Serge-Lopez Wamba-Taguimdje, Ph.D. Student in Management

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🔖 Summary

I am a Cameroonian with an Advanced Research in Master of Management and Information Systems and a Bachelor of Computer Science. I am a PhD student at the Université Côte d'Azur. My thesis project focuses on the process of Big Data and Artificial Intelligence (AI) technology convergence through the problem of Business Model Innovation enabled by these technologies. Moreover, this thesis project is linked to local innovation ecosystems, such as the Provence-Alpes-Côte d'Azur (PACA) region's digital ecosystem. The goal of this study is to learn how these local innovation ecosystems foster the development of organizational and digital capabilities that are critical to the development of new inter-organizational business models embodied by the emerging big data intelligence (*Big Data + AI*) ecosystem. Furthermore, AI, Big Data, Smart Cities, Open Data Ecosystem, Business Model Innovation, Digital Transformation, Knowledge Management, Information and Communications Technology for Development (ICT4D), and Mobile Money/Wallet/Payments technologies are some of my research interests. I have good communication skills, the ability to work in a team, a strong sense of initiative/creativity, the ability to adapt in any environment, the ability to work under pressure and manage stress, autonomy, change management, flexibility in my work, courtesy, the ability to live, empathy, the ability to listen, the ability to manage conflicts, and the ability to update my knowledge quickly.

Education

2021 – 2024 🔖 **Ph.D in Management**.
Université Côte d'Azur, Groupe de Recherche en Droit, Économie et Gestion (GREDEG).
Thesis title: *Valorization of distributed data and business model innovation within converging digital ecosystems: the case of big data intelligence in the PACA region.*
Supervisor: Professor **Amel ATTOUR.**

2020 – 2021 🔖 **M.Sc. Advanced ReseArch in Management of Information Systems (ARAMIS)**.
Université Grenoble Alpes, Graduate School of Management (IAE). IDEX Scholarship.
Thesis title: *Smart Cities-Open Data and Service Innovation: Barriers, Challenges of Adoption and Use of Open Data Ecosystem.*

2017 – 2019 🔖 **M.Sc. Management and Information Systems**.
Catholic University of Central Africa (CUCA).
Thesis title: *Analysis of the influence of Artificial Intelligence on the Performance of Organizations.*

2011 – 2014 🔖 **Bachelor degree in Computer Science**.
University of Yaoundé 1.

Research Publications

Journal Articles

1 Kamdjoug, J. R. K., Wamba-Taguimdje, S.-L., Wamba, S. F., & Kake, I. B. (2021). Determining factors and impacts of the intention to adopt mobile banking app in cameroon: Case of SARA by Afriland first bank. *Journal of Retailing and Consumer Services*, *61*, 102509.
🔗 doi:https://doi.org/10.1016/j.jretconser.2021.102509

2 Wamba-Taguimdje, S.-L., Wamba, S. F., Kamdjoug, J. R. K., & Wanko, C. E. T. (2020b). Influence of artificial intelligence (ai) on firm performance: The business value of AI-based transformation projects. *Business Process Management Journal, 26*, 1893–1924. 🔗 doi:10.1108/BPMJ-10-2019-0411

Conference Proceedings

1 Wamba-Taguimdje, S.-L., Dominguez-Péry, C., & Samuel, F. W. (2021). Towards a unified open data ecosystem for smart cities and communities of municipalities: A literature review. In *26ème conference de l'association information et management (AIM 2021). 9-11 juin*, Nice, France.

2 Kamdjoug, J. R. K., Wamba-Taguimdje, S.-L., Emmanuel, C., & Wanko, T. (2020). Study of the impact of erp system on employee professional performance in cameroonian companies. In *The 17th conference of the Italian chapter of Association for Information Systems (ItAIS 2020)): October 16th–17th*, Pescara, Italy.

Books and Chapters

1 Wamba-Taguimdje, S.-L., Wamba, S. F., Kamdjoug, J. R. K., & Wanko, C. E. T. (2020a). Impact of artificial intelligence on firm performance: Exploring the mediating effect of process-oriented dynamic capabilities. In *Digital business transformation* (pp. 3–18). 🔗 doi:10.1007/978-3-030-47355-6_1

Employment History

Jul 2021 - Nov 2021	**Intern.** Métropole Grenoble-Alpes. Analyze the factors that contribute to the adoption and use of Open Data, as well as the challenges and barriers that exist in the Metropolis of Grenoble and its community of municipalities. We discussed issues such as what motivates and hinders open data adoption. What are the solutions to these impediments? What applications are there for which expected values?
Dec. 2019 - Jan. 2020	**Consultant in information system.** ART Cameroon. Development of the mapping of business applications and database management systems adapted to the information system of a telecommunications regulatory company.
Jun. 2019 - Feb. 2020	**Consultant in information system.** OPTIMUM Juridis Prime. Design of a centralized and integrated system for the management of securities and their "dematerialization" (digitization) for companies with SA status.
Jun. 2014 – Jun.2017	**Multimedia Manager.** KABEL SARL. Implementation of a payroll application, computer maintenance, deployment of an ERP (ODOO).
Jan 2018 - Now	**Assistant researcher** GRIAGES (Research Group in Artificial Intelligence and Management). Conducting research on the adoption of ICT/IS and Artificial Intelligence. Assisting students in developing the theoretical framework for their master's thesis and conducting data analysis.

Miscellaneous Experience

Awards and Achievements

2020   🔖 **Coordinator** of a study on the factors influencing mobile wallet adoption and use in Cameroon..

Certification

🔖 **Learn how to program in Python** . Awarded by OpenClassrooms (`https://openclassrooms.com/fr/course-certificates/4019370701`).

🔖 **Discover the world of Information Systems**. Awarded by OpenClassrooms (`https://openclassrooms.com/fr/course-certificates/2654429443`).

🔖 **Objective AI: learn about artificial intelligence**. Awarded by OpenClassrooms (`https://openclassrooms.com/fr/course-certificates/2875740157`).

🔖 **Is Machine Learning the future of Man?** Awarded by OpenClassrooms (`https://openclassrooms.com/fr/course-certificates/1119070232.2`).

🔖 **Big Data is changing my life and the lives of businesses**. Awarded by OpenClassrooms (`https://openclassrooms.com/fr/course-certificates/2466090265`).

🔖 **Discover how the algorithms work**. Awarded by OpenClassrooms (`https://openclassrooms.com/fr/course-certificates/4093866475`).

🔖 **Learn about the R programming language and how to use it to analyze dat**. Awarded by OpenClassrooms (`https://openclassrooms.com/fr/course-certificates/1346028151`).

Skills

Languages	🔖 Strong reading, writing and speaking competencies for French (native), English, and Yemba (Mother tongue).
Coding	🔖 Python, R, SQL, LaTeX, …
Databases	🔖 MySQL, PostgreSQL, …
Web Dev	🔖 HTML, CSS, Apache Web Server.
Misc.	🔖 Academic research (qualitative and quantitative approaches), FsQCA, tools for analysis (SPSS, XLSTAT, SmartPLS, NVIVO), teaching, training, consultation, LaTeX typesetting and publishing.

Hobbies

Football, Basketball, Street Art, Emerging Technologies (e.g., AI, RPA, Blockchain, Digital Twin, …)