



CURRICULUM VITAE 2014

Dr. Rim Jallouli Chaâbouni

Professor of Marketing and Management of Innovation

Dean of the Higher School of Digital Economy -University of Manouba- Tunis- Tunisia

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A. Academic Qualifications & Work Experience

A1. Work Experience:

- A1.7. Dean of the Higher School of Digital Economy, University of Manouba, Tunis, Tunisia, Since August 2011
- A1.6. Professor of Marketing and Management of Innovation, University of Tunis El Manar, University of Sousse, University of Tunis, University of Manouba, Since 2000
- A1.5. Co-Responsible of the project “The collaboration UNFPA (United Nation for Population Fund) & the Higher School of Digital Economy-University of Manouba: Implementation of the program of Management, TIC & Human development” Since 2012.
- A1.4. Director – Academy of Business and Emerging markets - Canada, Since December 2013
- A1.3. President & Founder of The Tunisian Association of Digital Economy, Since June 2013
- A1.2. Country co-chair Global Business and Technology Association Arcadia University-USA, Since 2011
- A1.1. Guest Speaker – The Asian Retailing & Distribution Workshop- University of Marketing and Distribution Sciences- Kobe Japan -Since 2009

A2.Academic Qualifications

- A2.4. University accreditation (Habilitation) in Marketing and Management sciences, December 2012, University of Manouba, Tunisia

- A2.3. Doctorate in Marketing & Management obtained from the University of Tunis El Manar & University of Corsica Pasquale Paoli, France, 2006. (A thesis entitled "Innovation and Market Innovation, The case of art products) under the supervision of Prof Zghal M. & Prof Orsoni J.
- A2.2. Master Degree in Marketing (specialized in e-marketing), University of Tunis El Manar Tunisia, 1999
- A2.1. Higher Diploma of Business Studies (specialized in International Business) from HEC Carthage University of Carthage Tunisia, June 1993

B. Certificates /Training

- B17. Technologies and intelligence, Groupe de Recherche en Economie Théorique et Appliquée- GRETHA – UMR CNRS 5113, University of Sfax, 23th may 2013
- B16. « Search Engine Optimization », ConforWeb Canada, Higher School of Digital Economy, University of Manouba, 12-16 April 2013
- B15. Marketing Case study Redaction, France Business School, Higher School of Digital Economy, University of Manouba, 22th december 2012
- B14. Workshop Gender and Development, United Nations for population Fund UNFPA, Hotel Africa Tunis, 20 december 2012
- B13. Workshop Result based Management; United Nations for population Fund UNFPA, Higher School of Digital Economy, University of Manouba, 10-11 december 2012
- B12. Workshop Human right, United Nations for population Fund UNFPA, Higher School of Digital Economy , University of Manouba, 5-6 november 2012
- B11. Debate Training, 1st & 2nd level, Higher School of Digital Economy University of manouba, November – December 2012
- B10. Management of Competencies, Al Hakim Center, Tunisia, November 2011
- B9. Search Engine Optimization, Web First Rank, May 2011,
- B8. Introduction to Sphinx Software, The Laboratory "Méthodes Marketing", University of Manouba, 12-13 mars 2009
- B7. Basic Practitioner Human Power Energy, International Natural Healers Association, Mars 2009
- B6. Human Power Energy, Al Rashed Center Tunisia, January 2009
- B5. Team Building and Team Motivation, Canadian Training Center of Human Development, November 2008

- B4. Introduction to Neuro-linguistic programming, Al Rashed Center Tunisia, May 2008
- B3. Animated Image and interactivity in e-learning, Université of e-learning Tunis, with Dr.Carmen Compte, 19th of november 2006
- B2. Training « Conception and development of e-courses », with the “Agence Universitaire de Francophonie” & “The Faculty of Pharmacy Monastir” (40 hours), Monastir, 4-8 september 2006
- B1. Training TIC & Pedagogy, University of e-learning “Université Virtuelle de Tunis”, with Marcel Lebrun, 28-29 February 2006

C. Affiliation, Laboratory of Research / Association of Research

- C6. Association of Business and Emerging Markets, Canada (Director)
- C5. The Tunisian Association of Digital Economy (President and Founder)
- C4. The Global Business and Technology Association (Reviewer and Country co-chair), since 2010
- C3. The Tunisian association of marketing, (Member since 2000, reviewer since 2013)
- C2. The Laboratory of Research in Culture, Technologies and development, University of Tunis, 2008-2013 (Member)
- C1. The Laboratory ERMA, University of Tunis El Manar, 2001-2007 (Member)

D. Publications

D1. Journals

- D1.3. Koubaâ Y.,Tabbane R. & Jallouli R (2014), On The Use Of Structural Equation Modeling In Marketing Image Research, *Asia Pacific Journal of Marketing and Logistics*, Vol. 26 Iss: 2, pp.315 - 338
- D1.2. Søylen, K, Kovacevic, M. A., Jallouli, R. (2012), Key Success Factors for ST-Ericsson using Value Chain model, *Journal of Business Research*, Vol. 65, Issue 9, 1335–1345
- D1.1. Jallouli R.et Raboudi F. (2011), Les dérives de la délocalisation : L'exemple des centres d'appel en Tunisie, *Revue Française de Marketing*, 232, 2/5, 77-84

D2. Case studies

- D2.1. Jallouli R., Raboudi F. and Koubâa Y. (2012), Customer knowledge management: Implementation and added-value, *ecch the case for learning UK and USA*, Ref. 912-007-1,17p

E. Publications/ Chapters- Books

- E7. Preface of "Prise en main Référencement Naturel, Guide du consultant web", Book of Mohamed Raouf El Ghali (2013), Conforweb Canada
- E6. Ben Zina K. et Jallouli R. (2010), Technologies sans culture n'est que ruine de l'entreprise, *Approches Tunisiennes en Gestion: Entrepreneuriat et Investissement Culturel*, Université de Paris I Panthéon Sorbonne/ CNR, Collection l'impensé du temps
- E5. Benzarti S. et Jallouli R. (2010), *Nouvelles Technologies et artistes, Cas de la Tunisie, Approches Tunisiennes en Gestion: Entrepreneuriat et Investissement Culturel*, Université de Paris I Panthéon Sorbonne/ CNR, Collection l'impensé du temps
- E4. Boussif T., Benzarti S. et Jallouli R. (2010), La gestion de la relation avec le public, Cas de l'Orchestre Symphonique tunisien, *Approches Tunisiennes en Gestion: Entrepreneuriat et Investissement Culturel*, Université de Paris I Panthéon Sorbonne/ CNR, Collection l'impensé du temps
- E3. Jallouli, R. et Lassouad A. (2010), Les indicateurs de performance dans le secteur de l'art, *Approches Tunisiennes en Gestion: Entrepreneuriat et Investissement Culturel*, Université de Paris I Panthéon Sorbonne/ CNR, Collection l'impensé du temps
- E2. Turki S. et Jallouli R. (2008), Le Management des projets artistiques et culturels en Tunisie, *Nouvelles approches en culture et développement*, University of Paris I Panthéon Sorbonne/ CNR, Collection l'impensé du temps
- E1. Jallouli R., Zghal M and Orsoni J. (2008), Marketing et art, Est ce le grand écart? *Nouvelles approches en culture et développement*, Université de Paris I Panthéon Sorbonne/ CNR, Collection l'impensé du temps

F. Publications / Conferences with peer review

- F12. Abidi E. & Jallouli R. (2012), « La presse électronique tunisienne: Attentes et exigences », ISKO-Maghreb, 3-4 nov, Hammamet
- F11. Bouhafa M. & Jallouli R. (2012), « Le paiement électronique : Le secteur bancaire entre l'adoption de l'innovation et la lutte contre la fraude », ISKO-Maghreb, 3-4 nov, Hammamet
- F10. Hamzaoui W. & Jallouli R. (2012), Profilage et construction identitaire dans les médias sociaux, ISKO-Maghreb, 3-4 novembre, Hammamet « **Best Paper award** »
- F9. Jallouli R. & Kasraoui A. (2012), Business Intelligence et Management des Universités, ISKO-Maghreb, 3-4 nov, Hammamet

- F8. Jallouli R. & Raboudi F. (2011), Customer Knowledge Management and Marketing Performance, 9th Conference of the Society of Asian Retailing and Distribution SARD, Renmin University, Pekin, 25-27 november
- F7. Jallouli R. et Nahdi E. (2011), Impact of Search Engine Marketing SEM on the Website Success, Information Systems and artificial intelligence SIIE, Casablanca, 17-19th February
- F6. Jallouli R. (2010), Interaction between International Retailers and local Retailers in Tunisia: Investment opportunities and strategic partnerships, 8th Conference of the Society of Asian Retailing and Distribution SARD, University of Marketing and Distribution Sciences, Kobe, Japan, 26-28 november
- F5. Boussif T., Jallouli R. & Ben Hmida I. (2010), The firm activities and the choice of CRM solution, 8^{ème} Colloque International de l'Association Tunisienne de Marketing, Hammamet, 2-3April
- F4. Khlif H. & Jallouli R. (2010), Impact of the CRM system quality on firm profitability, Information Systems and artificial intelligence SIIE Sousse, 18-20 February
- F3. Jallouli R., Khlif H. & Brahmi S. (2009), Tunisian Call centers defy the crisis!, 7th Conference of the Society of Asian Retailing and Distribution SARD, University of Marketing and Distribution Sciences, Chung Ang University, Seoul, Korea, Kobe, Japan, 20-22 november
- F2. Jallouli R. (2006), The e-learning in Tunisia, How to succeed the implementation process? Colloque international « les ruptures dans les sociétés d'information et l'économie de savoir», University Tunis El Manar, 15-16 february
- F1. Jallouli R. et Zghal M. (2006), Web and market orientation, The case of art product, International Conference « Marketing in the area of ICT », Higher Institute of Management Tunis, 2- 3 november

G. Speaker - Panels/ Conferences

- G8. Jallouli R. (2011), Marketing Research and democracy in Tunisia, 9th international seminar of the Tunisian Association of Marketing, 8-9 April 2011, Hammamet
- G7. Jallouli R. (2010), Techology and art, a new start, Conference Technology and culture, University of manouba, Tunis, 30 october
- G6. Jallouli R. (2010), « NFC Technology, The case of cultural products », 6ème Journée sur les stratégies de développement culturel et création artistique : Enjeux défis et nouvelles perspectives, Laboratory of Research in Culture, New Technologies and development, Higher institute of Music, University of Tunis, 24 June

- G5. Jallouli R. (2009), Learning 2.0, International Management of competencies, University of Manouba, Tunis, 11 may
- G4. Jallouli, R (2008), Art marketing in Tunisia, The case of painting, 11th International Conference « Culture & economic development i Tunisia », Higher Institute of Music, Tunis, University of Tunis, Mars.
- G3. Jallouli R.(2007), Motivation & Demotivation : What Impact on the higher Education quality ?, Higher institute of technological studies Radès, 9-10 may
- G2. Jallouli, R (2007), Marketing & E-learning, 5th International Conference of Tunisian association of Marketing, University El Manar, Hammamet, 13-14 April
- G1. Jallouli R. (2006), Advantages of the NTIC for the students and the professors, the case of the higher education in Tunisia, Higher Institute of Finance and taxation, University of Sousse, 10 november

H. Reviewer Book/ International Journals:

- H2. Service Science Research, Strategy and Innovation: Dynamic Knowledge Management Methods, Delener N. (sous la direction de), IGI, USA 2012
- H1. Approches Tunisiennes en Gestion: Entrepreneuriat et Investissement Culturel, Université de Paris I Panthéon Sorbonne/ CNR, Zinelabidine M. (Scientific Director), Collection l'impensé du temps, 2010

I. Reviewer- International Conferences:

- I3. Global Business and Technology Association, Fourteen annual international conference, New York, USA, "Mapping the global Future, Evolution through Innovation and Excellence" July 10-14th, 2012
- I2. Global Business and Technology Association, Thirteen annual international conference, "Fulfilling the worldwide sustainability Challenge: Strategies, innovations and perspectives for Forward Momentum in Turbulent Times", Istanbul, Turkey, July 10-14th, 2011
- I1. Global Business and Technology Association, Twelfth annual international conference, "Generating Innovative Solutions to Recurring Problems in the Global Business Environment – A Multi-, Inter-, and Trans- Disciplinary Approach to Formulating and Maintaining a Competitive Organizational Edge", South Africa, July 5-9th, 2010

J. Country co-chair/ International Conferences

- J2. Country co-chair, Global Business and Technology Association, Fourteen annual international conference, New York, USA, "Mapping the global Future, Evolution through Innovation and Excellence" July 10-14th, 2012

J1. Country co-chair, Global Business and Technology Association, Thirteen annual international conference, "Fulfilling the worldwide sustainability Challenge: Strategies, innovations and perspectives for Forward Momentum in Turbulent Times", Istanbul, Turkey, July 10-14th, 2011

K. Organization of Scientific & pedagogic events:

K6. ESCE First open Day: The Partnership day, 2011, Higher School of Digital Economy University of Manouba, 10th -December

K5. How to evaluate a scientific publication, 2010, The Laboratory of Research in culture NT and development CUNTIC & University of Manouba, Higher School of Digital Economy, 12th april

K4. « Le mécénat, un héritage de la Méditerranée » 2010, The Laboratory of Research in culture NT and development CUNTIC & University of Manouba, Higher Institute of Music Tunis, 11th April

K3. "Technologies & culture : new experiences » 30th october 2010, The Laboratory of Research in culture NT and development CUNTIC & University of Manouba

K2. Seminar "International Management of competencies", ESCE, University of Manouba, 11th may 2009

K1. Study day « How to create its own consulting business », Higher Institute of Finance and Taxation University of Sousse, 16th April 2007, Sousse.

L. Theme Suggestion / Panels

L2. University & partnership: Challenges! International conference « Information Systems and economic intelligence SIIE », 2012, Jerba, 16-18 th February

L1. Marketing & E-learning, 5th International conference of the Tunisian association of Marketing, 2007, University El Manar, Hammamet, 13-14th April

M. Module teaching experience

M7. Website Optimization, Master degree specialized in E-commerce, Higher School of Digital Economy, University of Manouba, 2011-2013

M6. E-Marketing & CRM, Master degree specialized in E-commerce, ESCE & ESC, University of Manouba, 2008-2011

M5. Marketing & international management, Master degree specialized in E-commerce, ESCE & ESC, University of Manouba, 2008-2011

M4. E-Learning, Master Degree specialized in the Management and Marketing of culture and art, Higher institute of Music University of Tunis, 2008-2010

M3. Management of Innovation, Master Degree specialized in the Management and marketing of culture and art, Higher institute of Music University of Tunis, 2007-2010

M2. Project Management, Higher education diploma and Master degree specialized in Finance and Taxation, Higher Institute of Finance and Taxation, University of Sousse, 2004-2008

M1. Marketing 1 & 2, Higher education diploma specialized in Finance and Taxation, Higher Institute of Finance and Taxation, University of Sousse, 2003-2007

N. Research projects

N1. Leader of the research project « Webmarketing Tunisian Olive Oil in Japan, WebTO Japan », University de Manouba & University of Marketing and Distribution Sciences, Japan, 2012-2015

N2. Co-responsible of the national Project « Medical information system management », University of Manouba & The Hospital « CHU Hédi Chaker Sfax », Tunisia, 2012-2014

O. Supervision:

O1. Doctoral Degree (Phd) Thesis (In Progress)

O1.1. Co supervisor

Bouhafa M. (2013), The Electronic payment Challenge: The equilibrium between the adoption of the innovation and the fight against fraud in the banking sector, University Nice Sophia Antipolis (France) & University of Manouba (Tunisia)

O1.2. Supervisor

Nefzi H. (2014), Color and Profiling in social media, University of Manouba (Tunisia)

O2. Master's Degree & diploma of higher education (Full dissertation / Completed)

Author	TITLE	Year	Level	Institution / University
1. Ramzi Ghorbel	Administration and SEO of a High Tech magazine : Zoo Mobile	2013	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
2. Sonia Nehdi	The Challenge of Tunisian universities: Management of competencies	2013	Full dissertation MASTER's Degree	ISCAE- University of Manouba
3. Wafa Hamzaoui	Profiling and identity construction in social media	2012	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
4. Amina Kasraoui	Business Intelligence & Univerity management	2012	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
5. Ines Ben Hmida 6. Wafa Nasri	NFC technologies & cultural activities in Tunisia	2012	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
	Social Networks: From e-commerce to social commerce	2011	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of

7. Mahdi Saidane				Manouba
8. Asma Khedri	Tourism & e-commerce : The case of Seven Air	2011	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
9. Manel Bouziri 10. Emna Jallouli	Evolution Of Electronic Commerce In Tunisia: A study of merchant sites	2011	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
11. Amira Dbabria	SEO and the dynamisation of web sites : The case of bukolik	2011	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
12. Ghaith Jelassi 13. Emna Bhri	Internet consumer behavior and design of a news aggregator in electronic press	2011	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
14. Emna Nehdi	Importance of SEO and website dynamisation, the case of Makina Corpus	2011	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
15. Imed Hassouma	The universe Du Nay: A musical project	2011	Full dissertation MASTER's Degree	Higher Institute of Music-University of Tunis
16. Hichem Najjar 17. Brahmi Sihem	Trust in the Era of E-Commerce: The Case Of Tunisians webSites	2011	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
18. Mariem Benlarbi 19. Imene Mouradi	A Multicriteria analysis of the CRM Solution implementation	2010	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
20. Sinda Ouestleti 21. Wiem Rouissi	A Marketing Study: The Project of a Tunisian Portal for Health	2010	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
22. Bayounes Mouna 23. Bouhouch Imen	A Marketing Study: The Project of a Tunisian Portal for building :Suprêm-immo	2010	Full dissertation MASTER's Degree	Higher School of Digital Economy, University of Manouba
24. Raoudha Ounissi	Management of cultural and artistic project	2010	Full dissertation MASTER's Degree	Higher Institute of Music-University of Tunis
25. Salim Sallemi	Management Optimization of audiovisual archives:	2010	Full dissertation MASTER's Degree	Higher Institute of Music-University of Tunis
26. Sabri Turki	Management of artistic activities	2007	Full dissertation MASTER's Degree	Higher Institute of Music-University of Tunis
27. Wissal Ben Souilem 28. Imen Ounissi	Impact of market orientation Innovation success : The case of banking activities	2007	Full dissertation- Diploma of higher education	Higher Institute of Finance and taxation University of Sousse
29. Hamida Mhenni	Importance of the service quality on customer satisfaction : The case of banking services	2007	Full dissertation- Diploma of higher education	Higher Institute of Finance and taxation University of Sousse
30. Boukhoubza Faycel 31. Boufaden Med Ali	TIC and organizational changes	2003	Full dissertation- Diploma of higher education	Higher Institute of Management of Gabes-University of Gabes
32. Ben Mannoubi Kaouthar 33. Beji Khira	Information systems and decision tools in Tunisian organizations	2003	Full dissertation- Diploma of higher education	Higher Institute of Management of Gabes-University of Gabes
34. Daik Hedia 35. Chine Sarra	Technical innovations in Banking activities	2003	Full dissertation- Diploma of higher education	Higher Institute of Management of Gabes-University of Gabes
36. Ben Mabrouk Samia 37. Ghouma Sassia	NTIC and inter-functional coordination	2003	Full dissertation- Diploma of higher education	Higher Institute of Management of Gabes-University of Gabes
38. Narjes Ghrairi 39. Sami Karouf	Importance of the evaluation of the Iso 9000 norms for Tunisian firms.	2003	Full dissertation- Diploma of higher education	Higher Institute of Management of Gabes-University of Gabes
40. Mars Hedi 41. Oudira Amar	Technical innovation and performance	2003	Full dissertation- Diploma of higher education	Higher Institute of Management of Gabes-University of Gabes

42. Touati Ines 43. Mizouri Houda	Internet adoption of Tunisian firms	2003	Full dissertation-Diploma of higher education	Higher Institute of Management of Gabes-University of Gabes
44. Samia Soyeah 45. Ikram Ghribi	NTIC and organizational changes: A comparative study in the banking field	2003	Full dissertation-Diploma of higher education	Higher Institute of Management of Gabes-University of Gabes

P. Cultural activities

Painting- Personal and collective exhibitions: Exquis mots (2006)/ Tunisia - France
Science & art (2007), Tunisia / Meditation (2009), Tunisia

Q. Languages

English, Arabic & French: Academic

R. Awards and Distinctions

R3. Best Reviewer award 2013

15th Annual International Conference (2013), Global Business and Technology Association, Globalizing Businesses for the Next Century: Visualizing and Developing Contemporary Approaches to Harness Future Opportunities Helsinki, Finland, July 2–6, 2013

R2. Best Paper Award

Hamzaoui W. & Jallouli R. (2012), Profilage et construction identitaire dans les médias sociaux, International Society for Knowledge Organization ISKO-Maghreb, 3-4 november, Hammamet

R1. Best online course Project

The award of "l'Agence Universitaire de Francophonie » of the best Project of online courses « Management of innovation », Training (40h) « Conception, development and Use of online courses, 2006, "Agence Universitaire de Francophonie" & Faculty of Pharmacy University of Sousse, Monastir, 4-8th september 2006