

Mrs. Dhouha Jaziri Bouagina

I seek for a framework encouraging international scholars.

Teaching and research for me is a life mission and the main aim is to contribute as much as possible to the academic development of students and to be an active element in the research advancement.

PERSONAL PROFILE

Dhouha Jaziri-Bouagina, is a Lecturer at the faculty of economic and management science of Sousse, University of Sousse, Tunisia. She obtained her PhD degree in marketing from ISG, Tunis. Previously, she was an assistant professor at FSEG-Nabeul for 6 years. Her research concerns mainly the experiential marketing, the knowledge management, the customer knowledge management, and the innovation management. She has a set of high ranked peer-reviewed publications and communications around the world (several conferences such as Tunisia (ATM, 2012, 2013), Algeria (2008), Cardiff, Great Britain (2013), AGECSO (2013, 2016) France, Lithuania (2013), Spain (2015). She is a member of AGECSO (France). She was a member of program committee, in the workshop of business intelligence of WorldCIST'15 – (Portugal, 2015) and was recently selected as a member of technical Program Committee of FEBM (The Second International Conference on Economic and Business Management (Shanghai, October, 2017). Moreover, she is a member of editorial Advisory Board (IGI global). She reviewed a set of chapters in books published by IGI global and articles in high ranked journals in the marketing and management field. She published her first book entitled: "*The Handbook of Research on Tacit Knowledge Management for organizational Success*" which was released at April, 2017 and published in June, 2017 by IGI-Global, USA.

1- EDUCATION

2015: Doctorate Diploma in Business, Marketing Field- High Institute of Management of Tunis, University of Tunis, Presented and defended thesis publicly, March 14th, 2015 entitled: *Customer Experiential Knowledge Management, Construct proposal and application to the Well-being Tourism in Tunisia.*

2007 : Master Diploma in Marketing – The High Institute of Management of Tunis, University of Tunis – Research on the impact of socio-demographic factors on the service quality perception : The case of Hotel Management “.

2004 : Bachelor of Marketing Sciences, BSc Marketing (4 years, full-time)– The High Institute of Management of Tunis, University of Tunis- Research on the explicative factors of customer satisfaction (toward the supermarkets; The case of Monoprix Store

2000 : High School Degree in Applied Sciences – Rue de Russie School, Tunisia

2- EMPLOYMENT

- TEACHING

Courses taught in French Language - (titles translated & Corresponding Class Level)

2015-2018, Lecturer at Faculty of Economic and management sciences-Sousse, Sousse University, Tunisia,

Marketing (2nd, LFG) , Entrepreneurship (2nd, LFG), Services Marketing (3rd, Management), Web Marketing (3rd Marketing).

Experiential Marketing (3rd , Marketing), Conquest of Foreign Markets (2nd, Master of business Engineering in international trade), Marketing Strategy (3rd Marketing) , Marketing Retailing (2nd, Master of Marketing Research)

Practical Works taught in French and Corresponding class level :

2007-2014, Assistant Professor at Faculty of Economic sciences and management of Nabeul, Carthage University, Tunisia

Services Marketing (2nd Tourism marketing), Management of Sales force (3rd Marketing), Marketing (3rd entrepreneurship), Principles of Management (1st LA .INF of Management, 1st LF in Management, 1st LA in Management), Management (2rd HR)

-Courses taught in English and Corresponding class level

2015-2016, Contract teacher at the High Institute of Management of Tunis, ISG Tunis, University of Tunis, - The Negotiation Techniques, Class : Master of Marketing,

2011-2012- Contract Teacher at Tunis Business School (TBS), Tunisia, Course Principles of Management

2012-2013- Contract Teacher at Tunis Business School (TBS), Principles of Marketing .

- PROFESSIONAL EXPERIENCE IN ENTERPRISES

2006- Financial Market Council -Role: Collaborator of the department head of the relations with the interveners in the market.

My tasks were: - Monitoring the financial statements, the risks, the transactions and the shareholding status of the intermediaries.

- Make inspections of intermediaries on the stock exchange to ensure compliance with the obligations incumbent on them and to realize this through reports to be submitted to the general management;

- Present the activity of the department to representatives of the central bank of Rwanda.

- 2003: Student Status, Network Department (Marketing & commercial)- Shell Company of Tunisia -

-Achievement: Establishment of an econometric model on Excel measuring the risk of insolvency of the stations' managers.

3- RESEARCH

A- Peer-reviewed Conferences Papers

- Jaziri, D., Jridi, K. & Triki, A. (2016). Vers une nouvelle visions des systèmes théoriques transversaux de type SFA, Agecso 2016, la dynamique des connaissances, 9e Colloque International GeCSO Gestion des Connaissances dans la Société et les Organisations, European Business School, Paris
- Jaziri-Bouagina, D. & Triki, A. (2015). " Customer Experiential Knowledge Management Competence: A Third order Construct Estimation& Predictive Power Testing", *2nd International Symposium on Partial Least Squares Path Modeling, Seville (Spain), June 2015.*
- Jaziri-Bouagina, D. & Triki, D. (2013) "The customer experiential knowledge management (CEKM) -concept proposition and research framework development", *14th European Conference on Knowledge Management ECKM, Kaunas University of Technology, Kaunas, Lithuania, September 2013.*
- Jaziri-Bouagina, D. & Triki, A. (2013): " Customer Experiential Knowledge Management (CEKM): Concept Proposition and Research Framework Development, The Case of Well-being Tourism", *The Academy of Marketing conference & doctoral colloquium, July 2013, Cardiff, University of South Wales.*

- Jaziri-Bouagina, D. & Triki, A. (2013) "La gestion de la connaissance expérientielle client, proposition du concept-cas du tourisme de bien être », *6ième Colloque Francophone GeCSO, Gestion des Connaissances, Société et Organisations*, Nancy, Université Lorraine, France.
- Jaziri-Bouagina, D.& Triki, D. (2013) : "The Advent of Customer Experiential Knowledge Management (CEKM): The case of Well-being Tourism", *11ème Colloque International de l'Association Tunisienne de Marketing*, Avril 2013, Mahdia, Tunisie.
- Gam, A., & Djaziri, D. (2012) : « The service quality perception measurement Scale, The Case of Hotel Management », *Séminaire MASE (Modélisation et Analyse statistique et Economique)*, Le 18 Mai, l'Ecole polytechnique de la Marsa.
- Djaziri, D. & Gam, A. (2012) : « The service quality perception measurement Scale ; the case of Hotel Management », *10ième Colloque International de l'Association Tunisienne du Marketing*, Hotel le Royal, Yasmine Hammamet, le 8 & 9 Avril 2012.
- Djaziri, D. & Touzani, M. (2008) : « l'influence des facteurs socio-démographiques sur la perception de la qualité de service, Cas de l'industrie hôtelière », *Colloque International sur le Tourisme, Secteur de l'économie, de substitution et de développement Durable*, Alger le 13 et 14 Avril 2008.

B- Peer-Reviewed Indexed Publications

- 1) Jaziri, D. (2019), "The Customer Experiential knowledge' Contribution to Innovation Management, Toward the Definition of A New Organizational Competence", Chapter 12, in *Handbook of Research on Expanding Business Opportunities With Information Systems and Analytics*, in print , IGI global.
- 2) Jaziri, D. (2018). The advent of customer experiential knowledge management approach (CEKM): The integration of offline & online experiential knowledge. *Journal of Business Research*. Elsevier Inc. <https://doi.org/10.1016/j.jbusres.2018.05.029>
- 3). Jaziri-Bouagina, D., & Jamil, G. L. (2017). *Handbook of Research on Tacit Knowledge Management for Organizational Success* (pp. 1-542). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-2394-9, Scopus index.
- 4). Jaziri-Bouagina, Dhouha. (2017) "The Tacit Knowledge Through the Customer Experience: Conceptualization, Externalization Methods, and Use Application to Tunisian Thalassotherapy Centers." *Handbook of Research on Tacit Knowledge Management for Organizational Success*. IGI Global. 1-29. Web. 5 Jul. 2017. doi:10.4018/978-1-5225-2394-9.ch001, Scopus Index.

- 3) Jridi, K., Jaziri-Bouagina, D., & Triki, A. (2016). The SCM, CRM Information System, and KM – An Integrating Theoretical View: The Case of Sales Force Automation. In G. Jamil, A. Soares, & C. Pessoa (Eds.), *Handbook of Research on Information Management for Effective Logistics and Supply Chains* (pp. 239-254). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-0973-8.ch013 (Indexed in Scopus).
- 4) Jaziri-Bouagina, D. & Triki, A (2015) : The Tacit Knowledge-Centric Innovation : Toward The Key Role of Customer Experiential Knowledge, Chapter 5, in *Handbook of Research on Effective Project Management through the Integration of Knowledge and Innovation*, Eds, Jamil, G. L., Lopes, S. M., Malheiro da Silva, A., & Ribeiro, F, (pp. 1-459). Hershey, PA: IGI Global. doi:10.4018/978-1-4666-7536-0. (indexed in Scopus, Thomson reuters).
- 5) Jaziri-Bouagina, D. and Triki, A (2014).From postmodernism to postmodern consumer: the impact on the consumption theory, *Postmodern Openings Journal*, 5 (2), 99-117. (Covered in EBSCO, Proquest and other indices).
- 6) Jaziri-Bouagina, D. and Triki, A. (2013).The customer experiential knowledge management (CEKM) - concept proposition and research framework development, *Proceedings of the 14th European Conference on Knowledge Management ECKM 2013*, vol 1, 307-314, **Eds. :** Brigita Janiūnaitė, Asta Pundziene, Monika Petraite, Book version ISBN: 978-1-909507-38-8, Thomson ISI index, Scopus Index, UK : Academic Conferences and Publishing International Limited Reading.

c- Research Projects in Process of Development

- 1). Jaziri, D, (2019). Assessing the Content validity of a New Construct through the Q-Sort technique-The Case of CEK-PC Construct applied to the Well-being Tourism-International Journal of Contemporary Hospitality Management (IJCHM).
- 2).Jaziri, D (2019) The proposal of a Hybrid Approach for the development of formative construct measurement, *International Journal of Marketing*.
- 3). Jaziri-Bouagina, D, Hackett , P.(2018). Contemporary approaches to modeling the consumer decision making, *Submission to Qualitative Market research Journal*.
- 4-Jaziri-Bouagina, D & Jebiril, A (2018). A critical review of the resistance to anti consumption behavior : the case of obesity, *British Food Journal*, proposal accepted by editor, in process.
5. Jaziri, D. (2018). The CEKMC' Conceptual model development, in progress.

6. Jaziri, D. (2018). "Customer Experiential Knowledge Management Competence: A Third order Construct Estimation & Predictive Power Testing" in progress.

D- Internal Reports & Research Presentations at ARBRE Laboratory, ISG of Tunis- (Applied Research in Business Relationships & Economics), Period November 2010- March 2015

- Jaziri-Bouagina D. (2011) : « From Customer Tacit knowledge management to innovative experience conception », working paper n°1, Unité de recherche en Marketing Relationnel (URMR), Institut Supérieur de Gestion de Tunis. (Workshop presentation, URMR- ATM 2011).
- Jaziri, D. (2011): "The Customer knowledge Management : A new Approach by The Lived Experience Concept, The case of The Well-Being Tourism in Tunisia", Workshop URMR, April, 8th 2011, Association Tunisienne du Marketing, 2011.
- Jaziri, D. (2011): "The experience concept": An exploration between the theory and the practice aspect", September, 24th, ISG de Tunis.
- Jaziri, D. (2011): "The Customer knowledge Management: A new Approach for The Lived Experience Conceptualization, The importance of SDL approach, The Case of The Spa tourism in Tunisia", Thesis Progress Part III, December 3rd, ISG of Tunis.
- Jaziri, D. (2012) : "The Consumer Experience : Theoretical development and Managerial Aspects, A Synthesis" The case of Thalassotherapy & Spa centers", Le February, 18th, ISG of Tunis.
- Jaziri, D. (2012): "The Consumer Experience : Theoretical development and Managerial Aspects, The proposition of a new Approach; The case of Thalassotherapy & Spa centers", *Les Journées des Doctorants "ARBRE"*, 11-12-13 May, Hotel Magic life El Manar Hammamet.
- Jaziri, D. (2012): "The Customer Experiential Knowledge Management Approach (CEKM): the Proposal of New Construct and Conceptual Model", July, 5th, ISG of Tunis.
- Jaziri, D. (2012) : "The Advent of Customer Experiential Knowledge Management (CEKM), Concept Proposition and Research Framework Development -The case of Thalassotherapy & Spa centers"- Journées Jeunes Chercheurs, December 2012, ARBRE Laboratory, ISG of Tunis.

- Jaziri, D. (2014): "The Customer experiential knowledge management competence construct 'CEKMC', Proposing a measurement scale – The case of well-being tourism in Tunisia", January, 4th, 2014, ARBRE Laboratory, ISG of Tunis.
- Jaziri, D. (2015) : "*Customer Experiential Knowledge Management, Construct proposal and application to the Well-being Tourism in Tunisia*", Pre-defense, March, 9th, 2015, ARBRE Laboratory, ISG of Tunis.

4-DISTINGUISHED SCIENTIFIC PARTICIPATIONS OF THE CANDIDATE

- Principal Editor of The Handbook of Research on Tacit Knowledge Management for Organizational Success*, Released at April 2017 by IGI global – Pennsylvania, USA.
- An Organization Committee member of The Second International Conference on Economic and Business Management, FEBM, 2017, Shanghai, October 21-23.*
- Designated as a member of editorial advisory board by Greenwich University since May 2017, of the Journal of Business Strategies, JBS is an international, peer reviewed, open access academic journal, recognized by Higher Education Commission of Pakistan. indexed by EBSCO Host and factiva.*
- *Member of editorial advisory board in Handbook of Research on Knowledge Management for Contemporary Business Environments, editors Fernanda Ribeiro, Armando Malheiro da Silva, George Leal Jamil, Jose Poças Rascão, Oscar Mealha, Released year 2018.*
- Member of editorial advisory board in the Handbook of Research on Information Management for Effective Logistics and supply chains, released in 2016.*
- Program Committee Member of Workshop BIO (Business Intelligence in Organizations) in the WorldCIST'15 - The 3rd World Conference on Information Systems and Technologies, 1-3 April, 2015. Publication Book; Advances in Intelligent Systems and Computing Volume 353, New Contributions in Information Systems and Technologies Volume 1, Springer. <https://link.springer.com/content/pdf/bfm%3A978-3-319-16486-1%2F1.pdf>*
- Program Committee Member of Workshop BIO, WorldCIST 2017.*
- *Reviewer in Handbook of Research on Business Models in Modern Competitive Scenarios, expected publication, 2019.*
- Reviewer in the book; Strategic Innovation management for improved competitive advantage, George Leal Jamil (InescTec, Porto, Portugal), João José Pinto Ferreira (InescTec, Porto, Portugal), Manuela Pinto (InescTec, Porto, Portugal), Alexandra Xavier (InescTec, Porto Portugal), Cláudio Pessoa (Fumec University, Brazil), August, 2017.*
- Reviewer into the Special Issue on Using partial least squares (PLS) in Industrial Management & Data Systems Journal, Guest Editor Prof. Jörg Henseler, (2016), Vol. 116 Issue: 9, pp.1842-1848, <https://doi.org/10.1108/IMDS-09-2016-0366>*

- Reviewer in Jamil, G. L., Poças Rascão, J., Ribeiro, F., & Malheiro da Silva, A. (2016). *Handbook of Research on Information Architecture and Management in Modern Organizations* (pp. 1-625). Hershey, PA: IGI Global. doi:10.4018/978-1-4666-8637-3, Indexed in Scopus.

- Member of AGECSO (Association de gestion de connaissances , sociétés et organisations, France), i.e. Knowledge Management Association, France, since 2013 .

- Reviewer of articles in tourism research journals.

5- ACADEMIC RESPONSIBILITIES

- FACULTY OF ECONOMIC SCIENCES AND MANAGEMENT OF SOUSSE, UNIVERSITY OF SOUSSE, (FSEGSO) : 2015-2017

1)-Supervisor of Professional Masters in Business Engineering and International Trade , Supervised Subjects that mainly turn around ; the service supply chain management (SSCM), ERP and Knowledge management, International Transport, International purchase contract & commercial risk management.

2)-Organizer of Entrepreneurship Conferences at University

- April, 25th, 2017- Conference of Social Entrepreneurship, Two case studies are presented that of JCI organization & Tunivision Association.
- March, 3th, 2017, Women Entrepreneurship & Role of Motivation.
=>Two recognized entrepreneurs' women have presented their success stories.
=> coaching on self-motivation by Spectre Coaching.

3)- Supervision of Entrepreneurship projects by the team of teaching ; dhouha Jaziri & Nadia Mansour.

-FACULTY OF ECONOMIC SCIENCES AND MANAGEMENT OF NABEUL (FSEGN), 2007-2014.

- **2008-2009**, Supervisor of researches for the obtention of the bachelor degree in marketing. In this case, 3 subjects have analyzed the customer loyalty in the field of Hospitality (Thalassotherapy centers, Thalassa Palace Nahrawess, Hammamet/ Barclay's Group Travel, travel agencies).
- **2008/2012**, Evaluator of five academic reports for the obtention of bachelor degree in Tourism Marketing.
- **2012**- Jury' President of Professional Master in Tourism Marketing, Subjects: Business Tourism , Internal communication in the hotel case.

-Evaluator of Master of Research in Marketing (2016) at the Higher Institute of Management of Tunis, (ISG-Tunis).

6-SKILLS

-Technical Skills

=> Teaching training organized by Sousse University during 2015/2016.

=> Sphinx training provided by Prof. Jean Moscorola. December, 2010 (Topic: Online questionnaire research) & March 2012 (Topic : Qualitative Analysis).

=> Softwares of data analysis : Sphinx IQ (Qualitative research), IBM SPSS 20, Smartpls3- Qualitative analysis techniques

-Language' Skills:

English : Very good (read, written spoken),

Arabic : Excellent, (read, written, spoken),

French: Excellent (Read, written, spoken),

Italian : Basic

7-HOBBIES

Poetry, decoration, fishing, Sport