Salma ANDRE
Assistant Professor

SKEMA BUSINESS SCHOOL

Academy: Transformation

Research center: SKEMA Centre for Artificial Intelligence

Campus: Paris

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Teaching interests

Customer reaction to AI systems in service settings, Human-technology interaction from a psychological perspective

Education

2024   Doctorate, Management Science, Speciality: AI in Marketing, Université Jean Moulin Lyon 3, France

Experience

Full-time academic positions

Since 2024   Assistant Professor, SKEMA Business School, France

Other academic affiliations and appointments

Since 2024   Program Director - MS Chef de Projet Intelligence Artificielle, SKEMA Business School, France