

Asma Zarrouk

EDUCATION

- 2014-2018 Ph.D., in Business Administration (Entrepreneurship), University of Sousse
"Entrepreneurship and Continued Entrepreneurship: Gendered vs Gender Neutral Perspective" (Award Winner, International Council for Small Business)
- 2013 MSc., in Business Administration (Business Creation), University of Sousse
- 2010 BSc., in Business Administration (International Business), University of Sousse

FACULTY EXPERIENCE

- 2018-2019 Visiting Scholar, Grenoble Ecole de Management
- 2015-2017 Professor of Business Administration, Ministry of Higher Education and Scientific Research

PEDAGOGICAL & RESEARCH-BASED TEACHING EXPERIENCE

- 2015-2017 Entrepreneurial studies: LFE / undergraduate level, first semester of 2015-2016
Entrepreneurship: LFG / undergraduate level, second semester of 2015-2016
Production Management: LFG / undergraduate level, first semester of 2016-2017
Well-Being at Work: LFG / undergraduate level, second semester of 2016-2017

RESEARCH OUTPUT & PUBLICATIONS

- In progress Zarrouk Asma, Gaies Brahim, Erno Tornikoski, & Maalaoui Adnane (in progress). The non-linear role of R&D investments in different nascent entrepreneurial activities. *Academy of Management Journal*.
- 2019 Erno Tornikoski, Maalaoui Adnane, Gaies Brahim, & Zarrouk Asma (2019). How does the gender gap in nascent entrepreneurship and its socio-cultural context impact self-employment in OECD countries? *Academy of Management, Diana International Research Conference*. Wellesley.
- 2019 Zarrouk Asma & Buffart Michaël (2019). Growth intentions and realizations among new firms in the US 2004-2011. *Frontiers of Entrepreneurship Research*. Wellesley.
- 2018 Zarrouk Asma, Bouhaouala Malek & Tornikoski Erno (2018). Entrepreneurial Intentions among Higher Education. *RENT Conference*. Toledo.

- 2018 Tornikoski Erno, Zarrouk Asma, Buffart Michaël (2018). Intending and Growing New Businesses: Theorizing and Investigating Gendered vs. Gender Neutral Perspectives *ICSB World Conference Proceedings*. Washington.
- 2018 Zarrouk Asma (2018). Entrepreneurship and Continued Entrepreneurship: Gendered vs Gender Neutral Perspective. *Cognitive Perspective in Entrepreneurship Research*, Paris.
- 2012 Zarrouk Asma (2012). The factors behind the perception towards female managers. *MS Thesis*. ISG Sousse.
- 2010 Zarrouk Asma (2010). The factors behind starting a business. *BS Thesis*. ISG Sousse.

SELECTED PROFESSIONAL ASSOCIATIONS AND AFFILIATIONS

- 2019-Present The Next Woman Tunisia: Training for Female Entrepreneurs
- 2019 European Council for small business and Entrepreneurship

OTHER ACADEMIC MERITS

- 2021 Reviewer at ETP, ACERE Conference. QUT University
- 2018 Media: “Meet Asma Zarrouk” article at Grenoble Ecole de Management
- 2018 Position of Trust: Facilitator at an international conference in Paris, IPAG Business School
- 2016 Leadership position: Instructing students in different group projects, FSEG Sousse
- 2015 Co-supervisor, Pre-examiner and Member of jury (PFE dissertations), ISG Sousse

SELECTED HONORS

- 2018 PhD Student Award, International Council for Small Business, Paris
- 2018 Best PhD project Award, IPAG Business School, Ecole de Management Leonard De Vinci, Grenoble Ecole de Management
- 2018 Nominee for Best Article Award, ICSB World Congress, Taipei
- 2018 Research Budget, Grenoble Ecole de Management, Grenoble
- 2018 Talented Scholar Passport, French Embassy in Tunisia

SELECTED INTERNATIONAL SEMINARS, WORKSHOPS & CONFERENCES

- 2018-2019 MOTI Seminars, Grenoble Ecole de Management, France

- September.14: Katharina Pernkopf (WU Vienne) *“Conventions at work: the role of competent actors and form investments in accomplishing coordination – A study on the work time reduction of Hospital Doctors”*
- September.21: Richard Whittington (Oxford) *“Opening Strategy: Professional Strategists and Practice Change, 1960 to Today”*
- September.28: Tim Morris (Oxford) *“We’ve decided to become strategy consultants: image and reputation change in a management consulting firm.”*
- October.5: Lea Stadtler (GEM) *“Hybrid Strengthening or Eventually Weakening? Boundary Organizations to Facilitate Cross-Sector Collaboration”*
- October.12: Sébastien Houde (ETH) *“The Incidence of Coarse Certification: Evidence from the ENERGY STAR Program”*
- October.19: Sarah Kaplan & Anita McGahan (University of Toronto) *“Reflection about Publishing”*
 Sarah Kaplan (co-authored with Nel Dutt) *“Acceleration as Mitigation: Whether and when Process Solutions can Address Gender Bias in Entrepreneurship”*.
 Anita McGahan (co-authored with J.E. Horwitz and B. McEvily) *“How the Network Neighborhood Influences Partnerships: From Handshakes to Formal Collaboration among US Fire Departments”*.
- November.9: Ismael Al-Amoudi (GEM) *“Anormative black boxes: artificial intelligence and health policy”*
- November.16: Santi Furnari (Cass Business School) *“Inhabiting institutional politics on the ground: Power and institutional logics in the creation of Chicago’s Millennium Park”*
- November.30: Ted Khoury (Portland State University) *“Bringing Institutional Change through Supply Chain Operations: A Case Study of Za’atari Refugee Camp”*
- December.7: Héloïse Berkowitz – (CNRS (UMR5303), TSM) *“(Self)-regulating platforms of the sharing economy through partial meta-organizing”*
- December.14: Tuomas Kuronen (Hanken) *“Officers of the office: Institutional logics, organizational change, and institutional maintenance in a military HQ”*
- 2019 Babson College Entrepreneurship Research Conference (BCERC), Wellesley, Mass, USA. 4-8 June 2019.
- 2018 Research in Entrepreneurship and small businesses (RENT), Toledo, Spain.14-16 November 2018.
- 2018 Crafting Scholar/Researcher Wisdom: Co-constructing Learning and Identity-Observations, Reflections and Futures; November 14, 2018 in Toledo, Spain at 15:30.

- 2018 How to teach Sustainable Entrepreneurship? November 14, 2018 in Toledo, Spain at 10:30.
- 2018 Cognitive Perspective in Entrepreneurship Research, Paris, France. 24-25 September 2018.
- 2018 The International Workshop on Cognitive Perspective in Entrepreneurship Research; September 24th, 25th 2018, in Paris, France. IPAG.
- 2018 International Council for Small Business (ICSB), Taipei, Taiwan. 26-29 June 2018.

SELECTED EVENTS

- 2021 SheMadeIT Africa Week. Digital event. 22-25 November.
- 2020 Nobel Week Dialogue: The Challenge of Learning. 9 December 2020 from 13:00 to 16:30 CET.
- 2020 The Annual Investment Meeting (AIM), Reimagining Economies: The Move Towards a Digital, Sustainable, and Resilient Future. Digital, 20-22 October 2020.
- 2020 California Entrepreneurship Educators Conference (CEEC), Online, 16-18 April 2020.
- 2019 Special Olympics Massachusetts, Harvard Stadium, Boston, USA. 9 June 2019.
- 2019 MIT Management Sloan School information session, MIT, Boston, USA. 9 June 2019.
- 2019 Academy of Management Learning & Education Editor Panel and Paper Workshop: June 4, 2019 in Wellesley, Massachusetts, USA at Babson College from 10:00 to 15:30.
- 2018 Harvard open House, Tunisia Office, Center for Middle Eastern studies, Harvard University, Tunis, Tunisia. May 12, 2018.
- 2017 Grenoble Ecole de Management information session, GEM, Grenoble, France, January 2017.
- 2017 International Conference for Academic Disciplines (ICAD), Venice, Italy. 28 June-1 July 2017.
- 2016 World Innovation Summit for Education (WISE), IHEC Carthage, Tunis, Tunisia. May 26, 2016.
- 2015 LaREMFiq Brainstorming Event, Institute of Higher Commercial Studies (IHEC), Sousse, Tunisia, 2015
- 2015 MOFID Doctoral Day, Faculty of Economic Sciences and Management, Sousse, Tunisia, 2015.
- 2014 MOFID Doctoral Day, Tej Marhabe Hotel, Sousse, Tunisia, 2014.