



**Mohamed-Hédi CHARKI, PhD**

Faculty member since 2004

**Management Information Systems**

Phone : +33 3 20 15 44 51

email : [mhc@edhec.edu](mailto:mhc@edhec.edu)

## BIO SUMMARY

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Mohamed-Hédi CHARKI is an Associate Professor at EDHEC Business School. He teaches Information Systems and Social Network Analytics. He holds a Ph.D in Management Science with a focus on Information Systems from Paris IX Dauphine University. His area of expertise focuses on exploring the impact of social media networks on employees' performance. He believes in the research that makes a lasting impact on people and organizations. He has published in academic journals such as Journal of Management Information Systems, Journal of Strategic Information Systems and Systèmes d'Information & Management and presented his work in conferences such as the Academy of Management conference. He has published in practice-oriented outlets such as MIT Sloan Management Review. He received the awards of outstanding academic visiting scholar at Sam M. Walton College of Business, University of Arkansas and the award of digital innovation in teaching from EDHEC Business School.

## EDUCATION

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- 2007 Ph'D in Management Science with a concentration on Information Systems, University of Paris Dauphine. Thesis title: "Information Systems and Inter-Organizational Relationships: Making Sense of Online Reverse Auction & E-procurement". Distinction: Very Honorable with the Congratulations of the Jury.
- 2002 Master of Science in Research, e management, University of Paris Dauphine.
- 1999 Bachelor Degree in Business Management, University of Tunis.

## ACADEMIC HONORS

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- 2018 EDHEC Business School Award for Digital Innovation in Teaching
- 2010 The Academy of Management Best Paper Proceedings
- 2010 Certificate of Outstanding Academic Visiting at the Sam M. Walton College of Business, University of Arkansas, The United States of America.

## TEACHING EXPERIENCE

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2010- Present Associate Professor, EDHEC Business School, France.

2004- 2010 Assistant Professor, EDHEC Business School, France.

2009-2010 Associate Visiting Scholar, Information Systems Department, Sam M. Walton College of Business, University of Arkansas, The United States of America.

## PROFESSIONAL NON-TEACHING EXPERIENCE

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1999-2001 ORACLE (ORADIST) Consultant in General Business Technologies, Tunisia.

## RESEARCH INTERESTS

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Social networks  
Organizational social media  
Employee performance

## TEACHING INTERESTS

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Management Information Systems  
Social Network Analytics

## EXECUTIVE PRESENTATIONS

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April 2019 Digital HR Summit, Building the Digital Culture, Amsterdam, Netherlands.  
<http://amsterdam.digitalhrconference.com/speaker/mohamed-hedi-charki/>

November 2018 MED RH, the 3<sup>rd</sup> Mediterranean Human Resource Summit – How social media networks can transform the field of human resource management? Hammamet, Tunisia. <http://www.medrh.com/>

## PRACTICE VIDEOS

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<https://www.youtube.com/watch?v=x882huht028>  
<https://youtu.be/sjMTXAc7wG4>

## PRACTICE PUBLICATIONS

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Mohamed-Hédi Charki (2019), Business World, “To Get The Most Out Of Your Enterprise Social Media, Corporate Leaders Need To Play “ALL” The Game”,  
<http://bwpeople.businessworld.in/article/To-Get-The-Most-Out-Of-Your-Enterprise-Social-Media-Corporate-Leaders-Need-To-Play-ALL-The-Game/18-05-2019-170673/>

Mohamed-Hédi Charki, Nabila Boukef and Spencer Harrison, (2018) “Maximizing the Impact of Enterprise Social Media”; MIT Sloan Management Review

<https://sloanreview.mit.edu/article/maximizing-the-impact-of-enterprise-social-media/>

Mohamed-Hédi Charki (2018), Les Echos Start, RSE: Pourquoi les jeunes diplômés doivent y contribuer ? »

<https://startco.lesechos.fr/posts/rse-pourquoi-les-jeunes-diplomes-doivent-y-contribuer/>

Mohamed-Hédi Charki (2016), Les Echos, “The five main errors that impede the kick-off of enterprise social media”, (translation of the French title: cinq erreurs majeurs qui empêchent les RSE de décoller)

<http://www.lesechos.fr/idees-debats/cercle/cercle-163798-reseaux-sociaux-dentreprise-rse-les-cinq-erreurs-majeures-qui-empêchent-les-rse-de-decoller-2050473.php>

Mohamed-Hédi Charki (2016), Eco 121, “Enterprise Social Networks: How to go beyond the myth of the spontaneity of collective intelligence”, Eco 121 (translation of the French title: Les Réseaux Sociaux d’Entreprise : comment aller au-delà du mythe de la « spontanéité » de l’intelligence collective.

<http://www.eco121.fr/les-reseaux-sociaux-dentreprise-comment-aller-au-dela-du-mythe-de-la-spontaneite-de-lintelligence-collective/>

Gerlad (Jerry) Kane, Mohamed-Hédi Charki and Nabila Boukef, (2015) “Are Social Media Benefits Getting Lost in Translation”, MIT Sloan Management Review website

<http://sloanreview.mit.edu/article/are-social-medias-benefits-getting-lost-in-translation>

## ACADEMIC PUBLICATIONS

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Nabila Boukef and Mohamed-Hédi Charki (2019) «The Millefeuille Theory Revisited: New Theoretical Lenses to Understand the Millefeuille Effect”, **Systèmes d’Information & Management**, vol 24, n°2, pp. 47-83.

Mohamed-Hédi Charki, Emmanuel, Josserand, Nabila Boukef, (2017), “The Paradoxical Effects of Legal Intervention over Unethical Information Technology Use: A Rational Choice Theory Perspective.” **Journal of Strategic Information Systems**, vol. 26, n°1, pp. 58-76.

Nabila Boukef, Paul Vlaar, Mohamed-Hédi Charki, Anol Bhattacharjee, (2016), “Toward Using Motivation, Cognition and Capabilities to Understand Online Reverse Auctions Use: A Multi Stakeholders Case Study”, vol. 1, n°20, pp. 1-33, **Systèmes d’Information & Management**

Boukef Charki, Nabila ; Josserand, Emmanuel & Charki, Mohamed-Hedi (2011), “Analyse des interprétations d’un SIIO en post-adoption et effets sur l’usage: jeux de discours et stratégies de contournement”, **Systèmes d’Information et Management**, vol. 16, n°3, pp. 7-44.

Charki, Mohamed-Hedi, Josserand, Emmanuel & Boukef Charki, Nabila, (2011), “Toward an Ethical Understanding of the Controversial Technology of Online Reverse Auctions”, **Journal of Business Ethics**, vol. 98, n° 1, pp. 17-37.

Charki, Mohamed-Hedi; Josserand, Emmanuel & Boukef Charki, Nabila (2010), “Understanding Unethical Behaviors in Online Environments”, **Academy of Management Best Paper Proceedings**.

Ammar, Oussama & Charki, Mohamed-Hedi, (2009), “Les enchères électroniques inversées & la reconsidération des business models des fournisseurs”, **Revue Française de Gestion Industrielle**, vol. 28, n°1, pp. 61-76.

Boukef Charki, Nabila & Charki, Mohamed-Hedi, (2008), “L’email un moyen de contrôle ou de responsabilisation”, **Systèmes d’Information & Management**, vol. 4, n°3, pp. 31-60.

Charki, Mohamed-Hedi & Josserand, Emmanuel, (2008), “Online Reverse Auctions and the Dynamics of Trust”, **Journal of Management Information Systems**, Special Issue about Trust in Online Environments, vol. 24, n°4, pp. 175-197.

Elfidha Chokri & Charki, Mohamed-Hédi, (2008), “Le rôle des technologies de l’information et de la communication dans le développement de la qualité de la « relation client », **La Revue des Sciences de Gestion**, vol. 1, n° 229, p. 121-127.

### Chapters in Books

Charki, Mohamed-Hedi & Josserand, Emmanuel, (2006), “Does Trust Still Matter in Business Relationships Based on Online Reverse Auctions?” in *Information Systems and Collaboration: State of the Art and Perspectives*, pp.45-68. Best Papers of the 11th International Conference of the Association Information and Management, GI/LNI Edition, Bonn.

Charki, Mohamed-Hedi & Josserand, Emmanuel, (2006), “Des outils de partage d’information au management des connaissances”, pp.83-96, dans *Management & TIC*, ouvrage collectif coordonné par M. Kalika, Editions Liaisons, Paris.

Charki, Mohamed-Hedi, (2005) “Comment une société de services apprend à mieux gérer ses clients grâce aux technologies de l’information”, pp. 352-357, dans *Management, Cas & Applications*, ouvrage collectif coordonné par M. Kalika, J-P Helpher et J. Orsoni, Edition Vuibert, Paris.

### PAPERS IN PEER-REVIEWED CONFERENCES

Diane King, Ajay Mehra, Mohamed-Hédi Charki, and Nabila Boukef, (2020), *Gender, Friendship Homophily, and the Reputation for Leadership in Organizations*, Sunbelt Conference, Paris.

Nabila Boukef, Alya Maliki, and Mohamed-Hédi Charki (2020), “Does nonwork use of ESM matter? An affordance perspective to investigate how nonwork use of ESM impacts employees' social capital?”, *Association Information & Management*, Marrakech, 2020.

Mohamed-Hédi Charki, Nabila Boukef, Amr Soror, Hossam Sharara “What Drives Knowledge Contribution on Enterprise Social Media”, (2018), *International Conference on Information Systems*, San Francisco, 13-16 December 2018.

Nabila Boukef, Mohamed-Hédi Charki and Gerlad (Jerry) Kane, (2017), “When Online Ties are not Enough in Enterprise Social Media Networks” *Academy of Management Annual Meeting – Division Program: Organization, Communication & Information Systems (OCIS)*, Philadelphia, 3-8 August, 2017.

Boukef, Nabila and Charki, Mohamed-Hedi. (2014), “When the Dark Side of Post-Adoptive Use Leads to IT Discontinuance: an Exploration of the Role of Intervention”, Americas Conference on Information Systems, Savannah, 3-7 August 2014.

Charki, Mohamed-Hedi; Josserand, Emmanuel & Boukef, Nabila, (2014), “Disentangling the Effects of Legal Intervention on Unethical IT Use in the Post-Adoption”, Academy of Management Annual Meeting – Division Program: Organization, Communication & Information Systems (OCIS), Philadelphia, 1-5 August, 2014.

Charki, Mohamed-Hedi; Josserand, Emmanuel & Boukef, Nabila, (2013), “Unraveling the Role of the Law in Providing a Context for Interorganizational Trust Repair after Severe Trust-violations Events”, European Group for Organization Studies Conference, Montréal, July, 2013.

Charki, Mohamed-Hedi; Josserand, Emmanuel & Boukef, Nabila, (2012), “Exploring the Role of the Law in Repairing Interorganizational Trust”, Academy of Management Annual Meeting – Division Program: Organization, Management & Theory (OMT), Boston, 3-7 August, 2012.

Charki, Mohamed-Hedi; Josserand, Emmanuel & Boukef, Nabila, (2012), “Towards Unraveling New Lenses to Understand the Role of the Law in Repairing Interorganizational Trust”, the 6<sup>th</sup> Workshop on Trust within and between Organizations, Bocconi University, Milan, 14-15 June, 2012.

Boukef, Nabila, Charki, Mohamed-Hedi; Limayem, Moez (2011), “Toward Understanding the Barriers to the Global Data Synchronization Networks Standard Adoption”, Academy of Management Annual Meeting – Division Program: Organization Communication and Information Systems (OCIS), San Antonio, 12-16 August, 2011.

Boukef, Nabila, Charki, Mohamed-Hedi; Limayem, Moez (2011), “Making Sense & Giving Sense to the Global Data Synchronization Network Standard Adoption”, The European Conference on Information Systems, Helsinki, 9-11 June, 2011.

Charki, Mohamed-Hedi; Josserand, Emmanuel & Boukef, Nabila (2010), “Understanding Unethical Behaviors in Online Environments” Academy of Management Annual Meeting – Division Program: Organization Communication and Information Systems (OCIS), Montréal 6-11 August, 2010.

Charki Mohamed-Hedi, Vlaar Paul & Boukef Nabila (2010), “Towards a Model of Technology Adoption and Use that is Robust across Space, Time and Subject” Academy of Management Annual Meeting – Division Program: Organization Communication and Information Systems (OCIS), Montréal 6-11 August, 2010.

Charki, Mohamed-Hedi; Vlaar P.W, Paul & Boukef, Nabila, (2009), “Adoption and Performance of Online Reverse Auctions: Motivation, Capability and Cognition”, Academy of Management Annual Meeting – Division Program: Technology & Innovation Management (TIM), Chicago, 7-11 August, 2009.

Josserand, Emmanuel; & Charki, Mohamed-Hedi (2009), “From social capital to dynamic capabilities”, Academy of Management Annual Meeting – Division Program: Organization & Management Theory (OMT) Chicago, 7-11 August, 2009.



Charki, Mohamed-Hedi & Boukef, Nabila, (2009), “Nouvelles perspectives de l'utilisation de la communication électronique dans la relation hiérarchique : accessibilité versus disponibilité”, Association Information Management Conference, Marrakech, 8-11 Juin, 2009.

Charki, Mohamed-Hedi & Boukef, Nabila, (2008), “Learning from the past and looking for a multidisciplinary future where the information system is the reference discipline”, Americas Conference on Information Systems, Toronto, Ontario, 14-17 August, 2008.

Charki, Mohamed-Hedi & Josserand, Emmanuel, (2007), “Online Reverse Auctions Use and the Dance of Trust: Maintaining or Deteriorating Relationships”, Academy of Management Annual Meeting – Division Program: Organizational Communication and Information Systems (OCIS), Philadelphia, Pennsylvania, 3-8 August, 2007.

Charki, Mohamed-Hedi & Josserand, Emmanuel, (2007), “Developing Dynamic Capabilities by Alignment of Individual & Organizational External social capital”, 23rd European Group for Organizational Studies Colloquium “Beyond Waltz – Dances of Individuals and Organization”, Vienna, 5-7 July 2007.

Charki, Mohamed-Hedi & Josserand, Emmanuel, (2006), “La confiance a-t-elle toujours un sens dans les relations inter-organisationnelles basées sur les enchères électroniques inversées”, Association Information Management Conference, Luxembourg. **Selected among the Best Papers of the AIM 2006 Conference.**

Charki, Mohamed-Hedi & Ammar, Oussama, (2006), “L’introduction des enchères électroniques inversées dans les relations inter-organisationnelles et la reconsidération des business model des fournisseurs”, Association Information Management Conference, Luxembourg.

Charki, Mohamed-Hedi & Elfidha, Chokri, (2005), “Rôles des technologies de l’information et de la communication dans le développement de la qualité de la relation client: application à la relation banque/entreprise”, Association Information Management Conference, Toulouse.

## CERTIFICATION

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2016 SAP Enterprise Resource Planning ERP-Sim Certificate – Level 1

## COLLABORATION WITH BUSINESS

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2017 – 2019 Collaboration with a major online company on the impact of social networks on employee well-being and employee creativity

2014 – 2015 Collaboration with a large international cosmetic company on the business value of its enterprise social media.

2009 The French retail industry. In depth case multi-site study in partnership with the major French Retailers and GS1 France about the adoption and use of the global data synchronization standard.

2005-2006 AUCHAN, B2B Applications Department, in depth case study which explores the both economic & social outcomes of e procurement technologies on inter-

organizational relationships (online reverse auctions & e procurement for indirect goods).

## SHORT ACADEMIC VISITINGS

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March 2016 Information Systems Department, Carroll School of Management, Boston College, USA.

February 2009 Management & Organization Department, Free University of Amsterdam, Faculty of Economics and Business Management, The Netherlands

## SERVICE

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2010- 2014 Director of the Master of Science Strategy & Organization Consultancy, Business Management Track, EDHEC Business School.

2006- 2018 Coordinator of the Strategy Department, EDHEC Business School.

## ACADEMIC COMMITTEES

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Ad-hoc reviewer for the Journal of Management Information Systems

Ad-hoc reviewer for Social Networks

Ad-hoc reviewer for MIS Quarterly

Ad-hoc reviewer for the European Journal of Information Systems

Ad-hoc reviewer for the Journal of Business Ethics

Ad-hoc reviewer for the International Journal of Electronic Commerce

Ad-hoc reviewer for M@n@gement

Ad-hoc reviewer for the International Conference on Information Systems

Ad-hoc reviewer for the Academy of Management Conference

Ad-hoc reviewer for the European Conference in Information Systems

Ad-hoc reviewer for the Communications of the Association for Information Systems

## WORKSHOPS

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LINKS Workshop – University of Kentucky – Intermediate SNA – 12<sup>th</sup> to 16<sup>th</sup> June 2017

LINKS Workshop – University of Kentucky – Analyzing Network Data – 6<sup>th</sup> to 10<sup>th</sup> June 2016

LINKS Workshop – University of Kentucky – Introduction to Social Network Analysis – 1<sup>st</sup> to 5<sup>th</sup> June 2015

Arts & Discussion Leadership Workshop (Part I) – Harvard Business School, Boston, United States of America – 11<sup>th</sup> and 12<sup>th</sup> March 2011

Arts & Discussion Leadership Workshop (Part II) – Harvard Business School, Boston, United States of America – 9<sup>th</sup> and 10<sup>th</sup> June 2011

## INTERVIEWS

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Mohamed-Hédi Charki (2019) “Much more than selfies: social networks within the workplace”, Otherwise. <https://fr.calameo.com/read/005061832ed293f4a79ba?page=2>

Mohamed-Hédi Charki (2017) “Corporate Social Networks: a short-cut to transformation”, Otherwise. <https://fr.calameo.com/read/005061832ed293f4a79ba?page=2>

## **ACADEMIC ASSOCIATIONS MEMBERSHIPS**

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Member, Academy of Management (AOM)

Member, Association for Information Systems (AIS)