



MANAGEMENT

## Chérine Zgaya-Bouzouita

Lecturer in Strategy and Management

## Contact

Email : c.zgaya-bouzouita@ipag.fr

Téléphone : +33 7 82848729

Campus : Paris

---

## Biography

Chérine ZGAYA-BOUZOUITA oversees entrepreneurial and societal projects at the Sustainable Entrepreneurship and Family Business Chair. She is also in charge of the 1to9 Factory, IPAG's incubator, and the Start-Up and Innovation Track.

As a project manager, she is involved in several projects aimed at democratizing access to entrepreneurship for disadvantaged groups (women in the Maghreb, victims of violence, vocational high school students, etc.).

She is currently preparing a thesis on the entrepreneurial commitment of students, studying the transition from ideation to project formalization. The aim of her research is to propose solutions to help student entrepreneurs turn their entrepreneurial ideas into reality.

---

## Education

- **2020 – 2024:** Ph.D in Entrepreneurship, University of Grenoble Alpes, France
- **2019:** Master Entrepreneurship and Project Management, IPAG Business School, France
- **2011 – 2017:** Master Marketing and Digital Communication, IPAG Business School, France

---

## Teaching Areas

- Techniques de ventes
- Sales Techniques
- Idéation et opportunités de business
- Introduction à l'entrepreneuriat
- Entrepreneurial Start-Up et Business Model
- Prospection et suivi de clientèle à l'étranger
- Fundraising
- Management des ressources humaines
- Business Game

---

## Research Areas

- Entrepreneurship
- Ideation
- Engagement

---

## Professional experiences

- **Since 2023:** Responsible for entrepreneurial and social projects, Head of 1to9 Factory, Head of Start-Up & Innovation Track
- **Since 2021:** Teacher at IPAG Business School for PGE, Bachelors and BTS students
- **Since 2019:** Coordinator, IPAG Entrepreneurship & Family Business Center and 1to9 Factory, IPAG Business School's incubator
- **Since 2018:** Founder and manager of LOUMA Com, a communication agency for small and mediumsized businesses
- **2017 - 2019:** In charge of digital innovation within the HR DIRCOM, EDF Group

---

## Selected publications

- Adnane MAALAOUI, Séverine LELOARNE-LEMAIRE, Bao DIEP, Cherine ZGAYA-BOUZOUITA, “Selfresilience through entrepreneurial learning: Key insights based on the study of battered women while entrepreneuring”; Conference : ICSB 2022
  - Adnane MAALAOUI, Bao DIEP, Cherine ZGAYA – BOUZOUITA, Issam MEJRI, Séverine LE LOARNE – LEMAIRE, “Women Survivors and Domestic Violence : entrepreneurship as a lever for personal and professional reconstruction”; MSME REPORT 2022
  - Adnane MAALAOUI, Bao DIEP, Lea KIWAN and Cherine ZGAYA-BOUZOUITA, “Artificial intelligence and entrepreneurship : a new approach” MSME REPORT 2022
-