



Florence NIZETTE

PhD in Business Economics

Assistant Professor, Marketing

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EDUCATION

2026 PhD in Business Economics, University of Namur, Belgium

2026 PhD in Business Economics, Hasselt University, Belgium

RESEARCH INTERESTS

Customer Experience, Ethics, Marketing, Service Research

PROFESSIONAL EXPERIENCE

ACADEMIC:

2026 - Present Assistant Professor, IÉSEG School of Management, France

2025 - 2025 Visiting Scholar, University of Zaragoza, Zaragoza, Spain

2025 - 2026 Visiting Scholar, IÉSEG School of Management, Lille, France

2022 - 2026 Doctoral Researcher, Hasselt University, Namur & Hasselt, Belgium

PROFESSIONAL:

2020 - 2022 Functional Analyst Consultant, DXC Technology, Mechelen, Belgium

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Nizette F., Hammedi W., van Riel A., Steils N., (2025), Why should I trust you? Influence of explanation design on consumer behavior in AI-based services, *Journal of Service Management*, 36(1), pp. 50-74

Communications in refereed conferences

International

Nizette F., Hammedi W., van Riel A., Steils N., (2026), *Beyond comprehension: AI explanations as ethical signals in service encounters* 14th AMA SERVSIG Conference, Braga, Portugal

Nizette F., Hammedi W., van Riel A., Steils N., (2025), *Barriers and Drivers of Explainable AI Implementation in Service Sectors: Bridging Stakeholder Gaps for Effective Adoption* 19th International Research Symposium on Service Excellence in Management (QUIS19), Rome, Italy

Nizette F., Hammedi W., van Riel A., Steils N., (2025), *Demystifying AI Decisions: A Collaborative Path to Explainability in Services* AIRSI The Metaverse Conference 2025, Zaragoza, Spain

NIZETTE F., Hammedi W., van Riel A., Steils N., (2024), *Why should I trust you? The role of Explainable AI on AI-based recommendation systems trust and acceptance* 13th AMA SERVSIG Conference, Bordeaux, France

Nizette F., Steils N., Toti J.-F., (2024), *Manipulative AI: Understanding perceived AI manipulation in recommendation systems* 40ème Congrès International de l'Association Française du Marketing (AFM), Paris, France

Nizette F., Hammedi W., van Riel A., Steils N., (2023), *Why should I trust you? The role of explanations in AI-based recommendation systems* Frontiers in Service, Maastricht, Netherlands

Chapters in books

Published

Nizette F., Hammedi W., (2026), Explainable AI in Marketing, in: Ladhari, R.(Eds.), *Encyclopedia of Artificial Intelligence in Marketing*, 978-3-031-75316-9, Springer, Cham, chapter 1, pp. 1-13

GRANTS AND HONORS

Award

2025 Best Paper Award - Artificial Intelligence, University of Zaragoza, Spain

PROFESSIONAL SERVICE

Invited Lecturer

HEC Liège, University of Liège, Belgium

Member of the organizing committee of an academic conference

Let's Talk About Service 2023, Belgium

AIRSI The Metaverse Conference, Spain