

SARRA BERRAIES

Born in Tunisia
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Associate professor
ISG Tunis



Education

- July 2018 Accreditation to direct research (Habilitation à diriger des recherches : HDR)
Higher Institute of Management (ISG), Tunisia.
- 2012 PhD in Management Sciences
Higher Institute of Management (ISG), Tunisia.
Thesis Subject : « Knowledge Management and innovation process's development, the role of learning, The case of Tunisian ICT Sector » (Very honorable distinction).
Supervised by Professor Mehrez Chaher
- 2005 Research Master in Management
Higher School of Economic and Commercial Sciences (ESSEC), Tunisia.
Title of Master's thesis: « Competitiveness and firms' upgrading » (With highest Honour).
- 2001-2003 Student at The higher Institute of Accounting and Business Administration in Tunisia (ISCAE) in order to obtain a graduate certificate in accounting revision.
- 2001 Bachelor in Accounting Sciences
Higher Institute of Accounting and Business Administration, ISCAE, Tunisia.
Title of bachelor's thesis: « The tax treatment of Investment Companies » (With highest Honour, 17/20).
- 1997 Baccalaureate in Mathematics (with distinction).
Secondary school of Montfleury, Tunis.

Training certificate

- 21 and 22
may 2014 Training on « The manipulation of software in finance and accouting », Training company: Elite Training.
- 27 to 29
may 2014 Training on « the preparation of a business plan », Training company: Elite Training.

PROFESSIONAL EXPERIENCES : Teaching

Academic years	Position	University	Courses taught
Since 2015-2016	Full assistant professor	Higher Institute of Management (ISG), Tunis	Knowledge management, Organizational behavior, Human Resource Management principles, Negotiation and conflicts' management, Management control, Supply management, Managing innovation
2011-2015	Full assistant professor	Higher Institute of Computer Science and Management (ISIG)	International Human Resources Management, Management principles, Policy and business strategy, Advanced management control and business strategy, Intermediated accounting, Advanced accounting, Financial accounting, Bank and insurance accounting, Marketing communication
2015-2018	Visiting assistant professor	University Ibn Khaldoun (UIK)	Business evaluation, Group accounting, Managing innovation, Financial diagnosis and treasury management, Audit and internal control, Advanced accounting, Management principles
2016-2018	Visiting assistant professor	ULT	Production management, Financial accounting
2016-2017	Visiting assistant professor	Time University	Management data analysis
2016-2017 2014-2015	Visiting assistant professor	UC polytechnique	Information system, Entrepreneurship and innovation, Quality management, Production management
2016-2017	Visiting assistant professor	School of digital Economy (ESEN), Manouba	Management principles, Management control, Management
2014-2015	Visiting assistant professor	Faculty of Economic and Management Sciences (FSEG), Nabeul	Direct and indirect taxation
2008-2011	Visiting assistant professor	Private Central University (UC), Tunis	Financial accounting, Cost and management accounting
2009-2011	Visiting assistant professor	Higher School of Electronic Commerce (ESCE), Manouba.	Cost and management accounting
2005-2008	Visiting assistant professor	Institute of Higher Commercial Studies (IHEC), Sousse	Cost and management accounting, Direct and indirect taxation, Bank and insurance accounting

STUDENTS' RESEARCH SUPERVISION

- 10 Research Masters' degree thesis (ISG Tunis)
- 13 Professional Masters' Degree thesis (ISG Tunis, Time university and UIK)
- 6 End of studies projects (ISIG Kairouan)

OTHER WORK EXPERIENCES

June 2008	Trainee as a 'responsible for recruitment' El Amouri Sélection (Elaboration of the candidate's profile according to customer demand, Study of recruitment demands, selections of candidates, interviews with candidates...).
Feb 2008 to Oct 2008	Web writer K&P Média Consulting
Oct 2002 to Oct 2003	Auditor/accountant Accounting firm: 'Expert conseil': (*audits missions in various sectors. *Accounting assistance missions in various sectors (software: Ciel compta). *Legal expertise missions in various sectors).
June 1998	Trainee BNA Bank: International operations department.

SCIENTIFIC AND ASSOCIATIVE ACTIVITIES

- Member of the International Association of Work Psychology of French Language (AIPTLF).
- Member of the research Laboratory 'Applied Research in Business, relationships and Economics' (ARBRE) at the Higher Institute of Management (ISG) of Tunis, Tunisia.
- Member of the 'ATIS' (Tunisian Association for strategic intelligence).
- Member of the 'ATIM' (Tunisian Association of Internet and Multimedia) (organizing member, in charge of international relations, trainer and author of the activities reports of the International Summer Festival of the Internet and several events organized by the ATIM since 2006).
- Member of the 'FMAI' (Mediterranean Federation of the Internet associations).
- Member of the New Chance program for students at ISG Tunis
- Participation and organization of numerous seminars and workshops:
 - Organization of the 2nd, 3rd and 4th International Conference of the Tunisian Association for Strategic Intelligence (ATIS) (2015, 2016, 2017)
 - Organizing member and member of the scientific committee of the conference in Human Resources Management organized by the ISG of Tunis, 13-12 May 2017.
 - Participation in a workshop at ISCAE Manouba as a trainer (Structural equations modeling: practical cases using the AMOS software).
- Member of the Reviewing Committees of several journals and conferences.

PUBLICATIONS IN INDEXED JOURNALS (CNRS, THOMSON REUTERS, SCOPUS)

- Berraies Sarra and Ben Hamouda Manel (2018), « Effect of customer empowerment on firms' financial performance: Mediating role of innovation and customer satisfaction», *International Journal of Bank Marketing*, CNRS, Thomson Reuters, Vol 36, n°2.
- Berraies Sarra and Ben Rejeb Wajdi (2018), « Role and size of Board of direction: What effects on exploitative innovation and exploratory innovation: the case of listed Tunisian firms", *International Journal of Entrepreneurship and Innovation Management*, CNRS, SCOPUS, <http://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=IJEIM>.
- Hachana Rym, Berraies Sarra et Ziad Ftiti (2018), « Identifying personality Traits associated with Entrepreneurial Success: Does gender matter? », *Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management*, pp. art321-art32XXV, CNRS, <https://www.cairn.info/revue-journal-of-innovation-economics-2018-0-p-art321.htm>.
- Berraies Sarra et Bchini Belgacem (2018), « Effect of leadership styles on firms' financial performance: Mediating role of exploitative and exploratory innovations, Case of knowledge intensive firms", *International Journal of Innovation Management*, CNRS.
- Zoghlemi Amira, Berraies Sarra and Ben Yahia Karim (2018), « Investigating the effect of Mobile Service Quality evaluation on customers: moderating effect of age and gender", *Total Quality Management & Business Excellence*, CNRS, Thomson Reuters.
- Zoghlemi Amira, Ben Yahia Karim and Berraies Sarra (2018), « From Mobile Service Quality evaluation to e-Word-Of-Mouth: what makes the users of mobile banking applications speak about the bank? The moderating role of brand reputation", *International journal of e-services and mobile applications (IJESMA)*, Scopus, Vol. 10, n°2.
- Berraies Sarra, Ben Yahia Karim and Hannachi Mariem (2017), « Identifying the effects of perceived values of Mobile banking applications on customers: Comparative study between baby boomers, generation X and generation Y", *International Journal of Bank Marketing*, VOL 35, n°6, CNRS, Thomson Reuters, pp. 1018-1038.
- Berraies Sarra, Achour Maha and Chaher Mehrez (2015), « Focusing The Mediating Role Of Knowledge Management Practices: How Does Institutional and Interpersonal Trust Support Exploitative and Exploratory Innovation?", *'Journal of Applied Business Research'*, Vol 31, n°4, , CNRS (3), FNEGE (3), AERES (B).
- Berraies Sarra, Chtioui Rached and Ben Yahia Karim (2015), « Functional Characteristics of Banking Websites and Customer Loyalty: The Mediating Role of Online Trust», *'Journal of Applied Business Research'*, Vol 31, n°3, CNRS (3), FNEGE (3), AERES (B).

PUBLICATIONS IN PEER-REVIEWED JOURNALS

- Blibeche Nourhene and Berraies Sarra (2018), «The impact of CEO' duality and board's size and independence on firms' innovation and financial performance", *E3 Journal of Business Management and Economics*, Vol. 9, n°1, p22-29.
- Berraies Sarra and Chaher Mehrez (2014), « Knowledge creation process and firms' innovation performance: Mediating effect of organizational learning», *International Journal of Human Resource Studies*, Vol 4, n°1, p204-222.
- Berraies Sarra, Chaher Mehrez and Ben Yahia Karim (2014), « Knowledge management enablers, knowledge creation process and innovation performance: An empirical study in Tunisian Information and Communication Technologies Sector», *Business Management and Strategy*, Vol 5 n°1, p1-26.
- Berraies Sarra, Ben Yahia Karim and Chaher Mehrez (2014), « Employee empowerment and its importance for trust, innovation and organizational performance», *Business Management and Strategy*, Vol 5, n°2, p82-103, ISSN 2157-6068.

ARTICLES CURRENTLY BEING REVIEWED FOR PUBLICATIONS IN INDEXED JOURNALS (CNRS AND THOMSON REUTERS)

- Berraies Sarra and Chaher Mehrez (2018), « Contact employees' empowerment and customer performance: mediating role of customer relationship management effectiveness», International Journal of productivity and Management performance, Thomson Reuters (second review).
- Berraies Sarra and Chaher Mehrez (2018), « Does middle managers' cultural intelligence contribute to firms' innovation? Knowledge sharing as mediator and collaborative climate as moderator Evidence from multinationals in Tunisia», Cross cultural & Strategic Management, CNRS (4), Thomson Reuters, Impact factor (second review).
- Ben Yahia Karim and Berraies Sarra (2018), « An empirical investigation of e-reputation, e-trust and e-satisfaction as drivers of e-loyalty: moderator role of Mobile banking applications' frequency of use", International Journal of Services technology and Management, Thomson Reuters (second review).
- Berraies Sarra and Ben Rejeb Wajdi (2018), « Investigating the contribution of board of directors' composition and roles to exploitative and exploratory innovations: Evidence from Tunisian Listed firms", European Journal of International Management, Thomson Reuters (Minor revision).
- Berraies Sarra, Mejri Tarek, Chaher Mehrez and Badreddine Hamdi (2018), « Investigating the effect of the interaction of interactive and diagnostic management control systems on innovation ambidexterity: Active leadership as moderator», Comptabilité-Contrôle-Audit, CNRS (2), Thomson Reuters.
- Berraies Sarra and Ben Rejeb Wajdi (2018), « The effect of board of directors' composition and task effectiveness on ambidextrous innovation: An emerging country context", European Journal of Innovation Management, Thomson Reuters (Major revision).

SCIENTIFIC CONFERENCES PRESENTATIONS

- Berraies Sarra and Hamouda Manel (2018), « Effet de l'empowerment des clients sur la performance des entreprises : rôles médiateurs de l'innovation et de la satisfaction des clients : Cas des banques tunisiennes », 17th 'International Marketing Trends conference', january 2018, Paris.
- Berraies Sarra, Chtioui Rached and Chaher Mehrez (2018), « Effect of Customer Knowledge Management via social media use on Firms' performance: mediating role of innovation », 17th 'International Marketing Trends conference', january 2018, Paris.
- Berraies Sarra and Chaher Mehrez (2017), « Rôle de l'empowerment des employés dans l'efficacité de la gestion de la relation client : implications pour la performance client », 16th 'International Marketing Trends conference', 25-28 janvier 2017, Madrid.
- Berraies Sarra and Chaher Mehrez (2016), «Effet de l'intelligence culturelle des cadres intermédiaires sur les pratiques de gestion des connaissances : cas d'entreprises multinationales tunisiennes », 10-14 july, XIXth congress of AIPTLF, Bruxelles, Belgique.
- Berraies Sarra and Ben Rejeb Wajdi (2016), « Rôle et composition du conseil d'administration : Quels effets sur l'innovation d'exploitation et l'innovation d'exploration : cas des entreprises tunisiennes cotées », XXVth Conference of AIMS, 30 may-1st june 2016, Hammamet, Tunisia.
- Ben Yahia Karim, Berraies Sarra and Hannachi Meriem (2016), « Valeurs perçues des applications mobiles bancaires et e-reputation dans un contexte de crise économique : quelles influences sur la e-confiance, la e-satisfaction et la e-fidélité des clients ?», 15th 'International Marketing Trends conference', 22, 23 and 24 january 2016, Venice.
- Berraies Sarra, Chtioui Rached and Ben Yahia Karim (2015), « Caractéristiques fonctionnelles des sites web bancaires et fidélité des clients : rôle médiateur de la confiance en ligne », 14th 'International Marketing Trends conference', 22, 23 and 24 january 2015, Paris.
- Berraies Sarra and Chaher Mehrez (2014), « Confiance Interpersonnelle et Innovation des Entreprises: Rôle Médiateur des Pratiques de Gestion des Connaissances », 23th conférence internationale of IBIMA (International Business Information Management Conference), 13 and 14

may, Valence, Spain, Thomson Reuters (ISI) index, Elsevier-Scopus and classified by Australian Research Council' (ARC).

- Berraies Sarra (2013), « Contribution de l'empowerment et de la participation des employés à l'innovation : rôle médiateur de la confiance, cas des entreprises du secteur des TIC », Conference of the ATIS association, December 2013, Hammamet.
- Berraies Sarra (2007), « La gestion des connaissances : vecteur de création de valeur, Cas des banques en Tunisie », Conference of the Research Unit GEMAS, May 2007, Gammarth.

Book Chapter

- Berraies Sarra and Chafer Mehrez (2017), «Rôle de l'intelligence culturelle des cadres intermédiaires en regard des pratiques de gestion des connaissances », In Casini. A. et al. « Bien-être et diversité des situations de travail : Pratiques organisationnelles et innovation », Tome 3, p261-275, Editions L'Harmattan.

COMPUTER SKILLS AND COMPETENCES

- Word, Excel, Access, PowerPoint, Pack Open Office Pack Adobe Creative Suite.
- Statistics and econometrics software: SPSS, AMOS, Lisrel, Eviews, SMART PLS 2 and 3.
- Accounting software: CIEL Compta, SAGE.

LANGUAGES

- Arabic : Native language, Perfectly fluent
- French : Perfectly fluent
- English: Fluent
- Italian : Advanced

OTHER INFORMATION

- Center of interest: Academic research, teaching, training, seminars, Sport, Music, Travel...
- Driving license.