



LAMIS ALSHALABI

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Interests Co-Creation | AI | NPD | CSR | Behavioral Finance |



SUMMARY

Passionate researcher in Co-Creation, AI, NPD, CSR, and Behavioral Finance, currently completing a PhD in Business Innovation (defense scheduled for November 2025). Experienced in teaching at all levels, from undergraduate to M2, including MBA courses in Marketing and Finance. Academic background includes three advanced Master's degrees in Economics, Finance, and Marketing Research.

WORK EXPERIENCE

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| Doctoral Lecturer, INSEEC Business School – Lyon, France | 2022–Today |
| <ul style="list-style-type: none">• Teaching multiple courses in Marketing and Finance from undergraduate to MBA level.• Active member of Digital Innovation and Artificial Intelligence Chair, Worked closely with companies such as Esker and CEGID as part of academic-industry collaboration.• Involved in student supervision, project evaluation, & jury admissions processes. | |
| Project Manager, SIS International Research – New York, USA | 2021–2022 |
| <ul style="list-style-type: none">• Managed qualitative and quantitative research projects for global companies including Burger King, Appen, Thomson Reuters, and others—overseeing end-to-end processes from research design to insights delivery. | |
| Research Intern, CERAG – Grenoble, France | Spring-2021 |
| <ul style="list-style-type: none">• Worked on the IRGA 2020 FINNOV project. Designed and conducted a quantitative study on the investor–entrepreneur relationship in the field of entrepreneurial finance. | |
| Team Leader, SARC – Damascus, Syria | 2016–2018 |
| <ul style="list-style-type: none">• Led activities in the child protection department. Provided daily social and emotional support. | |

EDUCATION

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| PhD in Management Science | 2022–2025 |
| <ul style="list-style-type: none">• Université Lumière Lyon 2 & OMNES Education & COACTIS Lab – Lyon, France.• PhD Thesis: Responsible Co-Creation in New Product Development (NPD): Influence on Financial and Innovation Performance. Defense: November 2025. | |
| International Audit, Economics & Finance M2 | 2021–2022 |
| <ul style="list-style-type: none">• IAE Clermont Auvergne – Clermont-Ferrand, France.• Master report: Green Banking. | |
| Advanced Research in Marketing M2 - IDEX Excellence Scholarship | 2020–2021 |
| <ul style="list-style-type: none">• IAE Grenoble – Université Grenoble Alpes (UGA), Grenoble, France.• Master thesis: Entrepreneurial Finance. | |
| International Finance Master's | 2018–2020 |
| <ul style="list-style-type: none">• Istanbul Technical University (ITU) – Istanbul, Turkey.• M2 – Advanced Research in Finance (Erasmus) IAE Grenoble, France.• Master thesis: Behavioral Biases of Investors in G7 and BRICS Capital Markets. | |
| Bachelor's Degree in Banking & Finance | 2012–2016 |
| <ul style="list-style-type: none">• International University for Science and Technology (IUST) – Damascus, Syria.• Graduation project: Banking Performance During Financial Crises. | |

TEACHING EXPERIENCE

INSEEC Business School – Lyon, France

2022-2025

- Applied Market Research – M1
- Consumer Behavior – M1
- Economic, Political, and Social Issues – M1
- Relationship Marketing & CRM – M2
- Sensory Marketing – M2
- Open Innovation Challenge – M2
- Transition Contemporary World – M1

ARTICLES IN PROGRESS

1. Alshalabi et al. Responsible Co-Creation in New Product Development – Under 2nd-round review at the Journal of Product Innovation Management (JPIM), Special Issue on Responsible Innovation. Decision expected December 2025. FNEGE Rank 1.
2. Alshalabi et al. Modeling Human-AI Co-Creation in Intelligent Financial Decision Systems – Manuscript in preparation for submission in July 2025 to the Journal of Decision Systems. FNEGE Rank 4.
3. Alshalabi et al. CSR Orientation vs. AI Orientation: A Strategic Tension in Innovation – Manuscript in preparation for submission to Technological Forecasting and Social Change. Submission planned for September 2025. FNEGE Rank 2.
4. Alshalabi et al. UX of Digital Financial Platforms and Their Impact on Financial and Non-Financial Performance – Manuscript in preparation for submission to Recherche et Applications en Marketing (RAM). Submission planned for December 2025. FNEGE Rank 2.

PAPERS IN ACADEMIC CONFERENCES

1. Alshalabi, L., et al. (July 2025). Can Firms Co-Create with Customers Responsibly in the New Product Development Process? A Path Towards Responsible Innovation. Presented at the AMS World Marketing Congress (WAMS), Dijon, France.
2. Alshalabi, L., et al. (June 2025). Innovating Together: Responsible Co-Creation in the NPD Framework. Presented at the IPDMC – Innovation and Product Development Management Conference, Porto, Portugal.
3. Alshalabi, L., Dampérat, M., Jeannot, F., & Jongmans, E. (March 2025). Modeling Responsible Co-Creation in the NPD Process. Presented at the JPIM Paper Development Workshop – Special Issue on Responsible Innovation, San Francisco, CA, USA.
4. Alshalabi, L., Dampérat, M., Jeannot, F., & Jongmans, E. (March 2025). Responsible Co-Creation in the NPD Process. Presented at the JPIM Inspire Innovation Conference, Saint Louis, MO, USA.
5. Alshalabi, L., Dampérat, M., & Jeannot, F. (May 2024). Modeling Responsible Co-Creation in the New Product Development Process. Presented at the EMAC Annual Conference, Bucharest, Romania.
6. Alshalabi, L., & Çankaya, S. (May 2020). The Effect of Investor's Behavioral Biases on Trading Volume in G7 and BRICS Capital Markets. Presented at İstanbul Ticaret Üniversitesi, Girişimcilik Dergisi.

ADDITIONAL INFORMATION

Research Methodology: Mixed-methods, primary & secondary data collection and analysis.

Data Analysis: Econometrics, panel data, SEM; tools: SPSS, AMOS, EViews, Qualtrics, Atlas.ti.

Languages: Arabic (Native – Syrian/Levantine), English (C2), French (B2), Turkish (A2).

Status: Syrian & Turkish; French nationality in progress; authorized to work in France.