

BELBALY NASSIM AISSA, PhD
Associate Professor of Information Systems

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EDUCATION

PhD., e-Business, excellent with unanimous agreement of the jury, University of Lecce, e-Business Management School, Italy, With 15 months at UCLA, Anderson Business School, Los Angeles, USA.
Master., e-Business, with distinction University of Lecce, e-BMS, Italy, 2002.
Master., Management Sciences: Major Marketing, (DEA), IAE Aix en Provence, France, 2001.
B.S., in Business Administration: Major Marketing, ISCAE University, Casablanca, Morocco, 2000.

ACADEMIC APPOINTMENTS

Associate Professor in Information Systems at the Montpellier Sup de Co Group, France (April 2006)
- In charge of the Management Information Systems, Information system development and e-business courses

Adjunct Professor at the University of Aix Marseille- France (March – May 2006)
-In charge of the e-tourism course

Visiting Scholar and Principal Researcher at the Anderson Business School at UCLA, Los Angeles, California, November 2004- March 2006.
- Analysis of the New Product Development process (NPD) of selected companies in the Silicon Valley (software development, telecommunication, Marketing and services, Investment, tourism, manufacturing)
- Decompose the NPD process into activities and information flows
- Identify desired Knowledge exchange outcomes Supported by IS tools
- Development of knowledge management strategies for NPD

Research Fellow in several Italian and European Projects, 2002-2004

- TESCHET (Technology System for Cultural Heritage and Tourism): Definition of the business model of a platform with innovative services (wireless application, GPS) for the Tourism and Cultural Heritage sector: Destination Management System.

- MEDIL.NET (Mediterranean Innovation Leadership Network): Defining the services that will support the marketplace for the agro-food sector using (RFID technology).

- NET-LAB with IBM “Migration of the tourism and cultural application and agro-food application on the new technological platform of eBMS and integrate them with the knowledge management system”:
Acting as a Business Analyst

TEACHING EXPERIENCE

Associate Professor at Montpellier Sup de Co Group (From April 2006)
Management Information Systems, Information system development and e-business

Adjunct Professor at the University of Aix Marseille- France (March – May 2006)

E-tourism course

Instructor at the University of Lecce, International Master Program on Electronic Business Management, 2003 - 2005.

- Internet Business Models: Strategies and Concepts
- Customer relationship management systems
- Enterprise Resource Planning systems
- E-Marketing strategies and changes (Brand. Loyalty, ...)
- Business Process Design: MIT Methodology
- Business Plan

INDUSTRY EXPERIENCE

Principal researcher and Consultant - USA 2005

- Audit of the NPD strategy and systems of Silicon Valley companies
- Implementation of Knowledge Management strategies

Moronevs –Consultancy - Morocco (2003-2006)

Consultant

- Launch of the start up Company Dec 2003
- IT and Project management Consultant

IBM- Software Development Italy, 2004 (6 months), in a joint Laboratory in Lecce

Business Analyst

- Requirement Analysis for the integration of a Business suite (ERP, CRM, SCM and Business Intelligence modules) with a Destination Management System and a Marketplace for the agro-food sector.
- Transform functional requirements into system specifications
- Content Development (Knowledge Management and Destination Management system (Tourism), and a Marketplace for the Agro-food Sector)

Engineering Informatica SPA- Software Development company- Italy, 2003 (6 months)

Consultant

- Business requirements and services definition for a Destination Management System supported by a Knowledge Management System.

STMicroelectronics-Semiconductor company-Lugano, Switzerland -Business excellence Centre 2002 (6 months).

Consultant

- Mapping of the business processes of the company
- Development of Business Processes Taxonomy for Intranet and Extranet

UNIVERSITY SERVICE

Student Supervision

PhD: Stephanie Tortosa “The impact of KMS factors on the Knowledge transfer”

Thesis supervision committee member 2006- current

CURRENT RESEARCH INTEREST

Information technology and e-Business applications (ERP, CRM, SCM and NPD)
Open source Technologies
Knowledge Management Systems/Information Management services and functionalities
Management of Information Systems
Development of Destination Management Systems for the tourism and cultural heritage
Development of Marketplace for the agro-food sector

PUBLICATIONS

Journal Articles

Performance factors of “full distance learning”: The case of undergraduate students in academic exchange, *Communication of the AIS*, August 2006 (with Meissonier R, Houze E, Benbya H).

Mechanisms for Knowledge Management Systems Effectiveness: an Exploratory Analysis. *Knowledge and Process Management Journal*, July ,2005. (with Benbya, H)

Corporate Portal: a tool for Knowledge Management Synchronization. *International Journal of Information Management*. 2004 (with Benbya, H & Passiante, G)

Toward a Conceptual Model for Managing Customer Knowledge in a Destination Marketing System. *Quarterly Journal of Electronic Commerce*. 2004 (with Benbya, H & Passiante, G)

The "New" New Economy: Lessons Learned from the Burst of Dot Com's Bubble, Dispelling the Myths of the New Economy". *Journal of E-Business*, December 2002 Issue Vol. 2 Issue 2. (with Benbya, H).

Book Chapters

Resistance User Evolution during IT project: A Longitudinal Analysis of a French High-Tech SME, LNI Book, forthcoming 2007. (with Meissonier R, Houze E).

The IT culture as an obstacle to the adoption of an ERP: Case of a high-tech SME, *Information System Development*, Springer, forthcoming 2007. (with Meissonier R, Houze E).

Knowledge management infrastructure impact on NPD performance In *Knowledge Management: Systems Implementations: Lessons from the Silicon Valley*. Forthcoming 2007

Knowledge Management Contribution to New Product Development: evidence from High technology companies in the Silicon Valley: "Artificial Intelligence and Integrated Intelligent Information Systems: Emerging Technologies and Applications" 2006, (with Benbya, H)

Knowledge based Destination Management Systems In *Information and Communication Technologies in Tourism*. Proceedings of the International Conference in Cairo, Egypt. Andrew J. F (Ed.) Springer-Verlag, 2004. (with Benbya, H & Passiante, G)

Books:

A Guide to New Product Development Systems Performance: A knowledge management approach, forthcoming 2007.

Successful OSS Project Design and Implementation: Requirements, Tools, Social Designs, Reward Structures and Coordination Methods (with Benbya H, Meissonier, R), forthcoming 2007.

Conferences

An empirical investigation of the customer Knowledge creation impact on NPD Performance, HICSS 2007, Hawaii. (with Benbya H, Meissonier, R)

The IT culture as an obstacle to the adoption of an ERP. 15th International Conference on Information System Development, Budapest, 2006.

Resistance User Evolution during IT project: A Longitudinal Analysis of a French High-Tech SME . AIM, Luxembourg, 2006.

Knowledge Management Systems impact on NPD performance. San Diego International System Conference (SICS), USA, July 2005.

Doctoral Consortium : the Annual Meeting of the Academy of Management august 2005, Hawaii
Knowledge Management Systems and NPD performance: An integrated approach. San Diego International Systems Conference, July 2005.

Knowledge management systems Mechanisms for success: some empirical evidence. Proceeding of the XIV Scientific Meeting of the AIIG, Entrepreneurship and managerial competencies, Bergamo, Italy, 2003. (with Benbya, H & Passiante, G)

Knowledge based Destination Management systems, International Federation for Information technology and tourism. Cairo, Egypt. ENTER 2004, (with Benbya, H & Passiante, G)

The Knowledge Based e-Business decision model. International summer school on "New approaches to strategic management", Ostuni, Italy, 2003. (with Benbya, H & Passiante, G)

CURRENT WORKING PAPERS AND UNDER REVIEW PAPERS

An empirical investigation of knowledge management System quality impact on competitive advantage Submitted to the EJIS

Customer Knowledge creation and it's impact on new product development performance
Submitted to the CAIS

Understanding the impact of customer knowledge creation on NPD performance, target journal
Academy of Management Journal.

The role of Leadership in NPD Performance, target Journal, IEEE.

Developer's behaviour and its impact on open source software design: an empirical investigation.
Target Journal, MISQ.

Why Open source software projects fail?

DISSERTATION

Knowledge Management Systems impact on new product development performance: An integrative approach.

New product development (NPD) projects require efficient strategies for reducing time to market. While these strategies were mostly technology driven at the early stages, actually they have evolved towards a knowledge management approach. This knowledge management (KM) approach relies heavily on the use of a new category of information systems called knowledge management systems (KMS) that have the ability to reduce time to market by enhancing knowledge creation, distribution, storage and re-use. The objective of this study is to propose a research model that adopts an integrated perspective on the contribution of KM factors on NPD performance with a focus on the knowledge creation process and NPD creativity.

PROFESSIONAL AFFILIATION

Academy of Management
Technology and Innovation Management Division
Organizational Communication and Information Systems Division
Product Development & Management Association
Member of the IFFIT (International Federation for IT and Travel and Tourism),
Member of the AIIG (Italian Association of Engineering Management),
Member of the European Knowledge Management Community: Knowledge Board.

REVIEWING EXPERIENCE

Reviewer of the Academy of Management, 2005- 2007
Reviewer of the Hawaii International Conference on System Sciences: 2005 - 2007
Reviewer of the book '*Artificial Intelligence and Integrated Intelligent Information Systems: Emerging Technologies and Applications*', 2006.

HONORS AND AWARDS

Ministry of Education and Research, Italy, PhD Scholarship (2002-2005)
University of Lecce Master Fellowship (2001-2002)
Ministry of Commerce and Industry, Morocco, Undergraduate Scholarship (1996-2000)
Attended the international Summer School organized by e-BMS- Ostuni-Italy (2003)
Attended the Annual Italian doctoral consortium- Brixen- Italy (2003)
IFFIT best paper proceeding "Knowledge Based destination Management systems"-Cairo- Egypt (2004)

LANGUAGES

English, French, Italian, Arabic

SOFTWARE SKILLS

Microsoft office
Data analysis: SPSS, Sphinx Lexica, Amos
Publisher: Fireworks, Dream weaver, Swish.
Languages: C++, HTML, ASP