

Exchange Week for foreign visiting professors  
8 - 12 April 2024  
Iscte, Lisbon

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**Professor** Insaf KHELLADI

**University** École de Management Léonard de Vinci (EMLV - Paris la Défense)

**Country** France

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### **Brief CV**

Insaf Khelladi is an Associate Professor of Marketing at EMLV Business School (Paris la Défense) & Head of the Research Axis Energy efficiency and socially responsible markets DeVinci Research Center (DVRC). She is also an Associate Researcher in LAREQUOI Research Center of ISM-IAE (UVSQ | Université Paris-Saclay). She holds a Doctoral degree in Management from IAE Nice - Université Côte d'Azur. Insaf is currently acting as Area Coordinating Editor (Africa region) for the Journal of Knowledge Management (ABS 2 / FNEGE 2). She published in journals such as JBR, R&D Management, TFSC, IEEE Transactions on Engineering Management, Journal of Consumer Behaviour, International Marketing Review, Journal of Marketing Management Journal of Knowledge Management, Management Decision, Journal of Technology Transfer, Revue d'Economie Régionale et Urbaine, etc. Insaf has 10 years of teaching experience (French & English, undergraduate, graduate, and postgraduate such as MBA and DBA level). She has been working for 10 years in managing development projects within several international organizations (e.g., IFC, World Bank).

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### **On-going research topic**

Human-technology interactions (NFT, Gen AI, blockchain, metaverse, virtual clothes, virtual fashion, conversational agents, virtual influencers, social

robots, VR/AR/ER). -- Consumer, Investor & Entrepreneur behavior  
(responsible consumption, online trust)

## **Relevant publications**

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Khelladi, I., Castellano, S., & Vinçotte, E. C. (2023). The role of social intrapreneurship and serious games in generating social innovation in the healthcare sector. *International Journal of Entrepreneurial Behavior & Research*. (ABS3).

Khelladi, I., Lejealle, C., Rezaee Vessal, S., Castellano, S., & Graziano, D. Why do people buy virtual clothes? *Journal of Consumer Behaviour*. (ABS2).

Rezaee Vessal, S., Partouche-Sebban, J., Khelladi, I., Castellano, S., Orhan, M.A. & Sorio, R. (2023). When Cause Familiarity Leads to Positive Attitudes Toward Brands in a Cause–Brand Alliance: A Cross-cultural Study During the COVID-19 Pandemic. *International Marketing Review*. (FNEGE2).

## **Topic of lecture for the students**

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Digital branding (phygital to full immersive)

## **Outline of lecture for the students**

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Perspectives on branding & digital branding / Effective online value proposition / Understanding phygital customer experiences & customer journey / Digital branding & NFTs (use cases – digital & virtual possessions) Digital branding & Metaverse (use cases – virtual influencers – benefits to brands & retail)