



MANAGEMENT

Manel Guechtouli

Associate Professor in Information Systems and CSR ? IPAG Chair "Inclusive Enterprise"
? "Equality-Diversity-Inclusion" Referent

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Biography

Manel Guechtouli is a Professor of information systems management and strategy at IPAG Business School. She is also a Research Fellow at the CERGAM (Aix-Marseille University). She holds a Ph.D. in Management science from the University of Aix-Marseille (2007). She has published many peer-reviewed journal articles on Business and Competitive Intelligence, Human Resource Information Systems, strategic information systems, and open innovation. She has also presented her work at several international leading conferences such as AIM, EURAM, and ICEIS. She is currently an active member of the IPAG Inclusive Enterprise Research Chair.

Education

2008 & 2012 : CNU Qualification

2007 : Aix-Marseille University, Ph. D in Management Science, summa cum laude.

2003 : Aix-Marseille University Msc. in Information Systems Management. Ranked 1 ex-aequo.

Teaching Areas

- Information System Management,
 - Digital HR,
 - Research Methods,
 - CSR and Ethics,
 - Strategic Management
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Research Areas

- IT and Information System Management,
 - Human Resource Information Systems,
 - Corporate Social Responsibility and Ethics,
 - Corporate Strategy and Competitive Intelligence
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Professional experiences

Since 2010: Lecturer at IPAG Business School, Paris

2008-2009 Assistant Professor at ESCEM Business school (Tours-Poitiers, France)

2008-2009: Strategy consulting (companies: Noveol, Bilong, Futuroscope, ...)

2007-2008 Assistant Professor at Avignon University (ATER)

2007-2008: Business Analyst (Gemalto)

2003-2007 Assistant Professor at Aix Marseille University (Aix-en-Provence- France)

Selected publications

McDonald, J. & Guechtouli, M. (2019). What are the factors influencing youth's perception of ethical tourism? The major role of internet and social media. *Question(s) de management*, 24(2), 151-167.

M. Guechtouli (2018), Competitive Intelligence Systems in practice: investigating main issues and challenges at postacceptance stage. *European Scientific Journal*, 14 (31), 15-28.

Aliouche, E., Bonet Fernandez D., Guechtouli M., Guechtouli, W. (2018). Letting Go of the Oil Addiction: Oil, Entrepreneurship and Franchising in Algeria. *Journal of Management Policy and Practice*, 19(4), 28-34.

M. Guechtouli (2014), Management des activités de veille stratégique : entre une organisation formelle et informelle. *Revue Sciences de Gestion*, 266 (2), Management des RH, 23-31.

Guechtouli, M. (2013), Veille stratégique et motivation. Editions Universitaires Européennes.

Guechtouli, M. (2012). E-HRM's Impact on an Environmental Scanning Process: How Can Technology Support the Selection of Information?. In Mesquita, A. (Eds.), *Human Interaction with Technology for Working, Communicating, and Learning: Advancements* .120-133. IGI Global.

Guechtouli M., Boudrandi S., (2012) . Comment se “fabrique” la décision stratégique: le cas d'une cellule de veille stratégique. *Revue Recherche en sciences de gestion*, 88(1), 35-53.

Guechtouli, M. (2010). E-HRM's Impact on an Environmental Scanning Process: How Can Technology Support the Selection of Information?. *International Journal of Technology and Human Interaction (IJTHI)*, 8(3), 53-66.

Guechtouli M., Amabile, S., (2008). Veille et sélection de l'information: intégrer les acteurs dans le développement de filtres informationnels intelligents. Le cas d'une grande entreprise d'un secteur industriel. *Finance-Contrôle-Stratégie*, 11(3), 189-215.
