International Week for foreign visiting professors
10 – 14 March 2025
Iscte, Lisbon

Professor   Insaf KHELLADI

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Country   France

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 IJEB&R, 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, etc. Insaf has more than 12 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).

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, crowdfunding, non-financial determinants, social intrapreneurship & social innovation).

- Cause-related marketing & brand legitimacy
- Knowledge management (customer knowledge management, communities of practices, knowledge brokering).
- Wine & Technology (apps, virtual agents, IoT), Wine & Innovation (NoLo wines), Wine & Women (entrepreneurial legacy, brand heritage).

Relevant publications

- H. Kefi, H., Khelladi, I., Mani, Z., & Veg-Sala, N. (2024). AI-Enabled Social Support Chatbot Usage: Flowing Ambivalence and Liminalities, Journal of Decision Systems, accepted.
- Khelladi, I., Castellano, S., & Lejealle, C. (2024). Sustainability as the Missing Link to Uncover the Double Edge of NFT Technology Legitimacy. Journal of Innovation Economics & Management, 44(2), 23-51.
- Khelladi, I., Lejealle, C., Rezaee Vessal, S., Castellano, S., & Graziano, D. (2024). Why do people buy virtual clothes? Journal of Consumer Behaviour, 23(3), 1389-1405.
- Castellano, S., Khelladi, I., Sorio, R., Orhan, M.A., Partouche-Sebban, J., & Rezaee Vessal, S. (2023). Cause-related marketing in a pandemic context: The effects of cause–brand fit and cause–brand alliance on customer-based legitimacy and reputation. Business Ethics, the Environment & Responsibility, 32, 196-211.
- Orhan, M. A., Khelladi, I., Castellano, S., & Singh, S. (2022). Work experience on algorithm-based platforms: The bright and dark sides of turking. Technological Forecasting and Social Change, 183, 121907.
- Khelladi, I., Castellano, S., Hobeika, J., Perano, M., & Rutambuka, D. (2021). Customer knowledge hiding behavior in service multi-sided platforms. Journal of Business Research, 140, 482-490.
- Lejealle, C., Castellano, S., & Khelladi, I. (2021). The role of members' lived experience in the evolution of online communities toward online communities of practice. Journal of Knowledge Management, 26(8), 1968-1984.

Topic of lecture for the students

Delight Your Customer with Social Robots

International Week 2025
Iscte Business School - Lisbon

Outline of lecture for the students

Part 1: Introduction to social robots and their role in customer experience

- What are social robots?
- Social robots in customer experience (CX).

Part 2: Phygital customer journey and social robots

- What is the Phygital Customer Journey?
- Social robots across the journey.

Part 3: Artificial empathy and customer care strategies

- What is artificial empathy?
- Customer care Strategies with social robots.

Part 4: Branding strategies and social robots

- Using social robots to strengthen branding
- Challenges and opportunities.