behavioural and operational diagnostic typology of competitive intelligence practice: empirical evidence from the SME sector in Turkey. *Journal of Strategic Marketing*, 20(1), pp. 19-33.

### *Books and book editor*

BISSON, C. (2013). *Guide de gestion stratégique de l'information pour les PME*. Les 2 Encres, 275 pages.

### *Book chapters*

NAIME, S. and BISSON, C. (2019). A Scenario Approach for the Oil Market to Better Anticipate. In: *Anticipation*. 1st ed. Yeditepe University Press, pp. 285-296.

BISSON, C., GUIBEY, I., LAURENT, R. and 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. In: *Les Chemins du Développement Territorial*. 1st ed. Éditions Quae.

BISSON, C. (2013). The Competitive Advantages of Early Warning Systems in Marketing. In: *The Manager Certified Marketing Management Professional Handbook*. 1st ed. IIMP, pp. 121-134.

WRIGHT, S., BISSON, C. and DUFFY, A. (2012). A Behavioural and Operational Typology of Competitive Intelligence Practices in Turkish SMEs. In: Sheila Wright (ed.). *Competitive intelligence, analysis and strategy : creating organisational agility*. 1st ed. Routledge.

### *Conference proceedings*

BISSON, C. and WARIN , T. (2025). Enhancing Real-Time Contingency Scenario Planning with Retrieved-Augmented Generation Models. *Springer*.

BISSON, C. and BOUKEF, N. (2021). Exploring the relationship between Digital transformation intelligence and organizational agility.

BISSON, C. and WARIN, T. (2020). Data Science and Strategic Complexity.

BISSON, C. (2019). Political Early Warning System: Be ready against fake news and protect democracy!

BISSON, C. (2019). Strategic Early Warning System for the French Nuclear Industry: An Hybrid Approach for Better Anticipation.

GUILLEMETTE, J. and BISSON, C. (2018). An Approach for Comparing Social Media Marketing Intelligence Platforms.

BARUH, L., CEMALCILAR, Z., BISSON, C. and CHISIK, Y. (2017). First Impressions on Social Network Sites: Impact of Self-Disclosure Breadth on Attraction.

BISSON, C. and AK, O. (2016). Comparison of Competitive Intelligence practices of the TBRICS nations.

GURPINAR, F., BISSON, C. and YASAR DINER, O. (2015). Bayesian and Graph Theory Approaches to Develop Strategic Early Warning Systems for the Milk Market.

TOKER, A., SERAJ, M., KUSCU, A., KOCH, S. and BISSON, C. (2015). Social Media Maturity and Social Media Usage Intention.

DE KERVENOAL, R. and BISSON, C. (2014). Web designers' power struggle strategies and management innovation.

BISSON, C. and BUYUKTURK, B. (2014). An illustration of 'Strategic Early Warning System' software and its use as a decision-making aid for professional football (soccer) clubs.

BISSON, C. (2013). Elaborate robust strategies with Strategic Early Warning System: The case of the Turkish pharmaceutical sector.

BARUH, L., CHISIK, Y., BISSON, C. and 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.

BARUH, L., CHISIK, Y., BISSON, C. and SENOVA, B. (2012). Information Quantity on Social Networking Sites and Social Attraction.

BARUH, L., CHISIK, Y., BISSON, C. and 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.

### *Keynote speaker*

BISSON, C. (2025). Strategic Decision Intelligence: Better Decisions for a Better World. In: Competitive Intelligence Analysis in the Age of AI. Bucarest.

BISSON, C. (2025). Anticipatory Intelligence. In: Israel Competitive intelligence Forum. Tel Aviv.

BISSON, C. (2025). Augmented Anticipatory Governance. In: European Parliamentary Research Service.

BISSON, C. (2022). Faire face à un environnement incertain via l'intelligence économique et stratégique augmentée. In: IHEDN Jeunes. Paris.

### *Conference presentations*

BISSON, C. (2025). Toward Augmented Anticipatory Governance. In: Anticipatory Governance. Trento.

CALOF, J. and BISSON, C. (2024). Assessing an organizations anticipatory capability: Looking at both agility and sensing systems including competitive intelligence and foresight. In: INTELLICON24. Barcelona.

CALOF, J. and BISSON, C. (2024). Digital Technology , Artificial Intelligence and Competitive Intelligence. In: Design Thinking for Digital Transformation Conference. Ottawa.

BISSON, C. (2024). HUMAIN and AI for Strategy. In: Pi Day.

BISSON, C. (2024). Strategic Decision Intelligence: 360o hybrid approach for better decision-making. In: CI FELLOWS SUMMIT24.

BISSON, C. (2024). Strategic Decision Intelligence: a 360 degrees hybrid approach for better decision-making. In: 15th Edition Strategic Alliance Management for Pharma. Berlin.

BISSON, C. (2023). Earth Systems Predictability (ESP) Forum on May 8 -10: How do we use decision models and assets to support collaboration across domains, between humans and AI to recommend best actions? In: Earth Systems Predictability (ESP) Forum on May 8 -10.

BISSON, C., CALOF, J. and BOUKEF, N. (2023). Investigating the relationship between Competitive intelligence and foresight as anticipatory system and organizational agility. In: Intellicon Europe, Prague. Prague.

BISSON, C. (2023). Human and AI for Futures. In: Dubai Futures Conference. Dubai.

BISSON, C. (2022). SYSTÈME D ANTICIPATION AUGMENTE. In: I EXPO. Paris.

BISSON, C. (2022). L'Intelligence Economique et Stratégique Augmentée : Un nouveau paradigme pour une nation souveraine et compétitive. In: 16e Forum Européen IES. Saclay.

BISSON, C. (2022). L'Intelligence Economique et Stratégique Augmentée. In: « Vers une intelligence hybride, augmentée par l'IA », CEA, MINATEC. Grenoble.

BISSON, C. (2021). Intelligence Economique et Stratégique Augmentée. In: MarcusEvans. Paris.

BISSON, C. (2021). Optimiser la veille de crise. In: MArcusEvans. Paris.

BISSON, C. (2021). De l'Intelligence Economique et Stratégique à l'IES Augmentée. In: CGEM RSK.

BISSON, C. (2021). L'Intelligence Economique et Stratégique Augmentée. In: IES2020+1. Paris.

BISSON, C. (2021). The Practice of Digital Transformation Intelligence. In: SCIP Euro. Brussels.

BISSON, C. (2021). L'intelligence économique et stratégie augmentée catalyseur du développement de l'Afrique. In: DAIE. Abidjan.

BISSON, C. (2021). L'Impact du Covid19 sur l'Intelligence Economique et Stratégique. In: SCIP France. Paris.

BISSON, C. (2020). Les tendances en Intelligence Economlique et Strategique dans le Monde. In: SCIP France. Paris.

BISSON, C. (2020). Augmented scenario planning. In: SCIP Portugal. Lisbon.

BISSON, C. (2020). Augmented Strategy. In: Epita Global innovation event. Paris.

BISSON, C. (2020). Survive and Thrive in post Covid19 society. In: SCIP (World). Chicago.

BISSON, C. (2019). Faire face à la compétition totale grâce à l'Intelligence Economique et Stratégique Augmentée ©. In: SCIP France. Paris.

BISSON, C. (2018). Build winning strategies in the era of global uncertainties and big data with Competitive Intelligence: The case of a world leader. In: SCIP Poland. Warsaw.

BISSON, C. (2018). Le Nécessaire Renouveau de l'Intelligence Economique et Stratégique en France pour une reconquête économique. In: Forum Européen d'Intelligence Economique et Stratégique. Paris.

BISSON, C. (2017). Exploring the new Silk Road with Competitive Intelligence System. In: SCIP/CICI, China Competitive Intelligence Summit. Shanghai.

BISSON, C. (2017). International Spotlight. In: SCIP Europe. Cascais.

BISSON, C. (2017). Memories of the Future. In: World Competitive Intelligence Summit. Atlanta.

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. In: Forum Européen d'Intelligence Economique et Stratégique. Rouen.

BISSON, C. (2016). Facing Digital Chaos and Hyper Competition with Strategic Early Warning Systems. In: SCIP EUROPE Competitive Intelligence Summit. Prague.

BISSON, C. (2012). Toward World Class Competitive Intelligence. In: EMEA Intelligence. Istanbul.

### *Faculty research seminar presentations*

BISSON, C. (2025). Exploring the relationship between organizational agility, competitive intelligence and foresight as parts of an anticipatory system. In: Digitalization Academy. Paris.

BISSON, C. and BOUKEF, N. (2021). La pratique de l'intelligence pour la transformation digitale et son impact sur la performance organisationnelle. In: United Nations Industrial Development Organization. Brussels.

BISSON, C. (2019). Augmented strategic and competitive intelligence. In: SKEMA US. Raleigh.

### *Press and social media*

BISSON, C. (2026). L'Intelligence Décisionnelle pour la Stratégie et la Souveraineté. Veillemag, France.

BISSON, C. and DOU, H. (2025). Intelligence économique : les 30 ans de retard de la France. SKEMA ThinkForward, France.

BISSON, C. and DOU, H. (2024). Le renseignement au service de l'économie : les 30 ans de retard de la France. The Conversation, France.

BISSON, C. (2024). A Hybrid Anticipatory System for Sustainability. *Human futures*.

BISSON, C. (2024). Pour mieux décider, de deux intelligences faisons Dune. SKEMA GLIMPSE .

BISSON, C. (2023). International conference of MSc and PhD Futures Studies. Futures TV, United States of America.

KINZIGER, C., ZHANG, S. and BISSON, C. (2022). Toward the creation of an early warning system for the supply chain. International Market & Competitive Intelligence Magazine.

## Other research activities

### *Senior or associate editor*

| | |
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| Since 2017 | Journal of Intelligence Studies in Business |
| Since 2020 | Competitive Intelligence |
| Since 2016 | Competitive Intelligence |

### *Reviewer for:*

Futures, Technological Forecasting and Social Change, Journal of the Knowledge Economy, Technological Forecasting and Social Change, Futures

### *Organization of a conference or a seminar*

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| 2023 | International conference of MSc and PhD Futures StudiesHead of The International conference of MSc and PhD Futures Studies, France |
| 2020 | SCIP (World) |

### *Affiliations*

| | |
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| 2021 | WFSF |
| 2021 | AAAF, Commission Information Strategique et Prospective |
| 2021 | WFSF. Full member |
| 2021 | Membre du comité scientifique, Academie IE |
| 2020 - 2021 | SCIP |

### *Other academic activities*

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|---|---|
| 2024 | 6th Workshop on Artificial Intelligence and Management, University of Salamanca |
| 2023 | ANTICIPATION ET TRANSITIONS VERS UN DEVELOPPEMENT DURABLE, France |
| 2023 | Intellicon Euro. Competitive IntelligenceIntellicon Euro. Competitive Intelligence, Ceszk Republic |
| 2023 | WFSF 25th World Futures Conference, École des Ponts Business School, France |
| 2022 | Anticipation, Association International de Management Stratégique (AIMS), France |

## Professional Activities

### *Other professional activities*

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|---|---|
| 2024 | Brainathon LLM. TED SaclayBrainathon LLM. TED Saclay, France |
| 2020 - 2021 | Board Member: Advisory Board or Board of Trustees, SCIP (World) |