



# 1<sup>st</sup> International Conference on Entrepreneurship, Innovation and Family Business (ICEIFB - 2022)

May 5-7, 2022

**University of Tunis Carthage “UTC”**  
La Soukra, Ariana, Tunisia



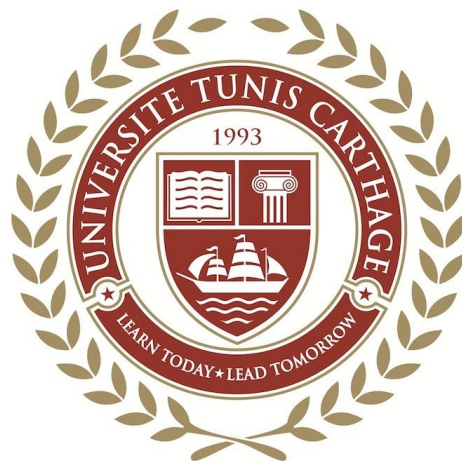
**Co-organized by**

*University of Tunis Carthage, Audencia Business School, Gulf University for Science & Technology, Università degli Studi di Napoli Federico II, University of Québec at Montréal, Paris School of Business and University of Ottawa*

# Conference Venue

## University of Tunis Carthage “UTC”

Avenue Fattouma Bourguiba  
2036 La Soukra, Ariana, Tunisia



## PROGRAM OVERVIEW

## Thursday, May 05<sup>th</sup>

08:00 – 09:00 *Registration*

09:00 – 09:30 *Conference Opening*  
*Location: Conference Room*

Jihen REDISSI, *Vice-President, University of Tunis Carthage, Tunisia*

Hajer LASRAM, *Dean, Carthage Business School, Tunisia*

Bassam ALAMEDDINE, *Vice-President for Academic Affairs, Gulf University for Science & Technology, Kuwait*

Ramzi BENKRAIEM, *Audencia Business School, France*

Hela CHEBBI, *Université du Québec à Montréal, Canada*

Wadid LAMINE, *University of Ottawa, Canada*

09:30 – 10:30 *Keynote Speaker:*  
**Pr. Rania LABAKI, EDHEC Business School, France**  
*Location: Conference Room*

10:30 – 11:00 *Coffee Break*

11:00 – 12:30 *Parallel Sessions A*

- Session A1: Family Business and Innovation (Room A1)
- Session A2: Entrepreneurial Intention and Mentoring (Room A3)
- Session A4: Socio-Economic Implications of Covid-19 Pandemic (Room A2)

12:30 – 01:30 *Lunch and Networking*

01:30 – 03:00 *Parallel Sessions B*

- Session B1: Entrepreneurial Ecosystem and Innovation (Room A1)
- Session B2: Behavioral Finance (Room A2)
- Session B3: Strategic Development and Innovation (Room A3)
- Session B4: Cryptocurrencies: Diversification and Volatility Modeling (Room B1)

03:00 – 03:30 *Coffee Break*

03:30 – 05:00 *Round Table: “Family Business at the Crossroads of Theory and Practice”*  
*Location: Conference Room*

Taieb BAYAHI, *President, Institut Arabe des Chefs d'Entreprises, Tunisia*

Rania LABAKI, *Professor, EDHEC Business School, France*

Miruna RADU-LEFEBVRE, *Professor, Audencia Business School, France*

Farouk ZOUHIR, *Founder, SENSEA LAB, Tunisia*

Moderator: Senda BENANI, *University of Tunis Carthage, Tunisia*

05:00 – 07:00 *Conference Reception*

## PROGRAM OVERVIEW, Cont.

### Friday, May 6<sup>th</sup>

08:00 – 09:00 *Registration*

09:00 – 10:30 *Parallel Sessions C*

- Session C2: Corporate Social Responsibility (Room A2)
- Session C3: Digital transformation and Technology (Room A3)
- Session C4: Disclosure & Accounting Practice (Room B1)

10:30 – 11:00 *Coffee Break*

11:00 – 12:00 Keynote Speaker:

**Pr. Miruna RADU-LEFEBVRE, Audencia Business School, France**

*Location:* Conference Room

12:00 – 01:00 *Lunch and Networking*

01:00 – 02:30 *Parallel Sessions D*

- Session D1: Family Business Governance: A Gender Perspective (Room A1)
- Session D2: Corporate Monitoring & External Governance (Room A3)
- Session D3: Entrepreneurial Orientation and Performance (Room A2)
- Session D4: Macroeconomic Policy and Cryptocurrency Market (Room B1)

02:30 – 03:00 *Coffee Break*

03:00 – 04:00 **“Meet the Editors”**

*Location:* Conference Room

Manlio DEL GIUDICE: *Editor-in-Chief:* [\*Journal of Knowledge Management\*](#)

Omrane GUEDHAMI, *Editor:* [\*Corporate Governance: An International Review\*](#);

*Section Editor:* [\*Journal of Business Ethics\*](#), *Editor:* [\*Review of Corporate Finance\*](#)

Rania LABAKI: *Editor-in-Chief:* [\*Entrepreneurship Research Journal\*](#)

Miruna RADU-LEFEBVRE: *Editor-in-Chief:* [\*Entrepreneurship & Regional Development\*](#)

## PROGRAM OVERVIEW, Cont.

### Saturday, May 7<sup>th</sup>

08:30 – 10:00 *Parallel Sessions E*

- Session E1: Banking (Room A1)
- Session E2: Strategic Development and Governance (Room A3, Hybrid Session)
- Session E4: Determinants of Cost of Debt and Credit Rating (Room A2)

10:00 – 10:30 *Coffee Break*

10:30 – 11:30 Keynote Speaker:  
**Pr. Manlio DEL GIUDICE, University of Rome, Italy**  
*Location: Zoom*

11:30-12:30 *Professional Development Workshop: “Best Practices for a Successful Academic Career for Junior Scholars”*  
*Location: Conference Room*

12:30 – 13:00 *Best Paper Awards and Closing Remarks*

- Best Paper in Entrepreneurship and Innovation
- Best Paper in Finance
- Best Paper for Student Research

*Location: Conference Room*

# Welcoming Remarks

Welcome to our first International Conference on Entrepreneurship, Innovation and Family Business. The event is jointly organized by the University of Tunis Carthage, Audencia Business School, Gulf University for Science & Technology, Università degli Studi di Napoli Federico II, University of Québec at Montréal, Paris School of Business and the University of Ottawa.

From an initial idea to host a small research seminar, it has grown into an international conference with parallel sessions in entrepreneurship, family business and finance. We are truly pleased to have you join us! We hope that you will be impressed with the high quality of the sessions, the speakers, and with the conference overall.

Since the outset, our goal has been to bring together scholars in entrepreneurship, family business and finance, reflecting the close links between these disciplines. Beyond this goal, the conference promotes and profiles innovative research, and above all, fosters networking and collaboration.

We wish to express our thanks to those who have contributed to the conference organization and logistics, especially faculty and staff at University Tunis Carthage (UTC). We also gratefully acknowledge the generous support of UTC who makes this event possible.

If you are visiting Tunis for the first time or for the nth time, do take the opportunity to visit Tunisia's capital.

May the conference provide all of us with food for thought, the opportunity to make or renew friendships and contacts, and the confirmed intention to return in May 2024!

## Conference Chairs

Hela Chebbi, *University of Québec at Montréal, Canada*

Wadid Lamine, *University of Ottawa, Canada*

## Organizing Committee

Ramzi Benkraiem, *Audencia Business School, France*

Khoulood Senda Bennani, *University of Tunis Carthage, Tunisia*

Sihem Ben Saad, *University of Tunis Carthage, Tunisia*

Hela Chebbi, *University of Québec at Montréal, Canada*

Khaled Elmawazini, *Gulf University for Science & Technology (GUST), Kuwait*

Wadid Lamine, *University of Ottawa, Canada*

Khaled Guesmi, *Paris Business School, France*

Hatem Rjiba, *Paris Business School, France*

Samir Saadi, *University of Ottawa, Canada and GUST, Kuwait*

Veronica Scuotto, *University of Naples Federico II, Italy*

## Keynote Speakers

### Pr. Manlio DEL GIUDICE

University of Rome, Italy. Editor-in-Chief: [Journal of Knowledge Management](#)



Prof. Manlio Del Giudice is Full Professor of Management at the University of Rome "Link Campus". He holds a PhD in Management at the University of Milano-Bicocca and he did build up his academic and scientific career outside of Italy for more than 12 years, in a wide number of worldwide-renewed universities, prior to coming back to Italy on 2014. He had been hired as Full Professor on 2018 as one of the 20 youngest professors in Italy, in every scientific field. Since more than 4 years, he is serving as the Editor in Chief of the top tier Journal of Knowledge Management (WoS Impact Factor 2020: 8.182, ranked #3 in the world in Information Science and Library Science and #9 in Management) and he holds key editorial positions in several international mainstream scientific journals on management (like Journal of Business Research, Journal of International Management, International Entrepreneurship and Management Journal, IEEE Transactions on Engineering Management, Technological Forecasting and Social Change, etc.). His studies rely on more than 160 publications and had been internationally recognized by a significant impact, as evidenced by the about 10,675 citations and the H-index = 51 he has received (at April, 2022) and from his more than 60 publications in only ABS 3\* and 4\* Journals in the last three years. He is actually invited to serve as keynote speaker of top global conferences on management (about 50 per year). Recently it has been indicated among the most influential scientific profiles in research worldwide according to the Data for updated science-wide author databases of standardized citation indicators 2019 developed by the Stanford University, ranking 1st among the Italian Full Professors in the field of managerial research and in 21st place in the homologous category, worldwide (August 2021 update). He did serve in several governance apical roles in the Italian University: he had served as Associate Dean in the Faculty of Economics at the Link Campus University in Rome and, in the same University, he had been in charge as Deputy Chancellor having the administration of the Campus of Naples for more than three years. In Link Campus Rome, he is actually serving as Deputy Chancellor for the Erasmus Programme, as well as Director of the CERMES Research Centre, Director of the Postgraduate Master in Smart Public Administration and Coordinator of the PhD Programme "Tech for Good". He did act as international evaluator or consultant for several institutions at national and international level for applied research funded projects. His main research interests deal with knowledge management, technology transfer, foresight management, innovation and technology management.

## Pr. Rania LABAKI

EDHEC Business School, France, Editor-in-Chief: [Entrepreneurship Research Journal](#)



Rania LABAKI, Ph.D. is Associate Professor of Finance and Family Business, Director of EDHEC Family Business Research Centre, and Family Business Fellow at Cornell University and The Family Firm Institute (FFI). She is also member of the board of the International Family Enterprise Research Academy (IFERA), member of the advisory committee of Women in Family Business (WIFB), affiliate family business advisor at Lansberg Gersick & Associates and head of the academic committee of FBN France. Among her past appointments, she served for 8 years as academic expert for The Family Business Network International (FBN-i) Next Generation Committee, providing strategic guidance and support on research, education, entrepreneurship and conference programs for FBN-i and its national associations. She was also the Director of the Financial and Wealth Management Master Program at the University of Bordeaux and the Director of the Family Business Global Executive MBA at EDHEC Business School. A global speaker, advisor, and scholar, she held presentations and lectures in more than 50 countries and interviewed more than 300 family business members across continents. Her insights have been featured in nearly 200 academic, professional, and press publications. These include the leading academic journals in family businesses such as Family Business Review and Journal of Family Business Strategy as well as media outlets internationally such as CampdenFB and Financial Times (UK), Contracuadro (Argentina), Forbes (India), Al Hayat, Gulf News, and Rowad Al Aamal (MENA), El Pais (Spain), La Tercera (Chile), EXAME PME (Brazil), Les Echos, Le Figaro, L'Agefi Actifs, and Le Nouvel Obs (France), Les Affaires (Canada), Yahoo Finance News (USA). Rania is co-editor of Entrepreneurship Research Journal, a scholarly journal featured in scientific rankings internationally and whose current Impact Factor is 1.945. She is member of review boards or reviewer of top academic journals (Entrepreneurship Theory & Practice, Family Business Review, Journal of Management Studies, Long Range Planning, Organization Studies...). She is also member of the editorial board of Droit et Patrimoine, a professional French magazine dedicated to wealth transfer and management and of FamilyBusiness.org, a prominent international online resource for family businesses and entrepreneurs. Along with a Master's in Business Administration from the Holy Spirit University (Lebanon), a Master of Science and a Ph.D. in Management Sciences from the University of Bordeaux (France), Rania holds the Advanced Certificates in Family Business and Family Wealth Advising from FFI (U.S.A) and the Certificate of Women Leadership Development from the University of Oxford (UK). She is recipient of numerous awards recognizing her contributions to the family business field such as the prestigious Barbara Hollander Award in 2020. Her current research, teaching, and advising interests revolve around the interplay between family dynamics and decision-making, governance design and development of responsible owners of family businesses.



**Pr. Miruna RADU-LEFEBVRE**

Audencia Business School, France - Editor-in-Chief: [Entrepreneurship & Regional Development](#)



Miruna Radu-Lefebvre is a Professor of Entrepreneurship and the Editor-in-chief of Entrepreneurship & Regional Development. She is the holder of the Chair Family Entrepreneurship & Society at Audencia Business School, France and Board member of the STEP Project Global Consortium (Successful Transgenerational Entrepreneurship Practices). Her main research interest is the social construction of entrepreneurs and successors, exploring and theorizing the interplay of identities, emotions, social representations and gender in entrepreneurial discourse and practices. Her research has been published in Entrepreneurship Theory & Practice, Organization Studies, International Small Business Journal, Journal of Small Business Management, Technovation and International Journal of Entrepreneurial Behavior and Research Entrepreneurship & Regional Development, among others.

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## Thursday, May 05<sup>th</sup>

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08:00 – 09:00 *Registration*

09:00 – 09:30 *Conference Opening*  
*Location: Conference Room*

Jihen REDISSI, *Vice-President, University of Tunis Carthage, Tunisia*

Hajer LASRAM, *Dean, Carthage Business School, Tunisia*

Bassam ALAMEDDINE, *Vice-President for Academic Affairs, Gulf University for Science & Technology, Kuwait*

Ramzi BENKRAIEM, *Audencia Business School, France*

Hela CHEBBI, *Université du Québec à Montréal, Canada*

Wadid LAMINE, *University of Ottawa, Canada*

09:30 – 10:30 **Keynote Speaker: Pr. Rania LABAKI, EDHEC Business School, France**

10:30 – 11:00 *Coffee Break*

### Parallel Sessions A

11:00 – 12:30

Session A1: Family Business and Innovation

Room A1

**Chair:** *Beya Kettana (ESSECT, Tunisia)*

**“Are Communicating the Family Business Brand's Roots and Virtues Always Good?”** *Walid Chaouali (University of Tunis Carthage, Tunisia), Narjess Aloui (University of Tunis Carthage, Tunisia), Imen Sdiri (Université de Carthage-ISG, Tunisia)*

**“Family Business: Nature and Effects of Bridging Social Capital”**  
*Beya Kettana (ESSECT, Tunisia)*

**“Learning Orientation and Open Innovation in Family Firms”** *Sami Basly (University of Paris Nanterre, France), Yosra Abdelwahed (Paris 8 University, France)*

11:00 – 12:30

Session A2: Entrepreneurial Intention and Mentoring

Room A3

**Chair:** *Imen Maalel (I.C.I. Brest & I.S.I.G. Kairouan, Tunisia)*

**“L'Impact des Traits Psychologiques sur l'Action Entrepreneuriale : Rôle Médiateur de l'Intention Entrepreneuriale”** *Chaima Sfar (FSEG Sousse, Tunisia) Khaled Tamzini (FSEG Sousse, Tunisia), Tabar Lazhar Ayed (Umm Al-Qura University, Kingdom of Saudi Arabia)*

**“Le Programme de Pré-incubation : Challenge Start-Up ISETR : un Partenariat Tuniso-Canadien”** *Wassim Arfaoui (ISET Radés, Tunisia), Boudour Labzami (ISET Radés, Tunisia)*

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**“Etat des Lieux des Espaces de Coworking en Tunisie”** *Imen Maalel (I.C.I. Brest & I.S.I.G. Kairouan, Tunisia), Aziza Slimane (LaReMFiQ, IHEC Sousse & I.S.I.G. Kairouan, Tunisia)*

11:00 – 12:30

Session A3: Socio-Economic Implications of Covid-19 Pandemic

Room A2

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**Chair:** *Monjib Babri (TÉLUQ, Canada)*

**“What is the Impact of COVID-19 Pandemic on Microfinance, ICT, Financial Inclusion and SDGs?”** *Hela Mzoughi (University of Tunis Carthage, Tunisia), Khaled Guesmi (Paris School of Business, France), Fateh Belaid (Catholic University of Lille, France)*

**“The COVID-19 Pandemic and Instability of Stock Markets: An Empirical Analysis Using Panel Vector Error Correction Model”** *Yousef M. Abdulrazzaq (Gulf University for Science and Technology, Kuwait), Mohammad A. Ali (Gulf University for Science and Technology, Kuwait), Hesbam A. Almansour (Kuwait Institute for Scientific Research, Kuwait)*

**“La performance Bancaire et la Croissance Économique: Les Implications de la Crise Covid-19”** *Mohamed Wael Ben Khaled (University of Manouba, Tunisia), Nadia Abaoub (University of Manouba, Tunisia)*

12:30 – 1:30 *Lunch and Networking*

## Parallel Sessions B

1:30 – 3:00

Session B1: Entrepreneurial Ecosystem and Innovation

Room A1

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**Chair:** *Maryem Cherni (Institut Polytechnique UniLasalle, France)*

**“Challenge Start-Up ISETR: Quels Enseignements Peut-on Tirer?”** *Boudour Labzami (ISET Radés, Tunisia), Wassim Arfaoui (ISET Radés, Tunisia)*

**“Can Microfinance Contribute to Achieving the Sustainable Development Goals in Low-and Middle-income Countries?”**, *Mohamed Rami Chouchene (University of Sousse), Nibed Mrabet (University of Sousse, ISFF Sousse, LaREMFiQ, IHEC of Sousse), Islem Khefacha (University of Monastir, FSEG Mahdia, LaREMFiQ, IHEC of Sousse)*

**“Proposition d'une Matrice Multidimensionnelle de Gestion des Innovations Écosystémiques pour les Entreprises Familiales”** *Maryem Cherni (Institut Polytechnique UniLasalle, France), Hanitra Randrianasolo-Rakotobe (Institut Polytechnique UniLasalle, France), Sofiane Mezourb (Institut Polytechnique UniLasalle, France)*

1:30 – 3:00

Session B2: Behavioral Finance

Room A2

**Chair:** Dorra Ellouze (University of Manouba, Tunisia), Hatem Rjiba (Paris School of Business, France)

**“Exploring the Relationship Between Investor Sentiment and Environmental Performance Through World Uncertainty: Evidence from European Countries”** Wissal Zribi (University of Manouba, Tunisia), Talel Boufateh (University of Manouba), Béchir Ben Labouel (IPAG Business School), Khaled Guesmi (Paris School of Business, France)

**“L'Émergence des Bulles Financières et leurs Conséquences sur la Stabilité Économique: Application SADP et GSADF”** Nadia Ouertani Abaoub (University of Manouba, Tunisia), Hela Ghabara (University of Manouba, Tunisia)

**“L'Impact d'(excès/sous) Confiance des Dirigeants sur le Financement des Entreprises et sa Performance Financière, via l'Incertitude de la Politique Économique: Cas des Entreprises Américaines”** Souhir Ben Naceur (University of Manouba, Tunisi), Kamel Naoui (University of Manouba), Talel Boufateh (University of Manouba)

1:30 – 3:00

Session B3: Strategic Development and Innovation

Room A3

**Chair:** Majdi Ben Selma (UQAM, Canada)

**“La Coopétition Fintech-Institutions Financières dans la Bataille pour l'innovation”**, Majdi Ben Selma (UQAM, Canada), Alexie Labouze-Nasica (UQAM, Canada), Hela Chebbi (UQAM, Canada)

**“La Fabrique de la Stratégie en Contexte de PME : Illustration d'un Exemple de Structure et de Collégialité”**, Naoufel Remili (UQAM, Canada)

**“The Effect of Scientific Research on Economic Growth: An Empirical Analysis for the Case of the Arab Maghreb Union Countries”** Lamia Adili (University of Manouba, Tunisia)

1:30 – 3:00

Session B4: Cryptocurrencies: Diversification and Volatility Modeling

Room B1

**Chair:** Walid Ben Omrane (Brock University, Canada)

**“Diversification in Financial and Crypto Markets: An Application of Vine Copulas-GARCH-CVaR Model”** Myriam Ben Osman (University of Manouba, Tunisia), Haikel Hamdi (University of Manouba), Kamel Naoui (University of Manouba, Tunisia), Khaled Guesmi (Paris School of Business, France)

**“Impact of Trading Activity on the Volatility of Bitcoin Futures Price”** Bilel Bouzadi (University of Manouba, Tunisia), Mohamed Gallali (University of Manouba, Tunisia)

*“Quantile Spillovers and Dependence between Bitcoin, Equities and Strategic Commodities” Christian Urom (Paris School of Business, France)*

**3:00 – 3:30** *Coffee Break*

**3:30 – 5:00** **Round Table: Family Business at the Crossroads of Theory and Practice**

Taieb BAYAHI, *President, Institut Arabe des Chefs d'Entreprises, Tunisia*

Rania LABAKI, *Professor, EDHEC Business School, France*

Miruna RADU-LEFEBVRE, *Professor, Audencia Business School, France*

Farouk ZOUHIR, *Founder, SENSEA LAB, Tunisia*

Moderator: Senda BENANI, *University of Tunis Carthage, Tunisia*

*Location:* Conference Room

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**05:00 – 07:00** *Conference Reception*

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## Friday, May 6<sup>th</sup>

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08:00 – 09:00 Registration

### Parallel Sessions C

9:00 – 10:30

Session C1: Corporate Social Responsibility

Room A2

**Chair:** Ramzi Benkraiem (Audencia Business School, France), Omrane Guedhami (University of South Carolina, USA)

**“The Dimensions of Socially Responsible Consumption”** Salma Mabouachi (University of Tunis Carthage, Tunisia), Houssein Edine Nasr (University of Tunis Carthage, Tunisia), Afef Khalil (University of Tunis Carthage, Tunisia)

**“Sustainable Development Goals Achieving Index Using a Fuzzy Choquet Integral Aggregation”** Mohamed Rami Chouchene (University of Sousse, Tunisia), Nihed Mrabet (University of Sousse, ISFF Sousse, LaREMFiq, IHEC of Sousse, Tunisia), Islem Khelifa (University of Monastir, FSEG Mahdia, LaREMFiq, IHEC of Sousse, University of Sousse, Tunisia)

**“Does Green Technology Innovation Matter to the Cost of Equity Capital?”** Khaled Elmavazini (Gulf University for Science and Technology, Kuwait), Imed Chkir (University of Ottawa, Canada), Fatma Mrad (University of Tunis Carthage, Tunisia), Hatem Rjiba (Paris School of Business, France)

9:00 – 10:30

Session C2: Digital transformation and Technology

Room A3

**Chair:** Luay Tabat (Gulf University for Science and Technology, Kuwait)

**“La Transformation Digitale des Entreprises à l'Ère de la Covid-19”** Snen Cyrine (ESC Tunis, Tunisia)

**“Technological Entrepreneurship and the Quality of Economic Growth: A Comparative Study between Developed and Developing Countries”** Amal Chahdoura (FSEG Sousse, Tunisia), Nihed Mrabet (University of Sousse, ISFF Sousse, LaREMFiq, IHEC of Sousse, Tunisia) Islem Khelifa (University of Monastir, FSEG Mahdia, LaREMFiq, IHEC of Sousse, Tunisia)

**“The Effectiveness of Social Media as a Tool to Drive Better Communication Networks with Customers, Evidence from Kuwait”** Fahd Ali (Gulf University for Science and Technology, Kuwait), Luay Tabat (Gulf University for Science and Technology, Kuwait), Abdullah Al-Halban (Gulf University for Science and Technology, Kuwait), Tarek Tabat (Northwestern University, USA)

**“Tunisian Family Business: Resilience Through “Bricolage”,** Yosra Abdelwahed (Paris 8 University, France)

9:00 – 10:30

Session C3: Disclosure and Accounting Practice

Room B1

**Chair:** *Ouafa Sakka (Carleton University, Canada), Saber Sebai (University of Manouba, Tunisia)*

**“L’Impact de l’Adoption Obligatoire des IFRS et de la Crise Financière sur le Trade-off entre la Gestion Réelle et la Gestion Comptable des Résultats dans les Entreprises Européennes”** *Asma Ajili (University of Tunis Carthage, Tunisia), Ouafa Sakka (Carleton University, Canada)*

**“Blockholder Heterogeneity and Audit Fees: Does Private Information Matter?”** *Raúl Barroso (IESEG School of Management, France), Cédric Lesage (Concordia University, Canada), Daniel Oyon (University of Lausanne, Switzerland), Chiraz Ben Ali (Concordia University, Canada)*

**“Creative Accounting Practices Among Firms Listed at the Kuwait Stock Exchange”** *Abdullah AL-Mutairi (Gulf University for Science and Technology, Kuwait), Kamal Naser (Kuwait Fund, Kuwait), Bader AL-Mutairi (Kuwait State Audit Bureau, Kuwait)*

10:30 – 11:00 *Coffee Break*

11:00 – 12:00

**Keynote Speaker: Pr. Miruna RADU-LEFEBVRE, Audencia Business School, France**

12:00 – 1:00

*Lunch and Networking*

### Parallel Sessions D

1:30 – 3:00

Session D1: Family Business Governance: A Gender Perspective

Room A1

**Chair:** *Nihed Mrabet (University of Sousse, Tunisia), Syrine Sassi (Paris School of Business, France)*

**“Female Entrepreneurship in Tunisia: Profile, Motivations & Obstacles”** *Nihed Mrabet (University of Sousse, ISFF Sousse, LaREMFiq, IHEC of Sousse, Tunisia), Sabrina Sellaoui (University of Sousse, Tunisia)*

**“The Role of Organizational Structure, Leadership and Technology in Improving Employee Performance”** *Nasreddine Saadouli (Gulf University for Science and Technology, Kuwait)*

**“L’Entrepreneuriat Féminin, un Atout pour le Développement économique”**, *Rabah Youdjou (Université de Bejaia, Algérie), Mohand Chitti (Université de Bejaia, Algérie)*

**“Proactive Personality and Cameroonian Students’ Entrepreneurial Intention: Prior Experience, Level of Study and Type School as Moderators”** *Noumigue Guy Roland Kenmegni (University of Bamenda, Cameroon), Urie Eleazar Jumbo (University of Bamenda, Cameroon)*

1:30 – 3:00

Session D2: Corporate Monitoring and External Governance

Room A3

**Chair:** *Nadia Abaoub (University of Manouba, Tunisia), Chiraz Ben Ali (Concordia University, Canada)*

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**“Passive Vs. Active Institutional Monitoring Evidence from France”** *Malek Saibi (Institut des Hautes Etudes Commerciales, Tunisia), Manel Hessayri (Ecole Supérieure Privée d'Assurance et de Finance, Tunisia)*

**“Legal Bonding, Cross-listing and Labor Investment Efficiency”** *Imen Ghabhab (University of Tunis, Tunisia), Hamza Nizar (University of Sousse), Faten Lakhal (EMLV Business School, France)*

**“Are Financial Derivatives Related to Intra-entities’ Tax Aggressiveness? UK Evidence”** *Ahmed Boussaidi (University of Tunis El-Manar, Tunisia), Imed Chkir (University of Ottawa, Canada), Khaled Hussainey (University of Portsmouth, UK), Mounira Sidhom-Hamed (University of Tunis El-Manar, Tunisia)*

1:30 – 3:00

Session D3: Entrepreneurial Orientation and Performance

Room A2

**Chair:** *Abir Dbaouadi (IHEC Carthage, Tunisia)*

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**“Developing a Measurement Scale for Organizational Learning in Uncertain Contexts”** *Naouras Mlika (University of Tunis El Manar, Tunisia)*

**“Entrepreneurial Orientation and Budgetary Support as Intervening Variables Affecting the Effect of Political Connections and Functional Experience on Firm Performance – Evidence from Firms in GCC Countries and South Asia”** *Sakthibharan Mabenthiran (Gulf University for Science and Technology, Kuwait), Gertrude Hewapathirana (Gulf University for Science and Technology, Kuwait)*

**“The Adverse Consequences of Technostress on Strain and Turnover Intentions: The Mitigating Effect of Segmentation Mindset”** *Abir Dbaouadi (IHEC Carthage, Tunisia), Anis Khedbaouria (Montpellier Business School, France), Neila Boulila (IHEC Carthage, Tunisia)*

**“Servitization of Italian Firms and their Post-pandemic Performance”** *Alessandro Augurio (University of the Study of Campania Luigi Vanvitelli, Italy), Laura Castaldi (University of the Study of Campania Luigi Vanvitelli, Italy), Clelia Mazzoni (University of the Study of Campania Luigi Vanvitelli, Italy), Yioula Melanthiou (University of Nicosia, Cyprus)*

1:30 – 3:00

Session D4: Macroeconomic Policy and Cryptocurrency Market

Room B1

**Chair:** *Khaled Guesmi (Paris School of Business, France), Kamel Naoui (University of Manouba, Tunisia)*

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**“Macroeconomic News and Cryptocurrency Markets: An Intraday Analysis of Volatility Reaction”** *Walid Ben Omrane (Brock University, Canada), Halim Dabbou (University of Sousse, Tunisia),*



*Tanseli Savaser (Vassar College, USA), Saber Sebai (University of Manouba, Tunisia)*

**“How is the ECB's Quantitative Easing Transmitted to the Cryptocurrency Market? A Pre-and Post-COVID-19 Analysis”**  
*Donia Aloui (University of Tunis Carthage, Tunisia), Riadh Zouaoui (University of Carthage, Tunisia), Housseem Rachdi (University of Carthage, Tunisia)*

**“Crude Oil, Crypto-assets and Dependence Structure: The Impact of the COVID-19 Pandemic”**  
*Hela Mzoughi (University of Tunis Carthage, Tunisia), Yosra Ghabri (University of Tunis Carthage, Tunisia), Khaled Guesmi (Paris School of Business, France)*

**“Macroeconomic News and Intraday Seasonal Volatility in the Cryptocurrency Markets”**  
*Walid Ben Omrane (Brock University, Canada), Fatma Houidi (University of Sfax, Tunisia), Tanseli Savaser (Vassar College, USA)*

**3:00 – 3:30**      *Coffee Break*

**3:00 – 4:00**      **Meet the Editors**

**Pr. Manlio DEL GIUDICE:** Editor-in-Chief: [\*Journal of Knowledge Management\*](#)

**Pr. Omrane GUEDHAMI:** Editor: [\*Corporate Governance: An International Review\*](#); Section Editor: [\*Journal of Business Ethics\*](#); Editor: [\*Review of Corporate Finance\*](#)

**Pr. Rania LABAKI:** Editor-in-Chief: [\*Entrepreneurship Research Journal\*](#)

**Pr. Miruna RADU-LEFEBVRE:** Editor-in-Chief: [\*Entrepreneurship & Regional Development\*](#)

Parallel Sessions E

8:30 – 10:00

Session E1: Banking

Room A1

**Chair:** *Imed Chkir (University of Ottawa, Canada), Ablem Zantour (FMSA, Tunisia)*

**“The Interactions Between Liquidity and Capital Requirements of the Basel III Regulatory Framework in the US Context”** *Faten Abidli (University of Manouba, Tunisia), Imed Chkir (University of Ottawa, Canada), Mohamed Imen Gallali (University of Manouba, Tunisia), Mohamed Lachaab (University of Tunis, Tunisia)*

**“On the Relationship between Institutional Quality and Bank Performance: Empirical Evidence for Tunisian Banks”** *Soumaya Saidi (University of Manouba, Tunisia)*

**“The Determinants of Liquidity Risk in European Banks: A Panel Data Analysis”** *Imen Jebali (University of Manouba, Tunisia), Mohamed Imen Gallal (University of Manouba, Tunisia)*

8:30 – 10:00

Session E2: Strategic development and governance

Room A3

**Chair:** *Hela Chebbi (ESG-UQAM, Canada), Wadid Lamine (University of Ottawa)*

**“Effect of Entrepreneurial Culture and Entrepreneurial Mindset on Entrepreneurial Orientation Performance: Does Innovation Ambidexterity and Entrepreneurial Knowledge Matter?”** *Makhloufi Labcene (School of Management Mae Fah Luang University, Thailand)*

**“La Gouvernance dans les Entreprises Familiales le Cas de la NCA-Rouiba”** *Houria Kherraf (University Oran 2, Algeria)*

**“Fondements Théoriques de la Régénération Stratégique de l'Entreprise Familiale en Période de Reprise: Quels Apports du Sensemaking et de la Gouvernance Cognitive?”** *Oumaima Araban (University of Cadi Ayyad, Marrakech, Morocco), Hind Hourmat Allah (University of Cadi Ayyad, Marrakech, Morocco)*

**“L'Internationalisation Incrémentale des PME : Une Approche par les Microfondations des Capacités Dynamiques”** *Hela Chebbi (ESG-UQAM, Canada), Majdi Ben Selma (ESG-UQAM, Canada), Kamal Bouzainab (ESG-UQAM, Canada), Alexie Labouze-Nasica (ESG-UQAM, Canada)*

8:30 – 10:00

Session E4: Determinants of Cost of Debt and Credit Rating

Room A2

**Chair:** *Mohamed Gallali (University of Manouba, Tunisia), Sadok El Ghoul (University of Alberta, Canada)*

**“Institutional Investor Attention, Agency Conflicts, and the Cost of Debt”** *Sadok El Ghoul (University of Alberta, Canada), Omrane Guedhami (University of South Carolina, USA), Sattar Mansi (Virginia Tech, USA), and Hyo Jin Yoon (University of Texas at El Paso, USA)*

**“Cybersecurity Threat and Cost of Debt”** *Kose John (New York University, USA), Qianru Qi (University of Ottawa, Canada), Samir Saadi (University of Ottawa, Canada; GUST Kuwait), Syrine Sassi (Paris School of Business, France)*

**“Credit Rating and Media Coverage”** *H. Kent Baker (American University, USA), Shantanu Dutta (University of Ottawa, Canada), Samir Saadi (University of Ottawa, Canada; GUST Kuwait), Ligang Zhong (University of Windsor, Canada)*

10:00 – 10:30 *Coffee Break*

10:30 – 11:30 **Keynote Speaker: Pr Manlio DEL GIUDICE, University of Rome**

*Location: Conference Room*

11:30 – 12:30 **Professional Development Workshop: Best Practices for Successful Academic Career for Junior Scholars**

*Location: Conference Room*

**Best Paper Awards and Closing Remarks**

12:30 – 1:00

- *Best Paper in Entrepreneurship and Innovation*
- *Best Paper in Finance*
- *Best Paper for Student Research*

*Location: Conference Room*