

Salma ANDRE

Assistant Professor

Academy: Transformation

Research center: SKEMA Centre for Artificial Intelligence

Campus: Paris

Email: salma.andre@skema.edu

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