



MANAGEMENT

Mounira EL BOUTI

PhD in Management Sciences & Scientific Development and Dissemination Manager,
IPAG Executive Education

Contact

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Biography

Mounira Elbouti holds a PhD in Management Sciences from Université Paris Nanterre (2024). Her dissertation focused on "Female Employees' Perception of the Effects of Digital Transformation on Women's Inclusion in Organizations."

She is a researcher in Management Sciences with a strong interest in organizational dynamics, contemporary transformations, and societal challenges. Drawing on her professional background in journalism, she integrates scientific dissemination and knowledge transfer into her academic work, aiming to foster a clear and accessible understanding of management and organizational issues.

Education

- PhD in Management Sciences Université Paris Nanterre, 2024.
 - Research Master's in Organizational Management, EST Tunis, Tunisia, 2015.
 - Bachelor's degree in Applied Economics and International Finance, ESC Tunis, Tunisia, 2011.
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Teaching Areas

- Gender (Feminine/Masculine)
 - Gender Equality in the Workplace
 - Leadership
 - Project Management
 - Organizational Management
 - International Business
 - Gender Equality
 - Research Methodology
 - Marketing Studies
 - Digital Communication
 - Digital Skills
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Research Areas

- Digital Transformation
 - Organizational Inclusion and Gender Equality
 - Corporate Social Responsibility (CSR)
 - Human Resource Management (HRM)
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Professional experiences

Head of Scientific Development and Dissemination
IPAG Business School – Since April 2022

- Coordination of the Master 2 program in Management and Energy Transition.
- Dissemination of research outcomes for the IPAG Chair "Inclusive Enterprise", promoting accessible content on digital transformation and inclusion for academic and professional audiences.
- Supervision of Master's theses, organization of admission exams, and participation in thesis defense juries.

Professional Journalist – MENA Region - 2015 - 2020:

Journalist for various French-speaking media in the MENA region (Le Huffington Post Tunisie, Le Monde Arabe,

Mondafrique, Tunis Hebdo, Liberté Algérie).

Lecturer and Module Coordinator

Institut Mines-Télécom Business School, Université Paris Nanterre, IPAG Business School – 2021-2023

Selected publications

El Bouti, M., Bruna, M., Bensebaa, F., & Jahmane, A. (2023). Digital Transformation of Companies: Let's Demystify the Concepts! *Management & Prospective*, 40(6), 200-213.

Elbouti, M. (2023). The Emergence of a New Feminism in Algeria. In *Gender, Work and Society in the Middle East and North Africa* (pp. 144–154). Le Manifeste.

El Bouti, M., Bruna, M. G., Bensebaa, F., & Jahmane, A. (Accepted). Digital Transformation of Companies: Demystifying Concepts! *Gestion 2000, Points of View in Management*.

Elbouti, M. (2023). In Times of Revolutionary "Hirak": Emergence of a New Form of Feminism in Algeria. *Gender, Work, and Society in the Middle East and North Africa. The Manifesto*.

Salou, A., Elbouti, M., Bruna, M. G., & Jahmane, A. (2022). Is Digitalization an Accelerating (or Catalyzing) Factor for Societal Engagement in African Companies? Paper presented at the International Research Meeting in Business and Management (IRMBAM) 2022.
