



STRATEGY & MANAGEMENT

MANEL GUECHTOULI

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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 a member of the French Information and Management Association.

EDUCATION

Ph. D in Management Science, Aix-Marseille University, Aix en Provence, 2007. CNU Qualification 2008, 2012.

M.A. in Management Science, Aix-Marseille University, Aix en Provence, 2003.

RESEARCH AREAS

- Information System Management
- Big Data
- Corporate Strategy and Competitive Intelligence
- Innovation Management
- Project Management

TEACHING AREA

- Information System Management
- Business Intelligence
- Project Management
- Research Methods
- Strategic Management

TEACHING PROGRAMS

- Program “Grande Ecole”

PROFESSIONAL EXPERIENCES

Since 2010: Lecturer at IPAG Business School, Paris

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

2007-2008: Business Analyst (Gemalto)

SELECTED PUBLICATIONS

- M. Guechtouli, A. Boyer, M.-J. Scotto, « Les technologies du numérique dans la fonction RH : quelle valeur ajoutée pour la conduite du changement ? Le cas de la SNCF », *Question(s) de Management*, forthcoming.
- M. Guechtouli, “Competitive Intelligence in practice: investigating main issues and challenges at post-acceptance stage.” *Journal of Strategic Marketing*. Forthcoming.
- M. Guechtouli, I. Dalla Pozza, « The changing role of the salesperson in a multichannel retail context for services», *Advances in Theory and Practice of Digital Marketing and fsQCA Workshops*. 9-10th July, 2018.Swansea.UK.
- M. Guechtouli, P Panahi, “Exploring the link between Business Intelligence capabilities and users satisfaction: The case of a large global manufacturing company”. 8th International Research Meeting on Business and Management, Nice, 5-7 July 2018.
- M. Guechtouli, P. Panahi. « Digital management control for CSR non-financial factors », 7th International Conference on Social Responsibility, Ethics and Sustainable Business (ICSR 2018) , Norwegian Business School, Oslo, Norway 12 – 13th, October 2018.
- M. Guechtouli, A. Silva Aguirre, W. Guechtouli, “Factors that affect users’ engagement in the review process on sharing economy platforms», 7th International Research Meeting on Business and Management, Nice, 5-7 July 2017.
- M. Guechtouli, M.-J. Scotto, A. Boyer, A. Meddane, « Les technologies du numérique dans la fonction RH : quelle valeur ajoutée pour la conduite du changement ? Le cas de la SNCF ». Colloque Audit Social et Mutations des organisations. 5-6 May 2016. Sofia. Bulgaria.
- M. Guechtouli, M.-J. Scotto, A. Boyer, H. Houanti, R. Dang, « The Complexity of Algerian Women Professional Integration – facilitation of advancement and obstacles to progress » EURAM Conference. Paris, 31 May- 4 June 2016.
- Guechtouli, M. Management des activités de veille stratégique: entre une organisation formelle et informelle. *La Revue des Sciences de Gestion*, 266(2), 2014.
- Guechtouli, M. « -Comment inciter les acteurs en entreprise à "faire de la veille" ?. Editions Universitaires Européennes. 2013.
- Guechtouli M., Boudrandi S., Comment se “fabrique” la décision stratégique: le cas d’une cellule de veille stratégique. *Revue Recherche en Sciences de Gestion*, 2012.
- Guechtouli M., 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)*, vol. 6 (4), 2010.
- M. Guechtouli, « Comment inciter les acteurs à participer aux systèmes d’information de leur entreprise ? Le cas d’un système de veille stratégique », AIM International Conference, 2015, Rabat, Morocco.
- M. Guechtouli, M.-J. Scotto, A. Boyer, H. Houanti, R. Dang, « La complexe intégration professionnelle des femmes algériennes: le cas du groupe C», 5th International Research Meeting on Business and Management, Nice, 2-3 July 2015.