

Vincenzo Esposito Vinzi

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Formation

Chercheur postdoctoral, Università degli Studi di Napoli Federico II, Italie -
Département Mathématiques et Statistiques

Doctorat en statistique et informatique, Università degli Studi di Napoli
Federico II, Italie - Département Mathématiques et Statistiques

Master en économie et gestion d'entreprise

Biographie

Vincenzo Esposito Vinzi a été professeur de statistique à l'Université
Federico II de Naples jusqu'en 2007, professeur invité et conférencier dans
nombreuses universités et centres de recherche à travers l'Europe, les
Etats-Unis et l'Asie.

Il est l'auteur d'environ 80 articles scientifiques publiés dans les revues
internationales, rédacteur associé de revues internationales correspondant à
ses domaines de recherche ainsi que rédacteur en chef et coauteur
d'ouvrages spécialisés publiés par des maisons d'éditions internationales
comme Wiley et Springer.

Il a été le lauréat du "Teaching Awards 2005" Pierre Vernimmen - BNP
Paribas (catégorie Professeurs visitants) à HEC Paris. Deux de ses
publications ont reçu le "Top Cited Article 2005-2010 Award" dans la revue
internationale *Computational Statistics and Data Analysis* publiée par
Elsevier.

Vincenzo a été président de la Société internationale de la statistique pour
l'industrie et le business (ISBIS), du Conseil européen de l'Association
internationale pour la statistique et l'informatique (IASC). Il est actuellement
membre du conseil de l'ISI (Institut international de statistique) et de l'IFCS
(International Federation of Classification Societies).

Thèmes de recherche

Thèmes

- Analyse multivariée et analyse exploratoire des données
- Modélisation statistique à but prédictif
- Réseaux de causalité
- Structures de données complexes avec relations de dépendance
- Big Data et Business Analytics

Secteurs

- Mesure de la qualité et de la satisfaction clients
- Mesure des préférences des consommateurs et de leur hétérogénéité
- Analyse sensorielle
- Développement de nouveaux produits

Projets en cours

Développement de méthodes statistiques pour modéliser les relations causales entre variables latentes en présence d'une structure de groupe (soit connue a-priori ou latente) des unités statistiques.

Recherche méthodologique et développement de logiciels pour modéliser les réseaux causaux et prédire les scores au moyen d'approches basées sur des composantes en cas d'indicateurs formatifs et de variables latentes fortement corrélées.

Publications

Publications académiques

Articles

"An Attitude Model of Environmental Action: Evidence from Developing and Developed Countries" (C. Davino, V. Esposito Vinzi, E. Santacreu-Vasut, R. Vranceanu), *Social Indicators Research*, juin 2019, Vol. 143, Numéro 2, p. 811-838

"Non-symmetrical composite-based path modeling" (P. Dolce, V. Esposito Vinzi, N. Lauro), *Advances in Data Analysis and Classification*, sept. 2018, Vol. 12, Numéro 3, p. 759-784

"Quantile composite-based path modeling" (C. Davino, V. Esposito Vinzi), *Advances in Data Analysis and Classification*, déc. 2016, Vol. 10, Numéro 4, p. 491-520

"A Quantile Composite-Indicator Approach for the Measurement of Equitable and Sustainable Well-Being: A Case Study of the Italian Provinces" (C. Davino, P. Dolce, S. Taralli, V. Esposito Vinzi), *Social Indicators Research*, sept. 2016

"An empirical investigation of the antecedents of partnering capability" (A. Colicev, P. De Giovanni, V. Esposito Vinzi), *International Journal of Production Economics*, août 2016, Vol. 178, p. 144-153

"Is Investing in Social Media Really Worth It? How Brand Actions and User Actions Influence Brand Value" (A. Colicev, P. O'connor, V. Esposito Vinzi), *Service Science*, juin 2016, Vol. 8, Numéro 2, p. 152-168

"The benefits of a monitoring strategy for firms subject to the Emissions Trading System" (P. De Giovanni, V. Esposito Vinzi), *Transportation Research: Part D*, déc. 2014, Vol. 33, Numéro 12, p. 220-233

"Is environmental management an economically sustainable business?" (V. Esposito Vinzi, A. Gotschol, P. De Giovanni), *Journal of Environmental Management*, nov. 2014, Vol. 144, Numéro 1, p. 73-82

"The benefits of the emissions trading mechanism for Italian firms: a multi-group analysis" (P. De Giovanni, V. Esposito Vinzi), *International Journal of Physical Distribution & Logistics Management*, mai 2014, Vol. 44, Numéro 4, p. 305-324

"Partial least squares algorithms and methods" (V. Esposito Vinzi, G. Russolillo), *WIREs Computational Statistics*, janv. 2013, Vol. 5, Numéro January/February 2013, p. 1-19

"Mapping Corporate Responsibility and Sustainable Supply Chains: an

Exploratory Perspective" (V. Carbone, V. Moatti, V. Esposito Vinzi), *Business Strategy and the Environment*, nov. 2012, Vol. 21, p. 475-494

"Refund depth effects on the impact of price-beating guarantees" (P. Desmet, E. Le Nagard, V. Esposito Vinzi), *Journal of Business Research*, mai 2012, Vol. 65, Numéro 5, p. 603-608

"Covariance versus component-based estimations of performance in green supply chain management" (P. De Giovanni, V. Esposito Vinzi), *International Journal of Production Economics*, févr. 2012, Vol. 135, Numéro 2, p. 907-916

"Extending a tourism causality network: A cross-country, multigroup empirical analysis" (G. Assaker, V. Esposito Vinzi, P. O'connor), *Tourism and Hospitality Research*, nov. 2011, Vol. 11, Numéro 4, p. 258-277

"Modeling a causality network for tourism development: an empirical analysis" (G. Assaker, V. Esposito Vinzi, P. O'connor), *Journal of Modelling in Management*, nov. 2011, Vol. 6, Numéro 3, p. 258-278

"Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return patter: A two factor, non-linear latent growth model" (G. Assaker, V. Esposito Vinzi, P. O'connor), *Tourism Management*, août 2011, Vol. 32, Numéro 4, p. 890-901

"REBUS-PLS: A response-based procedure for detecting unit segments in PLS path modelling" (V. Esposito Vinzi, L. Trinchera, S. Squillacciotti, M. Tenenhaus), *Applied Stochastic Models in Business and Industry*, sept. 2008, Vol. 24, Numéro 5, p. 439-458

"Two-step PLS regression for L-structured data: an application in the cosmetic industry " (V. Esposito Vinzi, C. Guinot, S. Squillacciotti), *Statistical Methods and Applications*, août 2007, Vol. 16, Numéro 2, p. 263-278

"PLS Regression, PLS Path Modeling and Generalized Procrustean Analysis: A Combined Approach for Multiblock Analysis" (M. Tenenhaus, V. Esposito Vinzi), *Journal of Chemometrics*, nov. 2005, Vol. 19, p. 145-153

"PLS Path Modeling" (M. Tenenhaus, V. Esposito Vinzi, YM. Chatelin, C. Lauro), *Computational Statistics and Data Analysis*, janv. 2005, Vol. 48, Numéro 1, p. 159-205

"PLS Generalised Regression" (P. Bastien, V. Esposito Vinzi, M. Tenenhaus), *Computational Statistics and Data Analysis*, janv. 2005, Vol. 48, Numéro 1, p. 17-46

"Bootstrap-based Q2kh for the selection of components and variables in PLS Regression" (S. Amato, V. Esposito Vinzi), *Journal of Chemometrics and Intelligent Laboratory Systems*, oct. 2003, Vol. 68, Numéro 1-2, p. 5-16

"Explanatory Methods for Comparative Analyses" (V. Esposito Vinzi), *Journal of Chemometrics and Intelligent Laboratory Systems*, oct. 2001, Vol. 58, Numéro 2, p. 275-286

"Rotated Canonical Analysis onto a Reference Subspace" (S. Balbi, V. Esposito Vinzi), *Computational Statistics and Data Analysis*, janv. 2000, Vol. 32, Numéro 3-4, p. 395-410

"A Simultaneous Non-Symmetrical Principal Component Analysis with a Group Structure" (V. Esposito Vinzi, S. Balbi), *Applied Stochastic Models in Business and Industry*, oct. 1999, Vol. 15, Numéro 4, p. 301-309

"Deterministic and Probabilistic Models for Symmetrical and Non

Symmetrical Principal Component Analysis" (V. Esposito Vinzi), *Metron - International Journal of Statistics*, déc. 1998, Vol. LVI, Numéro 3-4, p. 139-154

"Is environmental management an economically sustainable business?" (A. Gotschol, P. De Giovanni, V. Esposito Vinzi), *Journal of Environmental Management*

Chapitres

Predictive Path Modeling through PLS and other Component-based approaches: Methodological issues and performance evaluation. In: *Partial Least Squares Path Modeling: Basic Concepts, Methodological Issues and Applications* (avec P. Dolce, C. Lauro). Cham (Switzerland) : Springer, Hengky Latan, Richard Noonan. 2017, p. 153-172

Path Directions Incoherence in PLS Path Modeling: A Prediction-Oriented Solution. In: *The Multiple Facets of Partial Least Squares and Related Methods* (avec P. Dolce, C. Lauro). San Francisco (USA) : Springer, Hervé Abdi, Vincenzo Esposito Vinzi, Giorgio Russolillo, Gilbert Saporta, Laura Trinchera. 2016, p. 59-70

Assessment and Validation in Quantile Composite-Based Path Modeling. In: *The Multiple Facets of Partial Least Squares and Related Methods* (avec C. Davino, P. Dolce). San Francisco (USA) : Springer, Hervé Abdi, Vincenzo Esposito Vinzi, Giorgio Russolillo, Gilbert Saporta, Laura Trinchera. 2016, p. 169-185

Modèles Locaux issus d'un Modèle d'Equations Structurelles. In: *Modèles à Variables Latentes et Modèles de Mélange* (avec L. Trinchera). Paris (France) : Editions TECHNIP, J.-J. Dreesbeke, G. Saporta et C. Thomas-Agnan. 2013, p. 177-214

Modèles d'Equations Structurelles, Approches basées sur les Composantes. In: *Modèles à Variables Latentes et Modèles de Mélange* (avec L. Trinchera). Paris (France) : Editions TECHNIP, J.-J. Dreesbeke, G. Saporta et C. Thomas-Agnan. 2013, p. 153-176

PLS Path Modeling: From Foundations to Recent Developments and Open Issues for Model Assessment and Improvement. In: *Handbook of Partial Least Squares: Concepts, Methods and Applications* (avec L. Trinchera, S. Amato). Heidelberg (Germany) : Springer, Vincenzo Esposito Vinzi, Wynne W. Chin, Jörg Henseler, Huiwen Wang. 2010, p. 47-82

The use of partial least squares methods in new food product development. In: *Consumer-led food product development* (avec M. Martens, M. Tenenhaus, H. Martens). Boca Raton - Cambridge (USA - England) : CRC Press & Woodhead Publishing Limited, Hal MacFie. 2007, p. 492-523

PLS Typological Regression: Algorithmic, Classification and Validation Issues. In: *New Developments in Classification and Data Analysis* (avec C. Lauro, S. Amato). New York (USA) : Springer-Verlag, Maurizio Vichi, Paola Monari, Stefania Mignani, Angela Montanari. 2005, p. 133-140

Non Symmetrical Multivariate Statistical Methods for Quality Control and Batch Processes Monitoring. In: *Analisi Multivariata per la Qualità Totale* (avec C. Lauro). Milano (Italy) : Franco Angeli, Carlo Lauro, Germana Scepi. 2002, p. 45-65

Non-Symmetrical Comparative Analysis for Quality Control. In: *Multivariate Total Quality Control: Foundation and Recent Advances.* Heidelberg

(Germany) : Springer, Carlo Lauro, Jaromir Antoch, Vincenzo Esposito Vinzi, Gilbert Saporta. 2002, p. 191-220

Non Symmetrical Data Analysis Approaches: Recent Developments and Perspectives. In: *Data Analysis, Scientific Modeling and Practical Application* (avec C. Lauro). Heidelberg (Germany) : Springer, Wolfgang Gaul, Otto Opitz, Martin Schader. 2000, p. 219-232

A Non Symmetrical Generalised Co-Structure Analysis for Inspecting Quality Control Data. In: *Classification and Data Analysis. Theory and Application* (avec G. Scepi). Heidelberg (Germany) : Springer-Verlag, Maurizio Vichi, O. Opitz. 1999, p. 179-186

Working Papers

"Capturing and Treating Unobserved Heterogeneity by Response Based Segmentation in PLS Path Modeling: A Comparison of Alternative Methods by Computational Experiments" (V. Esposito Vinzi, C. Ringle, S. Squillacciotti, L. Trinchera). Essec Research Center, DR-07019 juil. 07.

Autres publications

Communications publiées

"An integrated PLS Regression-based approach for multidimensional blocks in PLS Path Modeling", avec G. Russolillo, L. Trinchera. In : *42èmes Journées de Statistique de la Société Française de Statistique*, 42èmes Journées de Statistique de la Société Française de Statistique. Marseille (France) : Société Française de Statistique, 2010.

"A Non Linear Regularized Component-based Approach to Structural Equation Modeling", avec G. Russolillo, L. Trinchera. In : *Book of short papers - Convegno Intermedio SIS2009 "Statistical Methods for the analysis of large data-sets"*, Convegno Intermedio SIS2009 "Statistical Methods for the analysis of large data-sets". Padova (Italy) : CLEUP, 2009, p. 195-198. (Invited Paper Session)

"Latent Class Detection in Component-Based Structural Equation Modeling", avec L. Trinchera. In : *Proceedings of the XLIV SIS Scientific Meeting*, XLIV Scientific Meeting of the Italian Statistical Society (SIS). Padova (Italy) : CLEUP, 2008, p. 147-154. (Invited Paper Session)

"Assessment of latent class detection in component-based Structural Equation Modeling: the Group Quality Index", avec L. Trinchera. In : *Book of Short Papers*, First Joint Meeting of the Société Francophone de Classification and the Classification and Data Analysis Group of the Italian Statistical Society. Caserta (Italy) : Edizioni Scientifiche Italiane, 2008, p. 425-428.

"PLS Path Modeling: Some Recent Methodological Developments, a Software Integrated in XLSTAT and its Application to Customer Satisfaction Studies", avec T. Fahmy, Y.M. Chatelin, M. Tenenhaus. In : *Marketing Theory and Practice in an Inter-functional World*, 2007 World Marketing Congress - Academy of Marketing Science. Verona (Italy) : Academy of Marketing Science, 2007, p. 230-236.

"PLS Typological Path Modeling: a model-based approach to classification", avec L. Trinchera, S. Squillacciotti. In : *Book of Abstracts of the Knowledge Extraction and Modeling Workshop*, Knowledge Extraction and Modeling

Workshop. Naples (Italy) : Tilapia, 2006, p. 87-88. (relation invitée dans : V.Esposito Vinzi et al. (eds.) (Anacapri, September 4th-6th, 2006))

"A global Goodness-of-Fit index for PLS structural equation modelling", avec M. Tenenhaus, S. Amato. In : *Proceedings of the XLII SIS Scientific Meeting*, XLII SIS Scientific Meeting. Padova (Italy) : CLEUP, 2004, p. 739-742.

"Orthogonal Projection to Latent Structures in Models for L-structured Data", avec S. Squillacciotti, C. Guinot. In : *Proceedings of the XLII SIS Scientific Meeting - vol. Contributed Papers*, XLII SIS Scientific Meeting. Padova (Italy) : CLEUP, 2004, p. 63-66.

"Stratégie de comparaison de modèles PLS pour l'étude des préférences des consommateurs avec informations externes", avec S. Squillacciotti, S. Amato, C. Guinot. In : *8èmes Journées Européennes Agro-Industrie et Méthodes Statistiques*, 8èmes Journées Européennes Agro-Industrie et Méthodes Statistiques. Rennes (France) : ENSAR, 2004, p. 199-206.

"PLS Typological Regression: algorithmic, validation and classification issues", avec C. Lauro, S. Amato. In : *Book of Short Papers of CLADAG'03*, Riunione Scientifica del Gruppo di Classificazione e Analisi dei Dati della SIS. Bologna (Italy) : CLUEB, 2003, p. 163-166. (Invited Session)

"Two-step PLS Regression for L-Structured Data: an application in the cosmetics industry", avec C. Guinot, S. Squillacciotti. In : *Multivariate Statistical Analysis for Social Sciences, Economics, Natural Sciences and Technology*, Proceedings of the SIS Conference on "Multivariate Statistical Analysis for Social Sciences, Economics, Natural Sciences and Technology. Naples (Italie) : RCE edizioni, 2003, p. 157-169. (Invited and Specialised Papers Volume)

"PLS Path Modelling and Multiple Tables Analysis: an integrated approach for time dependent data", avec G. Scepi. In : *Proceedings of the PLS'03 International Symposium*, PLS and Related Methods. Paris (France) : DECISIA, 2003, p. 453-463.

"PLS-based strategies in consumer preferences and sensory analysis: an application to the cosmetic industry", avec S. Squillacciotti, C. Guinot, M. Tenenhaus. In : *Proceedings of the PLS'03 International Symposium*, PLS and Related Methods. Paris (France) : DECISIA, 2003, p. 311-323.

"PLS Regression and Classification", avec C. Lauro. In : *Proceedings of the PLS'03 International Symposium*, PLS and related methods, Proceedings of the PLS'03 International Symposium. Paris (France) : DECISIA, 2003, p. 45-56.

"Three-Way Data Analysis and PLS Path Modeling for Estimating Components of a Temporal Process", avec G. Scepi. In : *Atti della XLI Riunione Scientifica SIS*, Atti della XLI Riunione Scientifica SIS. Milan (Italy) : CLEUP, 2002, p. 387-390. (Contributed papers volume)

"Proceedings of the XLI SIS Scientific Meeting and a System for the European Customer Satisfaction", avec C. Lauro. In : *Proceedings of the XLI SIS Scientific Meeting*, Proceedings of the XLI SIS Scientific Meeting. Milan (Italy) : CLEUP, 2002, p. 201-210. (Plenary-Specialised Sessions Volume)

"The PLS approach to Generalized Linear Models and Casual Path Modeling: Algorithms and Applications", In : *Computing Science and Statistics - vol. 44, 447 (+58 slides)*, Geoscience and Remote Sensing, Proceedings of the 34th Symposium on the Interface. Washington (USA) : Interface, 2002, p. 447-447.

"Régression linéaire généralisée PLS", avec P. Bastien, M. Tenenhaus. In : *HEC Research Papers Series n.766/2002*, HEC School of Business and Management. Jouy-en-josas (France) : HEC Research Papers Series, 2002.

"State-of-art on PLS Path Modeling through the available software", avec Y. Chatelin, M. Tenenhaus. In : *HEC Research Papers Series n.764/2002*, HEC School of Business and Management. Jouy-en-josas (France) : HEC Research Papers Series, 2002.

"Visualisation and Synthesis of Customer Satisfaction in terms of Symbolic Data Analysis", avec C. Lauro, G. Scepi. In : *Proceedings of the Conference, Processes and Statistical Methods for Evaluation*. Rome (Italy) : CISU, 2001, p. 129-136.

"Cross validated Q2 bootstrap distribution estimated for the choice of significant components in Partial Least Squared Regression", avec S. Amato. In : *Proceedings of the PLS'01 International Symposium, PLS and Related Methods*. Paris (France) : CISIA-CERESTA, 2001, p. 344-356.

"PLS Logistic Regression", avec M. Tenenhaus. In : *Proceedings of the PLS'01 International Symposium, PLS and Related Methods*. Paris (France) : CISIA-CERESTA, 2001, p. 117-130.

"Multivariate Approaches for Aggregate Time Series", avec C. Davino. In : *Proceedings of COMPSTAT 2000, International Symposium on Computational Statistics*. Utrecht (The Netherlands) : Physica-Verlag, 2000, p. 265-270. (Contributed papers volume)

"Non-Symmetrical Comparative Analyses for Quality Control", In : *Lecture notes from the 5th IASC Summer School, 3rd Millenium Challenge for Industrial Statistics*. Spetses (Grece) : IASC - Copyright ISI/IASC 2000, 2000. (dans Carlo Lauro, Jaromir Antoch, Vincenzo Esposito, Christos Kitsos (eds.))

"Non Symmetrical Multivariate Analyses for Sensory Data", avec C. Lauro. In : *Proceedings of Agro-Industrie et Statistique Conference, Proceedings of Agro-Industrie et Statistique Conference*. Université de Pau et des Pays de l'Adour (Pau) : UPPA, 2000.

"Multivariate Statistical Analyses for Total Quality Measurement", avec C. Lauro. In : *Proceedings of the IX International Symposium on Applied Stochastic Models and Data Analysis (ASMDA'99)*, Proceedings of the IX International Symposium on Applied Stochastic Models and Data Analysis (ASMDA'99). Lisbon (Portugal) : INE, 1999, p. 5-12. (Invited speech in H.Bacelar-Nicolau, F. Costa Nicolau and J. Janssen)

"Multivariate Statistical Methods for Total Quality Control and Planning", avec C. Lauro. In : *Proceedings of the VI Islamic Countries Conference on Statistical Sciences, Proceedings of the VI Islamic Countries Conference on Statistical Sciences*. Lahore (Pakistan) : ISOSS, 1999, p. 69-80. (Volume 11)

"Explanatory Methods for Comparative Analyses", In : *International Symposium on PLS methods (PLS'99)*, Proceedings of Les Methodes PLS. Montreuil (France) : CISIA-CERESTA, 1999, p. 41-60.

"Comparing advertising campaigns by means of textual data analysis with external information", avec S. Balbi. In : *Proceedings of 4èmes Journées Internationales d'Analyse Statistique des Données Textuelles (JADT'98)*, Proceedings of 4èmes Journées Internationales d'Analyse Statistique des Données Textuelles (JADT'98). Nice (France) : UPRESA, 1998, p. 39-47.

"Non Symmetrical Data Analysis: New Methods and Applications", avec C.

Lauro. In : *Proceedings of 3rd conference on Statistical Computing of the Asian Regional Section (ARS) of IASC*, Proceedings of 3rd conference on Statistical Computing of the Asian Regional Section (ARS) of IASC. Manila (Manila) : ARS, 1998, p. 433-444. (relation invitée)

"Rotated Canonical Analysis onto a Reference Subspace", avec S. Balbi. In : *Abstracts of the 2nd World Conference of IASC*, 2nd World Conference of IASC. Pasadena (USA) : USC, 1997, p. 72-72. (relation invitée)

"A Comparative Non Symmetrical Analysis with Stratified Observations", In : *Proceedings of the SIS Conference "Statistics for Enterprises"*, SIS Conference "Statistics for Enterprises". Torino (Italy) : Tirrenia Stampatori, 1997, p. 343-350.

"Representing Gaps by a Simultaneous Principal Component Analysis onto a Reference Subspace", avec S. Balbi. In : *Proceedings of VIII International Symposium on Applied Stochastic Models and Data Analysis (ASMDA97)*, VIII International Symposium on Applied Stochastic Models and Data Analysis (ASMDA97). Naples (Italy) : Rocco Curto Editore, 1997, p. 135-140. (publié dans C.Lauro et J. Janssen (eds.))

"Visualising Quality Control Data by Non Symmetrical Generalised Co-Structure Analysis", avec G. Scepi. In : *Book of Short Papers of the Scientific Meeting of the Classification Group of the Italian Statistical Society associated with the International Federation of Classification Societies*, Classification Group of the Italian Statistical Society associated with the International Federation of Classification Societies. Pescara (Italy) : LA STAMPA, 1997, p. 53-56.

"Allowing for Structures on Individuals in Principal Component Analysis onto a Reference Subspace", In : *Short Communications Proceedings, XII biannual Symposium in Computational Statistics*, XII biannual Symposium in Computational Statistics. Barcelona (Spain) : UPC, 1996, p. 45-46. (dans A.Pratt, E. Ripoll (eds.))

"Inferential aspects and relevance of metrics in the models for Principal Component Analysis and PCA onto a Reference Subspace", In : *Proceedings of the Workshop on Multidimensional Data Analysis*, Workshop on Multidimensional Data Analysis. Naples (Italy) : METIS, 1995, p. 91-92.

Préface / Introduction de revue

Préface de *Applied Stochastic Models in Business and Industry*, 2009, Issue 4, p. 421-424

Enseignement

Enseignement à l'ESSEC

Statistical Analysis for Management (ESSEC Global MBA)

Mise à niveau en statistiques (ESSEC Grande école, admission sur titre)

Statistique multidimensionnelle (ESSEC Grande école)

Knowledge Extraction from Data (ESSEC Grande école)

Enquêtes par sondage (ESSEC Grande école)

Applied Statistics (Programme doctoral)

Quantitative Methods for Research in Management 1 (Programme doctoral)

Quantitative Methods for Research in Management 2 (Programme doctoral)
Multivariate Statistics in Marketing (Programme doctoral)
Structural Equation Modelling: applications in Marketing (Programme doctoral)
Seminaire : "Structural Equation Modeling for the Study of Causal Relationships: the LISREL and the PLS Approaches" (Programme doctoral, 2002-2005)

Autres activités pédagogiques

Séminaires de recherche, programmes doctoraux, universités d'été

"Composite-based Path Modeling for Multi-Block Data Analysis", Research Seminar at the Department of Economic and Business Science - University of Cagliari, Italy (13 October 2015).

"Component-based Path Modeling", Tutorial for specialized audience at the 7th International Conference of the ERCIM Working Group on Computational and Methodological Statistics (ERCIM 2014, Pisa, Italy, 5 December 2014).

"PLS Path Modeling and PLS Regression", Pre-Conference PLS 2012 Doctoral Workshop, The Sensometric Society (Houston, USA, 19 May 2012).

"PLS Predictive Path Models with applications to Customer Satisfaction Measurement and Sensory Data Analysis", ISBIS Sardegna International Statistics Summer School, University of Cagliari, Italy (27 June - 7 July 2011).

"Statistical Soft Modeling for Measuring Customer Satisfaction via Composite Indicators", Post-graduate course in Market Analysis and Doctoral Programme, University of Cagliari, Italy (1 and 3 June 2011).

"PLS Path Modeling with XLSTAT-PLSPM", Pre-Conference Sensometrics'10 Workshop, The Sensometric Society (Rotterdam, The Netherlands, 22 July 2010).

"A 3-day Course on PLS Path Modeling: Basic Concepts and Foundations, Advances and Applications" (with W.W. Chin and M. Tenenhaus) - Training course for Researchers and Executives (Paris, every spring and fall since 2009 - Houston in spring 2012).

"Factor Analysis and Classification" - Training course for the EUROSTAT (Statistical Office of the European Union) junior and senior executives, Luxembourg (April and October, 2008 - September 2009 - May 2010).

"Regression and Analysis of Variance" - Training course for the EUROSTAT (Statistical Office of the European Union) junior and senior executives, Luxembourg (February and October, 2008 - September 2009 - April 2010).

"A Joint Partial Least Squares Component-based Approach to Structural Equation Modeling and Multi-block Data Analysis" - Institut de Recherche Mathématique Avancée, Université de Strasbourg, France (October 27, 2009).

"PLS Path Modeling: A Comprehensive Course" - Lillehammer University College, Faculty of Economics and Organisation Science - Norway (October 12-13, 2009).

"PLS Path Modeling: Methodological Foundations, Recent Developments and Software Applications" - Tutorial at the 6th International Conference on Partial Least Squares and Related Methods - Beijing, China (September 7, 2009).

"PLS Path Modeling for Consumer Analysis: estimation algorithm, assessment tools and applications with XLSTAT-PLSPM software" Summer School of the Italian Statistical Society (SIS) on PLS Methods for Structured Data Tables in Consumer Analysis - University of Macerata, Italy (June 10, 2009).

"The PLS Path Modeling approach to Structural Equation Modeling: Methodological Foundations, Recent Developments and Software Applications" Tutorial at the 11th Conference of the International Federation of Classification Societies (IFCS), Dresden, Germany (March 13, 2009).

"A Comprehensive PLS-based Environment to Structural Equation Modeling" CNAM, Paris (February 2009).

"Component-based Structural Equation Models: the PLS Path Modelling Approach" Université de Paris VI, Jussieu, Paris (January 2009).

"A Comprehensive PLS Environment to Structural Equation Modeling" - Doctoral programme in Computational Statistics, University of Naples "Federico II", Italy (December 18, 2008).

"Detection and Assessment of Local Models in PLS Path Modeling" - Doctoral programme in Computational Statistics, University of Naples "Federico II", Italy (December 18, 2008).

"Model assessment and multi-group comparison in PLS Path Modeling: methodological foundations and the XLSTAT-PLSPM software" - Doctoral programme in Computational Statistics, University of Naples "Federico II", Italy (December 17, 2008).

"Local Model in Component-based SEM" - Journées d'Etudes en Statistique (JES) de la Société Française de Statistique (SFdS), Marseille (December 8-12, 2008).

"Component-based Structural Equation Models" - Journées d'Etudes en Statistique (JES) de la Société Française de Statistique (SFdS), Marseille (December 8-12, 2008).

"Introduction to Categorical Data Analysis: Chi-square test of independence for cross-tabs, binary correspondence analysis for the association between two categorical variables, multiple correspondence analysis for the analysis of survey data" - Training course for the EUROSTAT (Statistical Office of the European Union) junior and senior executives, Luxembourg (November, 2008).

"Statistical Modelling for Measuring Customer Satisfaction" - University of Cagliari, Italy (September 17th-22nd, 2008).

"Path Analysis, Confirmatory Factor Analysis and Structural Equation Modelling" Université de Paris VI, Jussieu, Paris (June 2008).

"PLS (Partial Least Squares) Path Modeling" - 11th Course in the ECAS (European Courses in Advanced Statistics) Programme on the theme: "Structural Equation Models", Université Pierre-Mendès-France, Grenoble, France (September 24th-28th, 2007).

"PLS Path Modeling for Causal Networks: Recent Contributions with Applications to Customer Satisfaction Surveys and Sensory Data Analysis" - Research Seminar - Marketing Department at the HEC School of Management, Jouy-en-Josas, France (March 30th, 2006).

"Recent Contributions to PLS (Partial Least Squares) Regression and Path Modeling for the Analysis of Dependence Relationships, Causal Networks and Multiple Tables" - Research Seminar - HEC School of Management, Jouy-en-Josas, France (March 2nd, 2006).

"PLS Methods: from regression to structural equation models" - course for the Master in Quantitative Methods for the Social Research and the Market Analysis of the University of Naples "Federico II" (Naples, from 2001 to

2006).

"The Classical (ML) and the Partial Least Squares Approaches to Study Causality Relationships by Structural Equation Modeling"- Quantitative Finance Seminar, Humboldt-Universität zu Berlin, Germany (October 24th, 2005).

"The Classical Approach (SEM-ML) to the Study of Causality by Modeling Structural Relationships between Latent Variables"- Atelier Statistique de la Société Française de Statistique "Modèles structurels et applications", Paris, France (October 20th-21st, 2005).

"The PLS approach to the analysis of latent variables: regression techniques (PLS1, PLS2), analysis of disjoint matrices (L-PLS, U-PLS) and multiblock analysis by means of causal networks (PLS-PM, Domino PLS)" - Course on "Sensory Evaluation of Food Products: test planning and data analysis" Italian Society of Sensory Sciences (SISS, Florence, June 28th, 2005).

"Use of PLS Graph for the European Customer Satisfaction Index" - PLS Summer School, Technical University of Berlin, Germany (October 6th, 2004).

"PLS Model Evaluation and Comparisons with LISREL" - PLS Summer School, Technical University of Berlin, Germany (October 5th, 2004).

"A Modeling Approach for measuring Customer Satisfaction" - Statistics course at the Faculty of Political Sciences, University of Macerata (Macerata - Italy, May 11th, 2004).

"PLS (Partial Least Squares) Path Modeling: Methodological Innovations, the use of PLS-SPAD software and applications to the Customer Satisfaction Index" - (with Y.M. Chatelin) Tutorial at the "PLS and Related Methods - Focus on Customers" Conference (Lisbon, September, 16th 2003).

"Latent Variables Soft Modeling (PLS)" - series of lectures at the IASC-IFCS Joint International Summer School on "*Classification and Data Mining in Business, Industry and Applied Research: Methodological and Computational Issues*" (Lisbon, July 23rd-30th 2003).

"PLS (Partial Least Squares) methods: from regression to structural equations models" - Master in "Quantitative Methods for Social Research and Market Analysis", Department of Mathematics and Statistics of Naples, Italy (May, 29th-30th, 2003).

"The LISREL and the PLS approach to Structural Equation Modeling" - series of seminars at the Doctorate in Statistics and the Doctorate in Informatics of the Universitat Politècnica de Catalunya (Barcelona, Spain - April 28th-29th, 2003).

"LISREL and PLS Path Modeling" - series of lectures at the IASC-IASS Joint International Summer School on "*Knowledge Discovery & Large Surveys Design and Analysis*" (Anacapri, Italy, June 20th-30th 2001).

"Explanatory Analyses" - module of the course on Multidimensional Data Analysis for the Master in Marketing of the LUISS Management University (Rome - Italy, February 2001).

"The analysis of complex systems in Epidemiology and Biomedicine" - course in the Post-Graduate School on "Biostatistics for Clinical and Epidemiological Research" by the Faculty of Medicine of the University of Naples "Federico II" (Naples - Italy, April 2000).

"Multivariate Statistical Analyses for Total Quality Measurement" - series of lectures at the *V International Summer School in Computational Statistics* organised by IASC on the theme: "*3rd Millenium Challenge for Industrial Statistics*" (Spetses, Greece, August 21st - September 4th, 1999).

"Statistics for Business and Management" - course at the Master in Economy and Management for the Small Enterprises by the Faculty of

Economics of the University of Naples "Federico II", Italy (May-June, 1997).

Statistics modules for the following post-graduate courses in Naples, Italy:

"Analysts of Scenarios on International Markets" (April 2000)

"Experts of Tourism Marketing" (July 1998)

"Experts of Typical Food Products Marketing" (January 1998)

"Experts in Quality Management for Small Enterprises" (July-September 1997)

"Market Analysts: Methodologies and Experiences supporting Small Enterprises" (July 1997)

Autres activités

Prix et distinctions

Mention honorable obtenue au PLS'14, (8th International Conference on Partial Least Squares and Related Methods) pour l'article : "Quantile PLS Path Modeling" (avec C. Davino).

Lauréat avec félicitations du jury du "Literati Network Awards for Excellence 2012" pour l'article "Modelling a Causality Network for Tourism Development: An Empirical Analysis" publié dans la revue "Journal of Modelling in Management".

Article le plus cité (2005-2010) publié dans la revue "Computational Statistics and Data Analysis": PLS Path Modeling, Elsevier, Août 2010

Article le plus cité (2005-2010) publié dans la revue "Computational Statistics and Data Analysis": PLS Generalised Linear Regression, Elsevier, Août 2010

Président du jury du "ISI Mahalanobis Award" dans le cadre du "ISI World Statistics Congress", Dublin, Août 2011

Président élu du conseil d'administration européen de l'"International Association for Statistical Computing" (IASC), branche de la "International Statistical Institute" (ISI), 2012-2014.

Membre élu du comité directeur de l'IFCS (International Federation of Classification Societies), 2011-2015.

Vice-président de l'International Society of Business and Industrial Statistics (ISBIS), branche de l'International Statistical Institute (ISI) et président, 2013-2015.

Membre élu du comité de l'International Statistical Institute (ISI), 2009-2013.

Lauréat du prix "Pierre Vernimmen-BNP Paris" obtenu à HEC Paris pour la qualité des relations avec les étudiants de MBA et du programme doctoral, la méthode d'enseignement et la maîtrise du sujet enseigné, les aspects innovants du cours et les outils pédagogiques utilisés (Juin 2005).

Membre de l'Académie de recherche "Center for the Analysis of Complex Data" de la BeiHang University of Beijing (China) depuis 2002

Prix "Pierre Vernimmen-BNP Paris" à obtenu HEC Paris (2001)

Décoration de l'ISOSS (Islamic Society of Statistical Sciences) en reconnaissance de la contribution apportée au développement de la science statistique, (Lahore, Pakistan, Janvier 2001)

Activités scientifiques

Membre d'un comité de lecture

Advances in Data Analysis and Classification, Springer (On this board since May 2009)

Computational Statistics and Data Analysis, Elsevier (On this board since december 2006)

Applied Stochastic Models in Business and Industry, John Wiley & Sons, Ltd.

Computational Statistics, Springer (On this board since year 2000)

Computational Statistics, Physica-Verlag

MODULAD, Institut National de Recherche en Informatique et en Automatique (INRIA)

Computational Statistics and Data Analysis, Elsevier

Journal of Chemometrics and Intelligent Laboratory Systems, Elsevier

Computational Statistics, Springer

Communications présentées à des conférences

"Advances in Composite-based Path Modeling for Synthetic Indicators", (avec L. Trinchera, G. Russolillo). CLADAG 2015 - 10th Scientific Meeting of the Classification and Data Analysis Group, University of Cagliari, Cagliari, Italy, 10 oct. 2015

"Quantile Composite-based Path Modeling for measuring equitable and sustainable well-being", (avec C. Davino, P. Dolce, S. Taralli). DEALING WITH COMPLEXITY IN SOCIETY: FROM PLURALITY OF DATA TO SYNTHETIC INDICATORS, University of Padova - Italian Statistical Society, Padue, Italie, 17 sept. 2015

"Multidimensional and non-metric extensions of PLS Path Modeling for synthetic indicators", (avec G. Russolillo, L. Trinchera). DEALING WITH COMPLEXITY IN SOCIETY: FROM PLURALITY OF DATA TO SYNTHETIC INDICATORS, University of Padova - Italian Statistical Society, Padue, Italie, 17 sept. 2015

"Quantile PLSPM versus classical PLSPM: methods, performances and interpretations", (avec C. Davino, P. Dolce). 7th International Conference of the ERCIM Working Group on Computational and Methodological Statistics (ERCIM 2014), CFE-ERCIM Consortium and University of Pisa, Pisa, Italy, 07 déc. 2014

"NIPALS algorithms for Kronecker structured covariance matrices", (avec L. Trinchera, P. Dolce, A. Hero). 7th International Conference of the ERCIM Working Group on Computational and Methodological Statistics (ERCIM 2014), CFE-ERCIM Consortium and University of Pisa, Pisa, Italy, 07 déc. 2014

"Component-based Multi-block Path Modeling for building Composite Indicators", (avec L. Trinchera, G. Russolillo). Conference of European Statistics Stakeholders, University of Rome La Sapienza, Rome, Italy, 25 nov. 2014

"Professional Ethics in Statistical Practice and the Impact of Big Data", International Statistical Institute Regional Statistical Conference 2014 - Statistical Science for a Better Tomorrow, International Statistical Institute

(ISI), South East Asia Regional Network, Bank Negara Malaysia (BNM), Department of Statistics, Malaysia (DOSM), Malaysia Institute of Statistics (ISM), Kuala Lumpur, Malaysia, 18 nov. 2014

"Advances in Component-based Predictive Path Modeling Approaches: Non-Symmetrical, Multi-Component and Non-Metric Methods with Business-related Applications", (avec P. Dolce, G. Russolillo, L. Trinchera). International Statistical Institute Regional Statistical Conference 2014 - Statistical Science for a Better Tomorrow, International Statistical Institute (ISI), South East Asia Regional Network, Bank Negara Malaysia (BNM), Department of Statistics, Malaysia (DOSM), Malaysia Institute of Statistics (ISM), Kuala Lumpur, Malaysia, 17 nov. 2014

"Composite-based Predictive and exploratory path modelling and multi-block data analysis", (avec L. Trinchera). 59th World Statistics Congress of the International Statistical Institute (ISI), International Statistical Institute (ISI), Hong Kong, China, 27 août 2013

"Big data révolution: comment gérer l'innovation?", (avec Y. Ponomarova). Les Matins de l'Innovation, ISIS - Institute for Service Innovation and Strategy of ESSEC, Paris, France, 11 avr. 2013

"Multidimensional latent variables in PLS path modeling", (avec L. Trinchera, G. Russolillo, A. Capellini). 20th International Conference on Computational Statistics (COMPSTAT 2012), International Association for Statistical Computing (IASC), Limassol, Cyprus, 29 août 2012

"Knowledge extraction through predictive path modeling", 20th International Conference on Computational Statistics (COMPSTAT 2012), International Association for Statistical Computing (IASC), Limassol, Cyprus, 28 août 2012 (Invited Tutorial Session)

"Component-Based Approaches to Structural Equation Models: Methodological Issues and Empirical Performances", International Symposium on Business and Industrial Statistics, Chulalongkorn University and ISBIS, Bangkok, Thailand, 20 juin 2012 (Invited Lecture)

"Methodological links and empirical comparisons between Generalized Structured Component Analysis, PLS Path Modeling and Maximum Sum of Explained Variance", (avec L. Trinchera, W. Chin, J. Henseler). 7th International Conference on Partial Least Squares and Related Methods - PLS 2012, University of Houston, Houston, TX, USA, 20 mai 2012

"Multi-component Estimation of PLS Predictive Path Modeling", (avec L. Trinchera, G. Russolillo). 58th World Statistics Congress, International Statistical Institute (ISI), Dublin, Ireland, 23 août 2011

"Component-based approaches to Structural Equation Modeling and Multi-Block Analysis: A Comparative Study", (avec L. Trinchera). ESSEC-SUPLEC Workshop Series on "PLS Developments" - Workshop #5, ESSEC Business School, Paris, La Défense, France, 20 mai 2011

"New Variable Selection Methods in case of Many Predictors", (avec L. Trinchera, A. Tenenhaus, M. Tenenhaus). ESSEC-SUPLEC Workshop Series on "PLS Developments" - Workshop #5, ESSEC Business School, Paris, La Défense, France, 20 mai 2011

"Correlated component PLS-type regression with variable selection features for large datasets", (avec L. Trinchera, A. Tenenhaus, M. Tenenhaus). 3rd International Conference of the ERCIM Working Group on COMPUTING & STATISTICS (ERCIM'10), University of London - Birkbeck College, London, United Kingdom, 12 déc. 2010

"Knowledge Extraction by Investigating Model Uncertainty through Predictive Path Modeling and Probabilistic Networks", (avec M. Zargoush). GfKI-CLADAG 2010, Joint Meeting of the German Classification Society with the Italian Group of Data Analysis and Classification, University of Florence, Florence, Italy, 09 sept. 2010 (Keynote Speaker)

"Integrated Approaches for PLS Path Modeling: PLS Regression Estimation Modes and Probabilistic Networks", (avec L. Jouffe, G. Russolillo, L. Trinchera, M. Zargoush). 10th SENSOMETRICS Meeting, The Sensometric Society, Rotterdam, The Netherlands, 26 juil. 2010 (Plenary Invited Talk)

"A Comprehensive PLS Rationale for Multidimensional Blocks in Predictive Path Models", (avec G. Russolillo). ISBIS-2010: International Symposium on Business and Industrial Statistics, International Society for Business and Industrial Statistics (ISBIS), Portoroz, Slovenia, 09 juil. 2010 (Invited Paper Session)

"An integrated PLS Regression-based approach for multidimensional blocks in PLS Path Modeling", (avec G. Russolillo, L. Trinchera). 4th Research Workshop on PLS Developments: "PLS and Related Methods for cutting-edge research in Experimental Sciences: Methodological Advances and Challenging Applications", ESSEC Business School & SUPELEC Engineering School, Gif-sur-Yvette, France, 11 mai 2010 (Invited Lecture)

"A Non Linear Regularized Component-based Approach to Structural Equation Modeling", (avec G. Russolillo, L. Trinchera). Convegno Intermedio SIS2009 "Statistical Methods for the analysis of large data-sets", Università G. D'Annunzio Chieti-Pescara & Italian Statistical Society (SIS), Pescara, Italy, 24 sept. 2009 (Invited Paper Session)

"A Joint Partial Least Squares Component-based Approach to Structural Equation Modeling and Multi-block Data Analysis", PLS'09 - 6th International Conference on Partial Least Squares and Related Methods, BeiHang University, Beijing, China, 06 sept. 2009 (Plenary Invited Speaker)

"A joint use of PLS Regression and PLS Path Modelling for a data analysis approach to latent variable modelling", (avec G. Russolillo, L. Trinchera). 57th Session of the International Statistical Institute (ISI), International Statistical Institute (ISI), Durban, South Africa, 18 août 2009 (Invited Paper Session)

"Different Approaches to Structural Equation Modelling in Presence of a Group Structure: Contributions to the Analysis of Environmental Initiatives and Performances of Italian Firms", (avec P. De Giovanni). EURISBIS'09 - European Regional Meeting of the International Society for Business and Industrial Statistics, University of Cagliari (Italy), Cagliari, Italy, 31 mai 2009 (Invited paper Session)

"PLS Path Modeling and PLS Regression: a Joint Partial Least Squares Component-based Approach to Structural Equation Modeling", IFCS@GFKL - Classification as a Tool for Research (IFCS 2009), University of Technology, Dresden, Dresden, Germany, 14 mars 2009 (Plenary Invited Speaker)

"Current Issues and Future Challenges in Component-Based Structural Equation Modeling", 7th International Conference on Social Science Methodology, RC33 - Logic and Methodology in Sociology, University of Naples "Federico II", Naples, Italy, 04 sept. 2008 (Invited paper in the final panel discussion)

"A Partial Least Squares comprehensive environment: The contribution of PLS Regression to PLS Path Modelling via a software implementation", 7th

International Conference on Social Science Methodology, RC33 - Logic and Methodology in Sociology, University of Naples "Federico II", Naples, Italy, 04 sept. 2008

"The Contribution of PLS Regression to PLS Path Modelling: Formative Measurement Model and Causality Network in the Structural Model", Joint Statistical Meetings (JSM) 2008, American Statistical Association, Denver, Colorado, United States of America, 07 août 2008

"A Comprehensive Partial Least Squares Approach to Component-Based Structural Equation Modeling", (avec L. Trinchera). 32nd Annual Conference of the German Classification Society (GfKl), Helmut-Schmidt-Universität, Hamburg, Germany, 16 juil. 2008 (Invited paper Session)

"Formative Indicators in Structural Equation Models and Highly Correlated Latent Variable Scores: a Full PLS-based Approach", (avec L. Trinchera). International Symposium on Business and Industrial Statistics with emphasis on Quantitative Analytics for Banking, Finance and Insurance, ISBIS Society, a section of the International Statistical Institute (ISI), Prague, Czech Republic, 03 juil. 2008

"Assessing the Performance of REBUS-PLS for Latent Class Identification in PLS Path Modeling: a Simulation Study", (avec L. Trinchera). XLIV Scientific Meeting of the Italian Statistical Society, Università della Calabria (Arcavacata di Rende, Italy), Arcavacata di Rende, Italy, 26 juin 2008 (Presented in a poster session)

"Recent Developments on Formative Constructs and a Comprehensive Environment for PLS Path Modelling", (avec P. Di Giovanni). Structural Equation Models, PLS Path Modeling and Multi-block Techniques in Sensory and Consumer Analysis, ESSEC Business School of Paris, Cergy-Pontoise, France, 15 mai 2008

"Recent Developments in PLS Path Modeling: Methodological Issues and Applications", (avec T. Fahmy). Third German French Austrian Conference on Quantitative Marketing, ESSEC Business School, Humboldt University, University of Vienna, Cergy Pontoise, France, 21 sept. 2007

"Latent Segments Detection in PLS Path Modeling: A Tool to Capture Unobserved Heterogeneity in Customers' Preferences", (avec L. Trinchera, R. Romano). Third German French Austrian Conference on Quantitative Marketing, ESSEC Business School, Humboldt University, University of Vienna, Cergy Pontoise, France, 21 sept. 2007

"The PLS approach to data exploration and modeling: an everlasting matter of dispute or a playground for integrating different cultures?", 5th International Symposium on PLS and Related Methods ζ Causalities explored by indirect observation, Matforsk - Norwegian Food Research Institute, As (Oslo), Norway, 05 sept. 2007 (Opening Lecture)

"Fuzzy PLS Path Modeling for Latent Class Analysis: Capturing Unobserved Heterogeneity in Consumers' Preferences", (avec R. Romano, L. Trinchera). International Symposium on Business and Industrial Statistics (ISBIS 2007), ISBIS ζ International Society for Business and Industrial Statistics, an official section of ISI (International Statistical Institute), Ponta Delgada, Azores Islands, Portugal, 18 août 2007

"PLS Path Modeling: Some Recent Methodological Developments, a Software Integrated in XLSTAT and its Application to Customer Satisfaction Studies", (avec T. Fahmy, Y.M. Chatelin, M. Tenenhaus). 2007 World Marketing Congress, Academy of Marketing Science and University of Verona, Verona, Italy, 12 juil. 2007

"PLS (Partial Least Squares) Path Modeling: Methodological Foundations and the XLSTAT-PLSPM software", XLSTAT First International User Conference, Addinsoft Company, Paris, France, 08 juin 2007

"PLS Path Modeling and the PLEASURE (Partial LEAst Squares strUctural Relationships Estimation) Software", ESSEC-HEC Research Workshop Series on PLS Developments Workshop #1, ESSEC Business School & HEC School of Management, Cergy-Pontoise, France, 15 mai 2007

"Fuzzy PLS path modeling for crisp and interval data: a new tool for handling sensory data", (avec R. Romano, F. Palumbo). The 31st Annual Conference of the German Classification Society (GfKI): Data Analysis, Machine Learning, and Applications, German Classification Society (GfKI) - University of Freiburg, Freiburg, Germany, 07 mars 2007

"Fuzzy PLS Path Modeling for Latent Class Detection", (avec L. Trinchera, R. Romano). The 31st Annual Conference of the German Classification Society (GfKI): Data Analysis, Machine Learning, and Applications, German Classification Society (GfKI) - University of Freiburg, Freiburg, Germany, 07 mars 2007

"Linear and Non-Linear PLS Models for the Prediction of Consumer Preferences using the notion of "Average Judge"", (avec L. Trinchera, L. Ambroisine, S. Squillacciotti, M. Tenenhaus, C. Guinot). A Sense of Identity, European Conference on Sensory Science of Food and Beverages, SISS - Società Italiana Scienze Sensoriali, Florence, Italy, 28 sept. 2004

"An Index for Selecting Mixed Explanatory Variables in the Analysis of Dependence", (avec F. Palumbo). 52nd Session of the International Statistical Institute, ISI, Helsinki, Finland, 10 août 1999

1998-2006

"PLS Typological Path Modelling: a model-based approach to classification" (con L. Trinchera e S. Squillacciotti) - Invited Papers Session on "PLS Path Modelling and Multilevel Models: Studying or Looking for a Group Structure", KNEMO'06 Conference: KNowledge Extraction and MOdelling (Anacapri, Italy, September 5th, 2006).

"Capturing Unobserved Heterogeneity in PLS Path Modeling" (with L. Trinchera and S. Squillacciotti) - Invited Papers Session on "Latent Class Analysis and Classification Issues" at the IFCS'06 Conference: Data Science and Classification (Ljubljana, Slovenia, July 27th, 2006).

"Capturing Unobserved Heterogeneity in PLS Regression and in PLS Path Modeling" - International Workshop on Partial Least Squares Regression and Marketing, BeiHang University of Beijing, China (April 28th, 2006).

"Capturing Unobserved Heterogeneity in Structural Equation Models: from Maximum Likelihood to PLS" - Statistical Methods for Performance Analysis (SMAP'06) Meeting, Cassino, Italy (April 21st, 2006).

"Software for PLS Path Modeling: SPAD-PLS and PLEASURE" - Tutorial on the PLS Approach to Structural Equation Modeling at the Statistical Methods for Performance Analysis (SMAP'06) Meeting, Cassino, Italy (April 20th, 2006).

"PLS Path Modeling: Recent Developments and Open Issues for Model Assessment and Improvement" - 4th International Symposium on PLS and Related Methods (Barcelona, September 8th, 2005).

"Presentation of methodological innovations in PLS Path Modeling" - 4th International Symposium on PLS and Related Methods (Barcelona, September 7th, 2005).

"Presentation of PLS-SPAD software and applications to Customer Satisfaction" (with Y.M. Chatelin) - 4th International Symposium on PLS and Related Methods (Barcelona, September 7th, 2005).

"Structural Equation Modeling for the study of Causal Relationships" - Workshop "Causality under indirect observation: Path modelling in latent variables" (Ås, Norway, May 19th, 2005).

"Partial Least Squares path modeling: the heritage from Herman Wold" - Workshop "Causality under indirect observation: Path modelling in latent variables" (Ås, Norway, May 19th, 2005).

"Partial Least Squares (PLS-PM and PLS-R) and Generalized Procrustes Rotations for Multiple Table Analysis" (with M. Tenenhaus) - ISI'05 Conference (Sydney, April 2005).

"PLS Path Modeling: Recent Methodological Developments with Application to Customer Satisfaction" (with C. Lauro and S. Amato) - ISI'05 Conference (Sydney, April 2005).

"PLS Generalised Linear Regression: foundations and recent advances with variable selection and validation procedures" (with M. Tenenhaus) - ISBIS4 Conference - International Society for Business and Industrial Statistics - (Palm Cove, Australia, April 2005).

"A Goodness-Of-Fit Index for PLS Path Modeling" - Workshop on PLS Path Modeling, Technical University of Berlin, Germany (October 4th, 2004).

"PLS and Generalized Procrustes Rotations for Wine Sensory Evaluation" (with M. Tenenhaus) - Workshop on PLS Methods for Sensory Analysis within the "European Conference on Sensory Science of Food and Beverages" (Florence, September 28th, 2004).

"A strategy for the comparison of PLS path models in the study of consumer preferences with double external information" (with S. Squillacciotti, A. Amato, C. Guinot) - Workshop on PLS Methods for Sensory Analysis within the "European Conference on Sensory Science of Food and Beverages" (Florence, September 28th, 2004).

"PLS Generalized Linear Regression: foundations and recent advances with variable selection and validation procedures" - Key-note lecture - CHEMSTAT 2004 (Pardubice, Czech Republic, August 30th, 2004).

"ESIS Software: an environment for PLS Structural Equation Modeling" - Club PLS 2004 (HEC, Jouy-en-Josas, March 24th, 2004).

"A validation tool for PLS Path Modeling" (with S. Amato and M. Tenenhaus) - *Club PLS* (HEC, Jouy-en-Josas, March 24th, 2004). "PLS Regression and Classification" (with C. Lauro), 3rd International Symposium on PLS and Related Methods - Focus on Customers (Lisbon, September 15th-17th, 2003).

"Exploring, Modeling and Classifying with PLS" (with C. Lauro) - opening lecture at the *26th Annual Conference of the Gesellschaft für Klassifikation* (Mannheim, July 22nd-24th, 2002).

"Some Contributions to PLS Path Modeling and a System for the European Customer Satisfaction" (with C. Lauro), *XLI Riunione Scientifica SIS*, (Milano, June 2002).

"The PLS approach to Generalised Linear Models and Causal Path Modeling: Algorithms and Applications" - "The Best of IASC" Session organized by Antony Unwin (University of Augsburg, Germany) at the *XXXIV Annual Conference of the INTERFACE Foundation of North America* (Montreal, April 17th-21st, 2002).

"PLS Logistic Regression: Recent Developments with Variable Selection and Grouped Data Features" (with M. Tenenhaus) - *Club PLS* (HEC, Jouy-en-Josas, March 14th, 2002).

"Non-Symmetrical Comparative Analyses" - Specialised Session on Non Symmetrical Data Analysis organised by Carlo Lauro at the *8th Conference of the Francophone Classification Society* (Guadalupe Island, December 20th, 2001).

"PLS Regression and Soft Modeling with Latent Variables for Quality Assessment" - *final meeting of the PRIN'98 Italian Project "Multivariate Analysis for Total Quality: Methods, Computational Aspects and Applications"* (Parma, April 20th, 2001).

"Comparative Analyses and Consensus Classifications for Quality Control in Sensory Data" (with M. Vichi) - *satellite meeting of the Italian Statistical Society on the theme "Economics and Engineering of Quality"* (Firenze, April 28th, 2000).

"Non Symmetrical Multivariate Analyses for Sensory Data" (with C. Lauro) *Agro-Industrie et Statistique Conference* (Pau, 2000). "Explanatory Methods for Comparative Analyses", *International Symposium on PLS methods (PLS'99)* (Jouy-en-Josas, October 1999).

"Multivariate Statistical Analyses for Total Quality Measurement" (with C. Lauro), *IX International Symposium on Applied Stochastic Models and Data Analysis (ASMDA99)* (Lisbona, June 1999).

"Non Symmetrical Data Analysis: New Methods and Applications" (with C. Lauro) *3rd Conference on Statistical Computing of the Asian Regional Section (ARS) of IASC*, (Manila, December 1998).

Organisation d'événements scientifiques et appartenance à des comités scientifiques

Co-président (avec G. Saporta) : 8th International Conference on PLS and Related Methods (Paris, 26-28 Mai 2014).

Membre du comité scientifique de la conférence européenne "Data Analysis" organisée avec la "German Classification Society" (GfKI) et la "French speaking Classification Society" (SFC) - track Data Analysis in Marketing (Luxembourg, 10-12 Juillet 2013).

Membre du comité scientifique du ERCIM'10 (3rd International Conference on Computing & Statistics (Senate House, London, 10-12 Decembre 2010).

Membre du comité national d'organisation du 19e COMPSTAT (Computational Statistics) : Symposium organisé par l'IASC (International Association for Statistical Computing) in Paris (23-27 Août 2010).

Organisateur du 4e "SSEC-SUPELEC Research Workshop Series" sur le thème "PLS Developments": PLS and Related Methods for cutting-edge Research in Experimental Sciences: Methodological Advances and Challenging Applications (Cergy-Pontoise, France, 10-11 Mai 2010).

Co-président du comité de programme scientifique du 6e "International Symposium on PLS and Related Methods" (PLS'09, Beijing, China, 4-7 Septembre 2009).

Organisateur d'un "Invited paper meeting" sur le thème "Capturing Unobserved Heterogeneity in Latent Variable Modelling", 57e session de l'International Statistical Institute (ISI 2009, Durban, South Africa, 16-22 Août 2009).

Co-président du Comité de programme scientifique de ISBIS (International Society for Business and Industrial Statistics, 2009) sur le thème : Quantitative Methods for Banking and Finance, Environment, Services for SMEs, Transport and Tourism (Cagliari, Italy, 30 Mai - 3 Juin 2009).

Organisateur du 3e atelier "ESSEC-HEC Research Workshop Series" on "PLS Developments": PLS Path Modeling and other Component-based Approaches to Causal Networks and Multi-block Data Structures:

Methodological Contributions and Applications with a focus on Marketing and the Management of Information Systems (Cergy-Pontoise, France, 14 Mai 2009).

Membre du comité scientifique international de l'IASC 2008 - Joint Meeting of the 4th World Conference of the IASC and 6th Conference of the Asian Regional Section of the IASC on Computational Statistics & Data Analysis (Yokohama, 5-8 Decembre 2008).

Membre consultatif du comité de programme scientifique : 18e COMPSTAT Symposium, Conference of the International Association for Statistical Computing (IASC, Porto, 24-29 Août 2008).

Organisateur d'une "Invited Paper Meeting session" : COMPSTAT 2008 (Porto, Août 2008) sur le thème: "Models for Latent Class Detection".

Membre du comité de programme scientifique : GfKI 2008 - 32e Annual Conference of the German Classification Society sur le thème "Advances in Data Analysis, Data Handling, and Business Intelligence" (Hamburg, 16-18 Juillet 2008).

Organisateur d'une "Invited Paper Meeting session" : GfKI 2008, sur le thème : "PLS Path Modeling".

Membre du comité de programme scientifique : HDM-2008, International Conference on Multivariate Statistical Modeling and High Dimensional Data Mining (Kayseri (Caesarea), Turkey, 19-23 Juin 2008).

Membre du comité de programme scientifique : CLADAG 2008, Joint Scientific Meeting of the Classification and Data Analysis Group of the Italian Statistical Society and Société Francophone de Classification (Capua (CE), Italy, 11-13 Juin 2008).

Organisateur du 2e "ESSEC-HEC Research Workshop Series" sur "PLS Developments": Structural Equation Models, PLS Path Modeling and Multi-block Techniques in Sensory and Consumer Analysis - Methods, Applications and Software (Cergy-Pontoise, France, 15 Mai 2008).

Membre du comité international scientifique : PLS'07, 5th International Symposium on PLS and Related Methods - Causalities explored by indirect observations (Oslo, Septembre 2007).

Participant à un "Invited Paper Meeting", 56e Session of the ISI on the theme of "Exploratory Multiple Table Analysis" (Lisbonne, 23 Août 2007).

Organisateur et président d'un atelier de travail spécialisé à la 56e session de l'ISI sur le thème "Latent Class Analysis and Classification Issues" (Lisbonne, 23 Août 2007).

Organisateur du 1er atelier "ESSEC-HEC Research Workshop Series" sur le thème "PLS Developments": PLS Path Modeling in presence of a Group Structure: Multi-Group Analysis and Latent Class Detection - Methods, Applications and Software (Cergy-Pontoise, France, 15 Mai 2007).

Membre du comité scientifique : CLADAG School sur le thème "Multivariate Statistical Methods for the Analysis of Clustered Data" (Bologne, 19-21 Février 2007).

Président du comité de programme de l'IASC (International Association for Statistical Computing) : 56e ISI (International Statistical Institute) Conference (Lisbonne, 2007).

Co-président du comité directeur de l'IASC-INTERFACE-IFCS International Workshop sur le thème "Knowledge Extraction and Modeling" - KNEMO'06 (Anacapri, Septembre 2006).

Membre du comité organisateur COMPSTAT'06 - 17th Symposium of IASC on Computational Statistics (Rome, Août 2006).

Membre du comité organisateur : IFCS'06 Conference: Data Science and

Classification (Ljubljana, Slovenie, 25-29 Juillet 2006).

Co-organisateur (avec C. Lauro) des "PLS track sessions" : 3e World Conference of IASC sur le thème : Computational Statistics and Data Analysis (Cyprus, Octobre 2005).

Member du comité directeur : PLS'05, 4e International Symposium on PLS and Related Methods, (Barcelona, Septembre 2005).

Organisateur d'un "Invited Paper Meeting" sur le thème : "The PLS (Partial Least Squares) Approach in Data Analysis: new methods with validation and computational issues" for ISI'05 Conference (Sydney, Avril 2005).

Membre du comité de programme scientifique pour les sessions organisées lors de la 55e ISI (International Statistical Institute) Conference - Sydney, 2005.

Co-organisateur avec C. Lauro de deux ateliers spécialisés sur le thème : "PLS Path Modeling, PLS Regression and Classification: New Methods and Applications" for the GfK'05 Meeting of the Gesellschaft für Klassifikation (Magdeburg, Mars 2005).

Organisateur et président de l'atelier : "PLS Methods for Sensory Analysis" at the "European Conference on Sensory Science of Food and Beverages" (Florence, Septembre 2004).

Organisateur et président d'une "invited session" sur le thème: "PLS Tools for Regression and Structural Modelling of Complex High Dimensional Data" at the COMPSTAT'04 Conference (Prague, Août 2004).

Organisateur et président d'une "Invited Session" de l'IASC lors de l'IFCS'04 (International Federation of Classification Societies) Conference - (Chicago, Juillet 2004).

Membre du comité de programme scientifique : SAS Campus 2004 Conference (Florence, Mai 2004). Membre du comité de programme de l'IFCS Conference (Chicago, Juillet 2004).

Co-président du 3e International Symposium sur PLS and Related Methods - Focus on Customers (PLS'03, Lisbonne, 15-17 Septembre 2003).

Membre du comité organisateur : IASC-IFCS Summer School sur le thème "Data Mining and Classification for Business and Industry: methods, computational issues and applications" (Lisbonne, 23-30 Juillet 2003).

Organisateur d'une "invited session" spécialisée sur le thème "PLS Structural Equation Modelling and Customer Satisfaction: Recent Advances in Methods and Applications" at the 13th International Meeting of the Psychometric Society (IMPS203) and 68th Annual American Meeting of the Psychometric Society (Chia Laguna, Italy, 7-10 Juillet 2003).

Membre du comité national organisateur de l'Intermediate SIS Conference sur le thème : "Multivariate Statistical Analysis for Social Sciences, Economics, Natural Sciences and Technology" (Napoli, 9-11 Juin 2003).

Co-organisateur avec Carlo Lauro, Michel Tenenhaus et Alain Morineau, et secrétaire scientifique du 2e International Symposium sur PLS and Related Methods (Anacapri, 1-3 Octobre 2001).

Responsable de l'organisation avec S. Balbi de la "International Summer School" de l'IASC (International Association for Statistical Computing) sur le thème : "Knowledge Discovery & Large Surveys Design and Analysis" (Anacapri, 20-30 Juin 2001).

Sécrétaire scientifique de la 3e International Conference sur les "New Techniques and Technologies for Statistics" organisée conjointement avec EUROSTAT, the Department of Mathematics and Statistics of the University of Naples et ISTAT (Italian National Statistical Institute) - (Sorrento, Novembre 4th-6th, 1998).

Membre du comité national d'organisation et secrétaire scientifique du "VIIIe International Symposium on Applied Stochastic Models and Data Analysis" (Anacapri, Juin 11-14, 1997).

Direction d'ouvrages collectifs

The Multiple Facets of Partial Least Squares and Related Methods. (avec H. Abdi, G. Russolillo, G. Saporta, L. Trinchera,). San Francisco (USA) : Springer, 2016

New Perspectives in Partial Least Squares and Related Methods. (avec H. Abdi, W. Chin, G. Russolillo, L. Trinchera,). San Francisco (USA) : Springer, 2013 (<http://dx.doi.org/10.1007/978-1-4614-8283-3>)

Handbook of Partial Least Squares: Concepts, Methods and Applications. (avec W. Chin, J. Henseler, H. Wang,). Heidelberg (Germany) : Springer, 2010

Multivariate Total Quality Control: Foundation and Recent Advances. (avec C. Lauro, J. Antoch, G. Saporta,). Heidelberg (Germany) : Physica-Verlag, 2002

Editeur scientifique d'actes de conférence

Proceedings of the 6th International Conference on Partial Least Squares and Related Methods, (avec M. Tenenhaus, R. Guan). 6th International Conference on Partial Least Squares and Related Methods, Beijing (China) : Publishing House of Electronics Industry, 04 sept. 2009, 434p. (ISBN: 978-7-121-09342-5)

Book of Abstracts, (avec F. Mola, C. Conversano, N. Fisher). EURISBIS'09 - European Regional Meeting of the International Society for Business and Industrial Statistics, Cagliari (Italy) : Tilapia, 30 mai 2009, 249p. (ISBN 978-88-89744-13-0)

Electronic Proceedings of the Knowledge Extraction and Modeling Workshop, (avec C. Lauro, A. Braverman, H. Kiers, M. Schimek). Knowledge Extraction and Modeling, Napoli (Italy) : Tilapia, 01 sept. 2006,

Knowledge Extraction and Modeling - Book of Abstracts, (avec C. Lauro, A. Braverman, H. Kiers, M. Schimek). Knowledge Extraction and Modeling, Naples (Italy) : Tilapia, 01 sept. 2006, 110p.

PLS and Related Methods, Proceedings of the PLS'05 International Symposium, (avec T. Aluja, J. Casanovas, A. Morineau, M. Tenenhaus). PLS'05 - 4th International Symposium on PLS and Related Methods, Paris (France) : SPAD - Test & Go Group, 07 sept. 2005, 538p.

PLS and Related Methods, Proceedings of the PLS'03 International Symposium, (avec M. Vilares, M. Tenenhaus, P. Coelho, A. Morineau). PLS'03 - 3rd International Symposium on PLS and Related Methods - Focus on Customers, Paris (France) : DECISIA, 15 sept. 2003, 538p.

PLS and Related Methods - Proceedings of the PLS'01 International Symposium, (avec C. Lauro, M. Tenenhaus, A. Morineau). PLS'01 - 2nd International Symposium on PLS and Related Methods, Paris (France) : CISIA-CERESTA, 01 oct. 2001, 434p.

Lecture Notes from the 5th IASC Summer School - 3rd Millenium Challenge

for *Industrial Statistics*, (avec C. Lauro, J. Antoch, C. Kitsos). 5th IASC Summer School - 3rd Millenium Challenge for Industrial Statistics, Voorburg (The Netherlands) : ISI/IASC - ISBN: 90-73592-18-6, 10 juil. 2000,

Affiliations et activités académiques

Appartenance à des associations scientifiques de recherche

AMS (The Academy of Marketing Science) depuis Mai 2007

ISBIS (The International Society for Business and Industrial Statistics) depuis 2006

SFDS (Société Française de Statistique) et SFC (Société Française de Classification) depuis Janvier 2002

ISI (International Statistical Institute) - membre élu depuis décembre 2000

CSNA (The Classification Society of North America) depuis Octobre 2000

ENBIS (European Network for Business and Industrial Statistics) depuis Août 2000

ASA (American Statistical Association) depuis Mai 1998

CLADAG - SIS Group of the IFCS (International Federation of Classification Societies)

SIS (Italian Statistical Society) depuis Janvier 1996

IASC (International Association for Statistical Computing) depuis Janvier 1993

Projets européens et autres activités

Directeur de l'unité de recherche ESPRIT European Project : "System for Automatic Seasonal Adjustment and Forecasting of Time Series - TESS" (1998-2000)

Membre de l'unité de recherche ESPRIT European Project "ISO-3D" : développement méthodologique et mise en &oeilig;uvre d'un système visant à l'interprétation des objets symboliques dans les représentations 3D (1998-2000)

Membre de l'unité de recherche du projet EUROSTAT "VITAMIN-S" (2001-2003) : Visual Data Mining System

Membre de l'unité de recherche du projet EUROSTAT "ASSO" (2001-2003) : Analysis System of Symbolic Official Data

Membre de l'unité de recherche du projet EUROSTAT Project "ERMIS" (2001-2003) : Electronic Commerce Measuring with Intelligent Agency

Responsable scientifique du projet EUROSTAT "European Satisfaction Index System - ESIS" : Methodological development, implementation and use of PLS Path Modeling in the domain of Customer Satisfaction Measurement (2001-2004)

Participation à des soutenances de thèses de doctorat

Examineur, "Contribution aux modèles d'équations structurelles à variables latentes" de Emmanuel Jakobowicz (Directeur de thèse : Gilbert Saporta) - Conservatoire National des Arts et Métiers (22 Octobre 2007)

Directeur de thèse, "Unobserved Heterogeneity in Structural Equation Models: a new approach to latent class detection in PLS Path Modeling" de Laura Trinchera - Université of Naples Federico II (29 Février 2008)

Président du comité de soutenance de cinq thèses de doctorat, Alma Mater Studiorum, Université of Bologna, Italie (1er Avril 2008)

Examineur : "PATHMOX Approach: Segmentation Trees in Partial Least

Squares Path Modeling" de Gaston Sanchez Trujillo (Directeur de thèse : Tomas Aluja-Banet) - Universitat Politecnica de Catalunya (UPC Barcelone) Espagne (23 juillet 2009)

Directeur de thèse : "Insights into Tourism Demand and Tourism Behavior: Four Papers using Multiple Perspectives and Structural Equation Modeling" de Guy Assaker - ESSEC Business School, Cergy, France, (1er juillet 2010)

Membre du comité de thèse : "Four Essays on the Interface between Marketing and Operations in Supply Chain Management" de Pietro de Giovanni - ESSEC Business School, Cergy, France (9 Juillet 2010)

Participation à des jurys

Formation générale EMS 2, Collège de l'enseignement militaire supérieur de l'armée de terre, Paris (2007, 2008, 2009)

Expert externe pour l'attribution de fonds à des projets de recherche aux universités italiennes (2009)

Editeur associé

Computational Statistics and Data Analysis International Journal, Elsevier, depuis 2006

Computational Statistics International Journal, Physica-Verlag, depuis 2000

Editorial Board of the Italian Journal of Applied Statistics, depuis 2000

Advances in Data Analysis and Classification, Physica-Verlag, depuis 2010

Statistical Methods and Applications, Springer, 2010-2015

Conseil

AACST, Office de tourisme de Capri et de la région de Naples, Italie

ADDINSOFT, SSII spécialisée en logiciels de statistiques, Paris, France

ALTADIS, Fleury-Les-Aubrais, France

Administration de la région de Lombardie, Milan, Italie

ASSEFOR (Association de la Chambre de commerce pour la formation et l'assistance aux petites et moyennes entreprises), Italie

Bio Springer (The World of Yeast Products), France

CATALYZ Research, Paris, France

CCIAA (Chambre de commerce de Naples, Italie)

CESVITEC (Centre pour la promotion et le développement technique des petites et moyennes entreprises de l'Italie du Sud, Naples, Italie)

CIRAD (Centre de coopération internationale en recherche agronomique pour le développement), France

EUROSTAT (Statistical Office of the European Commission), Luxembourg

GPF - Allaxia SpA (Market Research Company), Milan, Italie

INRETS (Institut National de Recherche sur les Transports et leur Sécurité), France

L'OREAL Recherche, Chevilly-La-Rue, France

STREAM LINE, Paris, France

TERRITOIRES SITES & CITES, Paris, France

Articles de presse

"L'Essec est entrée dans le radar des PhD américains, c'est très clair depuis deux ans", AEF Dépêche n°477168 - by Sarah Piovezan (10 Avril 2014)

"Regards d'Experts sur l'Avenir du Marketing", Le Blog du Distinctive Marketing
(<http://www.distinctivemarketing.fr/interview-vincenzo-esposito-vinzi/> - 5 March 2014)

"Le Big Data est-il une mode ou une véritable révolution ?", Les Cercles des Echos (12 May 2013)

"Big data, Big money ? D'où vient l'argent derrière le Big data ?", Les Cercles des Echos (9 June 2013)

"Le data scientist, un nouveau métier ?", Les Cercles des Echos (7 July 2013)

Expérience professionnelle

Formation en statistique et coaching en statistiques appliquées et avancées

Conception et analyse statistique, enquêtes de satisfaction pour les entreprises privées et les institutions publiques dans les domaines de l'automobile, la téléphonie mobile, du tourisme et de l'énergie.