

Keynote Forum
November 12, 2018

Nursing 2018
Nutraceuticals 2018



Joint Event
27th International Conference on
Nursing and Healthcare
&
International Conference on
Nutraceuticals and Food Sciences
Nov 12-13, 2018 | Paris, France

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Annette C Bentley

American Celiac Society, USA

Development of gluten-free/milk-free products

Celiac Disease requires individuals to be on a gluten-free diet for life. The US/FDA ruling allows labeling of gluten-free if <200 ppm. Biagi's (2004) research reported in testing products that a more than 200 ppm. As little as 1 milligram of gluten a day causes damage to the intestine even with the lack of systems (Catassi, 2007).

Earlier literature research identified a medical need for foods that were both gluten-free and milk-free. A search for palatable such products was performed in both local food stores and on the internet in the USA. Searching local stores for bread products revealed such was only found in the freezers and those gluten-free were not milk-free. Only one on-line company provided bread products that were both gluten-free and milk-free. Other baked labeled gluten free products found in the freezer included pizza and pastry. Such products contained milk. Prepared meals labeled gluten-free were not necessarily milk-free, A search for substitute milk products including: cheese, ice cream, margarine, yogurt, pudding. found some of the labeled dairy free actually contained milk and many contained glutens. Shelf items such as soups, canned products, pasta, cake mixes, and other


bakery mixes labeled gluten-free and-milk free were often labeled incorrectly. Finally, a new wave of putting on labels "this product was manufactured in an environment that contains milk, wheat," is being used by many manufacturers to potentially get out of legal problems of consumer complaints.

As a result of these finding I pursued the idea of developing a gluten-free/milk-free French bread. This resulted in a product acceptable to those requiring a gluten-free/milk-free diet as well as the general population. In conclusion it is possible to produced gluten-free products that are also milk-free, package them correctly, label them correctly, and produce them in a totally safe environment. The consumer should not be the victim of thoughtless producers.

Speaker Biography

Annette C Bentley has obtained MS degree in medical education from the University of Medicine and Dentistry of New Jersey in 2003. She has also obtained a MS degree in food science from Louisiana State University in May of 2013. She founded and serves as the President of the American Celiac Society. She has been published in the Journal of General Psychology and the Who sprue (American Celiac Newsletter) the lifeline (CSAUSA newsletter) and the Eucharistic ministry. She has done many presentations at conference throughout the world.

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 Notes:



Nichelle A Mullins

Charter Oak Health Center, USA

Healthcare and Leadership quality

I am proposing an oral presentation entitled, "The Unique Intersectionality of "Healthcare Leadership and Quality." This session will focus on the interconnected nature of quality and leadership as they apply in healthcare. Although for many, quality and leadership have been viewed and discussed as independent principles, they are, in fact, overlapping and interdependent systems that directly impact the provision of care. Healthcare leaders must prioritize improving the patient experience by placing specific emphasis on workplace culture to increase employee morale and patient satisfaction which will inevitably result in improved patient health outcomes. Patients who are pleased with their providers, are normally more compliant with treatment plans, medication regimen and provider orders. Specifically, this presentation will address four major components:

- The essential skills needed for an effective healthcare leader;
- The relationship between leadership, workplace culture, and the patient experience;


- Improving the provision of quality care through change leadership; and
- How to identify and overcome obstacles that arise on the journey to achieving quality in healthcare leadership.

This presentation will utilize both qualitative and quantitative data to illustrate that the provision of quality care rests on the ability of health care leaders to transform workplace culture, focus on the patient experience by utilizing non-traditional forms of healthcare leadership.

Speaker Biography

Nichelle A Mullins is the President and Chief Executive Officer of Charter Oak Health Center, Inc. (COHC), a federally qualified health center that provides quality comprehensive health care to the underserved population regardless of their ability to pay. Mrs. Mullins is a licensed attorney and as such, her prior professional positions include several legal positions including managing a private law practice. She also held various teaching roles at local community colleges. Mrs. Mullins earned a B.A. from the University of Michigan, a Juris Doctor, cum laude, from Syracuse University, and a Masters in Health Care Administration from Walden University. Ms. Mullins is an ordained minister and currently serves as an appointed member of the State Citizens Ethics Advisory Board and the Governor's Healthcare Cabinet Committee. She is married and has three beautiful children.

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 Notes:

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Anne J Gunderson

Georgetown University, USA

A four year Healthcare and Leadership track

High quality, effective clinical practice in health-care requires health professionals to be a member of multiple teams which must work together and communicate well to deliver effective systems of care. The goal of the Healthcare Leadership (HLT) longitudinal, interprofessional track is to provide young learners with the educational experiences and environment that promote advanced discipline competence, the capacity to obtain career success in their health care related professional field, and a sense of personal and societal responsibility for the delivery of safe, quality care.

The track creates continuously learning organizations that generate and transfer knowledge from every patient interaction to yield greater performance predictability and reliability.

The interprofessional HLT track provides a paradigm shift which appropriately adjusts the focus on patient care from one of institutional risk management to an integrated and comprehensive emphasis on the delivery of patient safety and

quality care. MedStar Health in partnership with Georgetown University has developed multiple competency based teaching and learning opportunities for medical students, residents, physicians, and nursing.

The four year track for young learners is embedded within medicine and nursing. The curriculum utilizes multiple learning methods carefully designed to ensure that learning is enhanced over four years. The competencies and curriculum are bold and innovative. Additionally, the partnership between the disciplines is intended to grow to maturity by the end of the overall program.

Speaker Biography

Anne J Gunderson holds a doctorate in educational leadership, MS, and is a Geriatric Nurse Practitioner. She is Associate Dean Innovation in Clinical Education, and Professor of Medicine at Georgetown University. She is also Assistant Vice President for Education, Quality and Safety at MedStar Health, a ten hospital, not for profit company. This year Anne published a book; Shattering the Wall.

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Notes:



Andrea Pusey-Murray Hermi Hewitt

University of Technology, Jamaica

Psychiatric workers' perception of deinstitutionalization of the mentally ill in government hospitals in Jamaica

The aim of the study was to investigate the perceptions that psychiatric workers in Government Hospitals in Jamaica have concerning deinstitutionalized patient care for the mentally ill. A qualitative descriptive design was used. Participants were selected through convenience sampling and comprised twenty-two psychiatric workers who at the time were working with psychiatric patients in two public hospitals. Ethical approval was obtained. Data were collected through three focus group discussions guided by five broad questions. The results revealed that the psychiatric workers had a good knowledge of deinstitutionalization. Secondly, participant narratives showed that stigma, as well as abuse of the mentally ill in their communities was of grave concern. Thirdly, they highlighted issues of cost, accessibility and availability of medications as being problematic. Fourthly, in some cases they received little or no assistance from family members, communities and the police. It is imperative that an aggressive campaign be mounted to sensitize

communities about the benefits of deinstitutionalization and highlight the associated stigma of the mentally ill patients. Simultaneously the support services must be improved and deinstitutionalized mental health care must be rigorously pursued.

Speaker Biography

Andrea Pusey Murray is a Senior Lecturer and Program Director for Undergraduate Nursing Program at the Caribbean School of Nursing, University of Technology, Jamaica (Papine Campus). She has published peer reviewed articles in journals such as International Journal of Nursing Science, Journal of Biomedical Science and Engineering and Mental Health in Family Medicine. She has authored a book chapter entitled, "Attendance and performance of undergraduate students in two nursing courses in a University in Jamaica", in Advancing Education in the Caribbean and Africa and co-authored "Cultural Voices and Human Rights: Case Exemplars" in the Routledge Handbook of Global Mental Health Nursing. Currently, she serves on the Curriculum and Development Committee - Nursing Council of Jamaica. She holds membership with the Nurses Association of Jamaica and Sigma Theta Tau International Honor Society of Nursing - Theta theta Chapter. Her research interests' focus on mental health, public health sexually transmitted infections and education.

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Notes:



Gerald C Hsu

EclaireMD Foundation, USA

Quantitative analysis of relationship between postprandial plasma glucose and food/meal (math-physical medicine)

Introduction: The author used math-physical medicine to research and identify the quantitative relationship between postprandial plasma glucose (PPG) and food/meal.


Methods: Food is the most important factor of PPG, but it is also difficult to regulate eating habits. He created an artificial intelligent (AI) based software to collect his meal data by utilizing optical physics, signal processing, mathematics, statistics, and machine learning. He then developed a PPG prediction model by combining 6M food nutrition data from the United States Department of Agriculture (USDA) and his ~4,000 meal photos as his food database. Each meal picture links with data, including nation, meal location, food type, menu/dish name, and nutritional ingredients. The system can estimate consumed carbs/sugar amount and then predict PPG value prior to eating.

Results: He selected a period of 1,194 days (6/1/2015-9/7/2018) with 3,721 meals (including snacks) and ~100,000 data for his analysis. There were 86 airline meals consumed during his 94 trips during this period. The summary results are listed by both nation and meal location; then, they were sorted by PPG value with the format of PPG (mg/dL) & carbs/sugar (gram).

Speaker Biography

Gerald C Hsu received an honorable PhD in mathematics and majored in engineering at MIT. He attended different universities over 17 years and studied seven academic disciplines. He has spent 20,000 hours in T2D research. First, he studied six metabolic diseases and food nutrition during 2010-2013, then conducted research during 2014-2018. His approach is "math-physics and quantitative medicine" based on mathematics, physics, engineering modelling, signal processing, computer science, big data analytics, statistics, machine learning, and AI. His main focus is on preventive medicine using prediction tools. He believes that the better the prediction, the more control you have.

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 Notes:

Amel Abouelfettoh

Hanan Gabry

King Saud bin Abdulaziz University for Health Sciences, Saudi Arabia

Assessment of nursing graduates' critical thinking disposition skills as an intended learning outcome (ilo) of bsn program at ksau-hs

Health care educational programs assume that students' critical thinking skills improve as a result of moving through the program. Previous studies have investigated the development of critical-thinking skills in different health care professional students, however, there is not enough evidence found in Saudi Arabia till this moment that measure nursing program effect on graduate' critical thinking skills. The ultimate goal would be to enhance nursing students' critical thinking skills and encourage using educational strategies that will found to have an association with critical thinking disposition, accordingly educators need to be familiar with the different teaching and learning strategies that enhance the development of critical thinking in particular creative process oriented teaching methods that will reduce the dichotomy between professional knowledge and university knowledge. Therefore the aim of the current study is to: Assess the critical thinking dispositions skills of nursing graduates at College of Nursing KSAU HS and to assess the relationship between the nursing graduates' critical thinking disposition, their learning preference and the teaching strategies used during the

program. Data is being Collected from three campuses in the university where graduate nursing students fill in the California Critical Thinking Desposition Scale (CTDS), Teaching strategies assessment sheet and sociodemographic information sheet. Priliminary data showed that majority of the graduates (72.8%) perceived that the program contributed to their critical thinking skills, mean total CTDS was 290 ± 21.8 with the lowest score of 247 and the highest score was 342. Interactive learning strategies such as nursing round, interactive lecture, reflective journal, simmulation and brain storming reported to promote critical thinking.

Speaker Biography

Amel Abouelfettoh is an assistant Professor, assistant dean for clinical affairs, College of Nursing KSAU-HS Al Ahsa, KSA. She earned her a joint PhD degree in Nursing from Cairo and Case Western Reserve University; Dr. Amel was a research fellow at the Bolton School of Nursing, Cleveland USA. Abouelfettoh produced 13 publications, received extra-mural fund from research centers and has presented papers and scholarly work in numerous national and International conferences.

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Notes:



Gerald C Hsu

EclaireMD Foundation, USA

Applying energy theory to re-examine the relationship between food/exercise and postprandial plasma glucose (PPG)

Introduction: The author applied his knowledge from mathematics, physics, traditional engineering, and computer science to conduct a big data analytics of food consumption and PPG for type 2 diabetes (T2D) patients.

Methods: The focus on this paper was specifically applying energy theory from physics and engineering. He used both optical physics and signal wave processing to develop his PPG prediction model. He realized weight is merely a physical representation of internal energy exchange in the human body. The energy infusion includes food and others, whereas energy diffusion comprises of exercise/activity and others. The major goal is to avoid having energy imbalance (disequilibrium); otherwise, the excessive (left over) energy will damage a person's internal organs.

Results: The 4,066 food/meals (3,651 meals and 415 snacks) in the selected period of 1,217 days (6/1/2015 - 9/30/2018) indicate the average values for daily glucose as 118.5 mg/dL and daily carbs/sugar intake as 14.8 grams per meal. The food/meal database contains ~8 million, while the patient's metabolism data is ~1.5 million.


By applying both energy theory and wave theory, he found a "preliminary" glucose-energy perturbation range of -7% to 17% resulting from left-over energy. In order to further narrow down the variance, he identified a few practical methods to improve both food intake and exercise in order to "wear-off" the excessive glucose-energy.

Conclusion: The author did not discover any major new findings during this research process. However, he adjusted some methods regarding energy infusion through food intake and energy consumption by walking. As a result, this set of practical tips can guide T2D patients on further improving their PPG conditions.

Speaker Biography

Gerald C Hsu received an honorable PhD in mathematics and majored in engineering at MIT. He attended different universities over 17 years and studied seven academic disciplines. He has spent 20,000 hours in T2D research. First, he studied six metabolic diseases and food nutrition during 2010-2013, then conducted research during 2014-2018. His approach is "math-physics and quantitative medicine" based on mathematics, physics, engineering modelling, signal processing, computer science, big data analytics, statistics, machine learning, and AI. His main focus is on preventive medicine using prediction tools. He believes that the better the prediction, the more control you have.

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 Notes:

Hanan Gabry Amel Abouelfettoh

King Saud bin Abdulaziz University for Health Sciences, Saudi Arabia

Maternal and neonatal outcome among high parous women in Al Ahsa, KSA

Background: Multiparty, and grand-multiparty, are frequently seen in Saudi Arabia with up to 15 pregnancies. Previous studies have highlighted the various maternal risks of grand multiparty, including maternal death, postpartum infection, uterine rupture, antepartum and postpartum hemorrhage, placental abnormalities, pre-eclampsia and eclampsia, other hypertensive disorders, and diabetes. Additionally, early age of marriage among women in Saudi Arabia may lead to multiparty which may linked to further problem.

Aim: The current study aims to determine the prevalence of multiparty and the adverse pregnancy and neonatal outcome among grand multiparty Saudi women.

Methods: Descriptive retrospective design was used to analysis data of high parity women delivered at King Abd Alaziz Hospital, Al-Ahsa; Kingdom of Saudi Arabia between January 1, 2017 to December 31, 2017. Records of women who had five or more previous viable pregnancy were reviewed from the records and documented registry system of the hospital. Demographics, family history, concurrent medical conditions, concurrent surgical conditions, gynecological history, obstetric history, complication during pregnancy, labour and post-partum, and newborn complication were collected. Maternal and newborn information summarized and analyzed using SPSS 20.

Results: A total of 728 records fulfilled the criteria of multiparty women who are attending regular antenatal care clinic. Most of the mothers were housewives, between 30 to 40 years old, with only high school education, with a mean of 6.7 pregnancies. Almost all of subjects have no significant medical problem nor did used contraceptive methods; only 14% have history of diabetes. One quarter of subjects has caesarian delivery. No significant complications occur during pregnancy, during delivery or postpartum, most of the newborn babies were appropriate for gestational age full-term with no illnesses.

Conclusion: The current study results supported by literature where grand multipara reported that it is no longer needed to be considered an obstetrical risk if there is satisfactory health care condition of the mothers before and during pregnancy as well as with good care perinatal care.

Speaker Biography

Hanan Gabry is working as a professor of nursing at the King Saud Bin Abdulaziz University for Health Science. Her research interest includes nursing education and nursing practice.

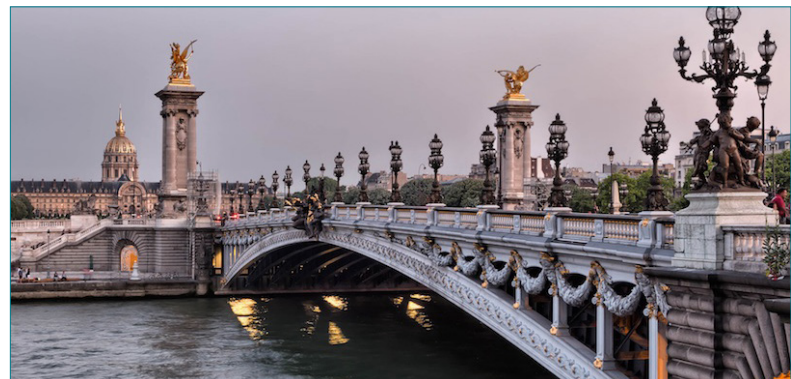
[e: gabryh@ksau.med.sa](mailto:gabryh@ksau.med.sa)



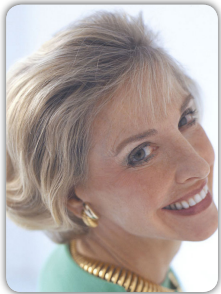
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Karen E Burke

Mount Sinai Medical Centre, USA

Prevention of environmental damage to the skin by topical antioxidants

This presentation reviews recent research which has given us new insights into the molecular biology of extrinsic aging of the skin. Not only does UV (ultraviolet) irradiation directly cause photoaging of the skin, but also environmental pollutants significantly damage exposed skin by several mechanisms. Exposure to the noxious gases of air pollution with simultaneous exposure to UVA can act synergistically to accelerate photoaging and to initiate skin cancer. Also, ozone generated from pollutants reacting with UV induces oxidative stress of the skin's surface via formation of lipid peroxidation products, with cascading consequences to deeper layers. Furthermore, new studies have demonstrated that particulate matter (PM) pollutants can penetrate the skin transepidermally and through hair follicles to induce skin aging via the aryl hydrocarbon receptor (AHR), a recently discovered ligand-activated transcription factor that regulates and protects keratinocytes, melanocytes, and fibroblasts. With this understanding that extrinsic aging of the skin is not only due to photoaging, we realize the necessity of protection beyond sunscreen. Fortunately, correctly formulated topical antioxidants can prevent damage inflicted by both UV and environmental pollution. The stringent requirements to achieve stability, penetration, and activity of these effective antioxidants will be described.

Speaker Biography

Karen Burke is a dermatologist and research scientist. After her Ph.D. in biophysics from Cornell University, Ithaca, NY, she completed post-doctoral fellowships at Cornell University Medical College and The Rockefeller University. She earned her M.D. at New York University with residency in dermatology. She is currently an Associate Clinical Professor in the Department

She has written many research articles and medical book review chapters as well as six popular books (including *Thin Thighs for Life*, *Great Skin for Life*, and *Thin Thighs Diet and Workout*). She is often quoted as a skincare expert in many fashion and health magazines. She currently serves on the editorial boards of *Cutis*, *Aesthetic Dermatology News*, *Cosmetics in Dermatology*, and *Journal of Drugs in Dermatology*. For many years, she was the Medical and Science Editor of the *Diplomatic World Bulletin* (United Nations, New York) for which she wrote a monthly "Health Update" column. She has been a consultant to many corporations including L'Oréal (Paris, France). She has been cited as one of New York's prominent physicians by *New York Magazine* and *The New York Times* and by *Castle-Connolly Guide to Doctors* each year since 2001. She received a "Women of the Year" award from the New York Police Athletic League (2009), a "Distinguished Woman Award" from Northwood University (2010), and a "Trademark Woman of Distinction Honor" (2017). In 2014 she received a Presidential Citation from the American Academy of Dermatology and was elected to the prestigious American Dermatological Association (and to the ADA Board in 2017).

She is an Honorary Life Governor of the New York Academy of Sciences and serves on the Board of Directors of the New York Stem Cell Foundation and the Parkinson's Disease Foundation, and is a Trustee of the Poly Prep Country Day School. She has also served on the United States Federal Drug Administration (FDA) General and Plastic Surgery Device Advisory Panels since 2007. She is founder and president of the Karen E. Burke Research Foundation and of Longévité, Ltd. She was previously on the Board of the Women's Dermatologic Society and is still active in that organization. She serves on the board of the Hospitality Committee for UN Delegates and is an active member of the Women's Forum of the United Nations and One Bright World as well as of many scientific and medical organizations including the American Academy of Dermatology, the Skin Cancer Foundation, The Dermatology Foundation, the American Society of Dermatologic Surgery, the Society for Investigative Dermatology, and the American Medical Association, and others.

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Notes:



Masahiro Onuma

Trisguide Ltd, Japan

Electronic water can reduce oxidative stress in Cancer and Diabetes patients for 3 weeks drinking

Between the oxidizing action and the reducing action due to reactive oxygen species (ROS) in a living body, resulting in the oxidizing action becoming dominant. Oxidative stress arises as the balance between production and removal is disrupted through excessive production of ROS and impairment of the antioxidant system. Oxidative stress has been reported to be involved in the onset and progress of various diseases. Characteristics of Type 2 diabetes are insulin secretion failure and insulin resistance, but it seems that oxidative stress is greatly involved in insulin secretion failure. In the insulin secretion-inducing β cells of Langerhans islets in the pancreas, the amount of superoxide dismutase (SOD), which is representative of the ROS elimination system, is small and resistance to oxidative stress is considered to be weak. Regarding cancer, it is well known that chronic inflammatory conditions increase the risk of carcinogenesis. Cells such as neutrophils and macrophages are activated in the inflammation area leading to increase in production of active oxygen and nitric oxide. These free radicals cause DNA mutation and cell proliferation thereby promoting cancer

development. When chronic inflammation is present, cancer develops more easily.


Electronic water, which was developed to generate electron in water, was consumed for three weeks, after meals, between meals and before sleeping 6 times a day, and according to the test subjects' possible time periods. The amount of drinking water was 750-1000 mL, and BAP and d-ROMs checks for all cases were carried out at 4:30 pm.

As a result, the d-ROMs value in the degree of oxidative stress has reduced, and the BAP value, which is an indicator of plasma antioxidant capacity, has improved significantly.

Speaker Biography

Masahiro Onuma has expertise in oxidative disease prevention to use non-medical product based on GSK's experience of Allopurinol which is the strongest anti-oxidant efficacy in this world. He creates new indication of Allopurinol for stomatitis induced by cancer treatment which was approved by the Japanese Cancer treatment committee to propose new mechanism of Allopurinol for anti-oxidant. And now, there are so many new research papers of Allopurinol in the world.

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 Notes:



Jyoti D Vora

Ramnarain Ruia College, India

Waste utilization by Biotransformation of carica papaya linn peels and development of a value-added product from obtained by-products: An organoleptic and biochemical approach

The diverse agro-climatic zones make India as the second largest producer of fresh fruits and vegetables granting processed fruit and vegetable products such as juices, preserves etc. to number along that leads to the generation of large amounts of wastes, both solid and liquid. This waste is incautiously being thrown without any treatment promoting environmental deterioration. However, these wastes hold immense potential nutritionally; functionally as well as physicochemical which can be utilized for producing cheaper value-added ingredients that bear economic benefits. Carica papaya Linn is a wholesome fruit, widely known as “the Fruit of Angels”, serves as an ideal, low cost food. It ranks second as a source of beta-carotene and is an excellent source of natural sugars, vitamin C, and potassium, with fair amounts of calcium and phosphorus. Low in calories, this exotic fruit holds immense medicinal value since ancient times for treating innumerable disorders and conditions like toothache up to the prevention of cancer. To substantiate the potential of fruit wastes, proximate profiles of papaya peel were analysed using bench science experiments. Following analysis, the peels were then bio valorised to procure commercially important acetic acid which in its own holds several health benefiting attributes.

Further in order to project the organoleptic appeal of the fruit vinegar under study, invasive and non-invasive sensory evaluation was carried out by a semi-trained panellist. This was executed with a recipe. The data was subjected to biostatistical analysis which proved that the novel recipe was highly appreciated. Critical control points were established during the process of novel product development and hazard analysis at critical control points was carried out. The commercial appeal of the recipe was also speculated using value for money (VFM) studies. Future prospects include determination of anti-nutrients and anti-microbial activity of vinegar. The use of this waste utilized novel product as a functional food and development of novel products keeping in mind the nutritional profile and organoleptic acceptance needs to be explored.

Speaker Biography

Jyoti D Vora is an Academician, Head of The Department, Consultant, Trainer, Research Guide And Researcher in Biochemistry And Food Science And Quality Control and her qualifications are M.Sc., PhD, F.S.Sc., MASFFBC, CME (USA), NET Cleared, Nutritional consultant at Raleigh Medical Centre, North Carolina, Certified Functional Foods Scientist (FFC,USA).

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Notes:



Jean Eric Pelet

ESCE International Business School, France

Interacting with a mobile commerce website selling pharmaceutical products

Industries that are traditionally based on more conservative business models like the pharmaceutical industry have to adapt to new technologies such as online commerce, and also mobile commerce, growing at an unexpected rate. They need to adapt and develop their strategy to a more online and mobile-based approach. This study investigates the importance of online customer experience (OCE) when marketing a pharmaceutical product online and its effects on the behavioral intentions of website visitors. The OCE approach is based on factors like flow, interactivity, telepresence and gamification.

In the framework of this analysis, two different websites with different level of flow, interactivity, telepresence and gamification promoting the same product, have been created in order to analyze the different OCE visitors have experienced and their linked behavioral intentions. One website was designed to be image-based and text-based, thus static and non-interactive, the other website was designed to provide a compelling customer experience through interactive features and a simulated product experience.

Our findings will discuss opportunities and challenges of OCE for the pharmaceutical industry in the future to in order to? (take the problem you come from to elaborate your sentence).

The main objective of this research is to understand if website visitors need a compelling customer experience when shopping for eye drops in an online environment such as a website. By gaining a better understanding of the perceived OCE and its impacts on the visitors' behavioral intentions, pharmaceutical companies can adapt the way they market their products accordingly. Specific Implications for theory and practice are discussed.

As OCE is considered as a field of marketing research tackling a topic of paramount importance, this study can contribute to its exploration.

Speaker Biography

Jean-Éric Pelet has completed his PhD in Marketing at the age of 27 years from Nantes University, France. He is the professor of Advanced Digital Marketing at ESCE International Business School, Paris, France. He has over 200 publications that have been cited over 300 times, and his publication H-index is 8 and has been serving as an editorial board member of reputed Journals. Jean-Eric holds an MBA in Information Systems and a BA (Hons) in Advertising. As an assistant professor in management, he works on problems concerning consumer behavior when using a website or other information system (e-learning, knowledge management, e-commerce platforms), and how the interface can change that behavior. His main interest lies in the variables that enhance navigation in order to help people to be more efficient with these systems. His work has been published in international journals and conferences such as EJIS, SIM, AMS, EMAC, AFM and ICIS and he has authored four books on m-commerce and e-learning topics, his last book, released in October 2018, is E-Commerce (Ed. Dunod).

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