Christophe BISSON

Professeur associé

Académie : Digitalisation

Centre de recherche : SKEMA Centre for Sustainability Studies

Campus : Paris

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Intérêts de recherche

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

Formation

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

Expérience Professionnelle

Positions académiques principales

Depuis 2019	Associate Professor, SKEMA Business School, France
2004 - 2008	Professeur assistant, Yeditepe University, Turquie

Autres affiliations académiques

Depuis 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, Turquie
2013 - 2014	Part time Lecturer, Bogaziçi University, Turquie
2010	Autre, Aston University, Royaume Uni
2007 - 2008	Part time Lecturer, Bogaziçi University, Turquie
2003 - 2004	Intervenant en Intelligence Economique et Strategique, École Nationale Supérieure d'Ingénieurs de Caen (ENSICAEN), France

Autres expériences professionnelles

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

Contrats de recherche, prix et distinctions

Prix et distinctions

2023	Nommé au Council of Competitive Intelligence Fellows, Etats-Unis d'Amérique
2017	2017 Strategic and Competitive Intelligence International Academic Award, SCIP

Contrats de recherche

2020	Algorithmic and Hybrid Approaches for an Augmented Foresight, Prince Mohammad bin Fahd Center for Futuristic Studies (UNESCO chair of Futures studies), Arabie Saoudite
2014	Bayesian and Graph Theory Approaches to Develop Strategic Early Warning Systems for the Milk Market, University of Kadir Has, Turquie
2013	Social Media adoption levels of Turkish SMEs, Bogaziçi University, Turquie
2011	Competitive Intelligence for the French agriculture, FEDER, Belgique
2010	Typology Competitive Intelligence practices of Turkish SMEs, University of Kadir Has, Turquie
2010	Impact of Information Disclosure on the Attractiveness of a Social Network Site Profile"., National Science Foundation, Etats-Unis d'Amérique
2001	Strategic scanning platform based on bibliometrics for SMEs, Ministere de la recherche, France

Publications

Articles académiques revus

BISSON, C., CALOF , J. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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.

Ouvrages et édition d'ouvrages

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

Chapitres d'ouvrage

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

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

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

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

Actes d'une conférence

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

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

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

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

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

GURPINAR, F., BISSON, C. et 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. et BISSON, C. (2015). Social Media Maturity and Social Media Usage Intention.

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

BISSON, C. et 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. et 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. et SENOVA, B. (2012). Information Quantity on Social Networking Sites and Social Attraction.

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

Conférencier invité

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

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

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

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

Présentations dans des conférences

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

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

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

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

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

BISSON, C. (2024). Strategic Decision Intelligence: a 360 degrees hybrid approach for better decision-making. Dans: 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? Dans: Earth Systems Predictability (ESP) Forum on May 8 -10.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

BISSON, C. (2017). Memories of the Future. Dans: 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. Dans: Forum Européen d'Intelligence Economique et Stratégique. Rouen.

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

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

Présentations dans des séminaires de recherche

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

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

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

Presse et réseaux sociaux

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

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

BISSON, C. et 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, Etats-Unis d'Amérique.

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

Autres activités de recherche

Editeur associé d'une revue

Depuis 2017	Journal of Intelligence Studies in Business
Depuis 2020	Competitive Intelligence
Depuis 2016	Competitive Intelligence

Relecteur pour :

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

Organisation d'une conférence ou d'un séminaire

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

Affiliations

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

Autres activités académiques

2024	6th Workshop on Artificial Intelligence and Management, Université de Salamanque
2023	ANTICIPATION ET TRANSITIONS VERS UN DEVELOPPEMENT DURABLE, France

2023	Intellicon Euro. Competitive Intelligence, République tchèque
2023	WFSF 25th World Futures Conference, École des Ponts Business School, France
2022	Anticipation, Association International de Management Stratégique (AIMS), France

Activités Professionnelles

Autres activités professionnelles

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