

Charles AYOUBI

Assistant Professor

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Department: Management

Campus de Cergy

DIPLOMAS

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2020	Doctor of Philosophy, Economics (École polytechnique de Lausanne Switzerland)
2014	Master of Science in Management, Management (ESSEC Business School France)
2014	Master of Engineering, Engineering (École Centrale Paris France)

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

2024 - Now	Assistant Professor (ESSEC Business School France)
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OTHER ACADEMIC APPOINTMENTS

2021 - 2024-08-30	Research Fellow (Harvard Business School United States of America)
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PUBLICATIONS

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[AYOUBI, C., LAZAR, M., LIFSHITZ, H. et EMINA, H. \(2025\). Would Archimedes Shout "Eureka" if He Had Google? The Transformative Impact of Algorithms on Expertise in the Innovation Process.](#)

[Dans: 2025 Institute for Operations Research and the Management Sciences \(INFORMS\) Organization Science Winter Conference. Los Angeles.](#)

JOURNAL ARTICLES

[LAZAR, M., LIFSHITZ, H., AYOUBI, C. et EMUNA, H. \(2025\). Would Archimedes Shout “Eureka” with Algorithms? The Hidden Hand of Algorithmic Design in Idea Generation, the Creation of Ideation Bubbles, and How Experts Can Burst Them. *Academy of Management Journal*, 68\(5\), pp. 881-906.](#)

[AYOUBI, C. et THURM, B. \(2023\). Knowledge diffusion and morality: Why do we freely share valuable information with Strangers? *Journal of Economics and Management Strategy*, 32\(1\), pp. 75-99.](#)

[AYOUBI, C., PEZZONI, M. et VISENTIN, F. \(2019\). The important thing is not to win, it is to take part: What if scientists benefit from participating in research grant competitions? *Research Policy*, 48\(1\), pp. 84-97.](#)

[AYOUBI, C., BARBOSU, S., PEZZONI, M. et VISENTIN, F. \(2025\). Research Direction and Science Evaluation: The Role of Coherence and Alignment. *Journal of Economics and Management Strategy*. In press.](#)

[AYOUBI, C., PEZZONI, M. et VISENTIN, F. \(2017\). At the origins of learning: Absorbing knowledge flows from within the team. *Journal of Economic Behavior and Organization*, 134, pp. 374-387.](#)

[AYOUBI, C. et FORAY, D. \(2025\). Machine learning in healthcare: a new pattern of diffusion for general purpose technologies. *Economics of Innovation and New Technology*, In press, pp. 1-32.](#)

INTERVIEWS: RADIO - TV - PRESS

[AYOUBI, C. 2026. *Breaking Out of Bubbles Created by Innovating with Algorithms: Search engines and AI tools aren't usually designed for creativity*. Février.](#)

PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA

[AYOUBI, C. \(2026\). 550 innovations testées en entreprise: « Les équipes humaines dotées d'IA ont trois fois plus de chances de produire des idées exceptionnelles ». *Les Echos*.](#)