



Lorenzo JAMES

MSc, Artificial Intelligence

Assistant Professor, Management of Information Systems

l.james@ieseg.fr

EDUCATION

- 2026** Ph.D., Information Systems, Eindhoven University of Technology, Netherlands
- 2020** MSc, Artificial Intelligence, Heriot-Watt University, United Kingdom
- 2018** BA, Game Design and Development, Hogeschool voor de Kunsten Utrecht, Netherlands

RESEARCH INTERESTS

Artificial Intelligence, Health Information Systems

INTELLECTUAL CONTRIBUTIONS

Communications in refereed conferences

International

James L., (2025), *From Monetary Microtransactions to Micro-Health Transactions: A Research Platform for Entertainment Games with Healthy Incentives* International Conference on Information Systems, Tennessee, USA

JAMES L., Parvin P., Genga L., Montagne B., Van Gorp P., (2025), *Interleaving Health and Entertainment: Toward a Modular Architecture for Ethically Enabled Dark Patterns in Digital Interventions* 2025 IEEE Conference on Games (CoG), Lisbon, Portugal

James L., Genga L., Montagne B., Hagensars M., Van Gorp P., (2024), *Caregiver's Evaluation of LLM-Generated Treatment Goals for Patients with Severe Mental Illnesses* PETRA '24: The PErvasive Technologies Related to Assistive Environments Conference, Crete, Greece

JAMES L., van Heugten J. M. A., Van Gorp P. M. E., Nuijten R. C. Y., Montagne B., Hagensars M. A., Frank L. E., (2022), *Evaluation of personalized treatment goals on engagement of SMI patients with an mHealth app* 2022 IEEE International Conference on Bioinformatics and Biomedicine (BIBM), Las Vegas, USA