

ASMA ZARROUK

PhD in Business
Administration

EXECUTIVE SUMMARY

I am a researcher with over two decades of experience in the Business field. I focus on designing and conducting entrepreneurship research.

RESEARCH INTERESTS

- Decision making in new business creation.
- Gender issues and management solutions.
- Behavioral studies in entrepreneurship.

CONTACT DETAILS

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PROFESSIONAL CAREER

Senior Researcher

University of Sousse | October 2011-Present

- Design research plans and protocols
- Ensure that standards of good laboratory practices are met
- Liaise with international Entrepreneurship and Business Administration researchers

Associate Researcher

University of Sousse | September 2006-June 2010

- Identified and corresponded with participants
- Tracked inventory
- Collected and organized data
- Oversaw research protocols
- Liaised with researchers

ACADEMIC BACKGROUND

University of Sousse

PhD Business Administration | Graduated September 2018

Graduated with the Highest Honor and Committee Praise | GPA: 4.0 AP (Advanced Placement).

Completed a doctoral dissertation on "Intentions to Venture Growth: Do gender & culture matter?" (2018 ICSB Award Winner)

University of Sousse

MSc Statistics Applied to Management | Graduated September 2013

Graduated with Honors | GPA: 3.0 (LMD: 480 pts)

Completed a masteral dissertation on: "Female Managers and Glass-ceiling: The explicative factors of the perception of female managers."

PUBLISHED WORK

- Growth intentions and realizations among new firms in the USA 2004-2011.
- Entrepreneurial intentions among higher education in France.