

## Lotfi GAMMOUDI, Assistant Professor

### *CURRICULUM VITAE*



#### **PERSONAL DETAILS**

- Name and Surname : Lotfi GAMMOUDI
- Date of birth : Le 09 janvier 1969 à Tozeur, Tunisie.
- Marital status : Married, one child.
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- Mail : [gammoudil2007@gmail.com](mailto:gammoudil2007@gmail.com)

#### **KEY-WORDS**

Marketing and innovation; Service quality; Services Marketing; CRM, E-marketing; E-commerce; Adoption of Health Technologies (Mobile technology); Health management; Entrepreneurship; Business administration.

#### **TEACHING COMPETENCIES AND INTERESTS**

Mix-Marketing ; Consumer Behavior ; International Marketing; Marketing Strategy ; quantitative and qualitative method of research ; Service quality ; Services Marketing ; CRM, E-marketing, E-commerce ; Entrepreneurship; Business administration; Human Resources and Internal Marketing; Negotiation Strategies and Techniques ;

#### **RESEARCH INTERESTS**

- Services Marketing and technology innovation : Acceptance (Social) and use of technology (Health areas; Renewable Energy ; self-service technologies in Banking....)
- Digital products and consumer decision making ;
- E-commerce and consumer behavior : Online Purchasing and Stopping Rules in Information Search ;
- Managing customer relationships in the self-service environment

#### **SUPERVISION OF DISSERTATIONS AND DEVELOPING RESEARCH CULTURES AND NETWORKS**

I have supervised more than 15 full Masters Dissertations (Manouba University) and 1 PhDs (Ecole Centrale de Lille, France). Was for 3 years the quality Committee Coordinator in the Higher Institute of Accounting and business administration (Manouba University, Tunisia), where my key performance areas are: research management and coordination, facilitation, postgraduate supervision liaison, among other things

## ACADEMIC QUALIFICATIONS

| Year | Diplôme   | Institution et pays   |
|------|---|---|
| 2009 | (PhD) management science ( Marketing)<br>With distinction : Highly Honorable with<br>Praise | University of Paris X, Nanterre Ouest,<br>France  |
| 2000 | Research master's degree (D.E.A.),in<br>Management science                                  | Business Administration Institute (IAE) of<br>Poitiers, France  |
| 1997 | Professional master's degree (D.E.S.S.) in<br>management of higher education                | Higher Institute of Accounting and business<br>administration (Institut Supérieur de<br>Comptabilité et d'Administration des<br>Entreprises) (ISCAE), Tunisia |
| 1994 | Maîtrise (M Sc.) in Economic Sciences   | Faculty of Economic science and<br>management, Sfax university, Tunisia   |
| 1989 | Bac en Mathématiques et sciences  | Lycée Mixte of Sidi Bouzid, Tunisia   |

## ACADEMIC POSITIONS HELD & TEACHING EXPERIENCE

- **Since September 2015 :**
  - **Position title:** Assistant Professor
  - **Name of company, organization, City:** Jazan Community College, Jazan university, KSA.
  - **Responsibilities:** Teaching

Principles of Management;  
Effective Communication Skills;  
Building Customer Relationship;  
Human Resources Management.

- **Since June 2013 :**
  - **Position title:** Postdoctoral researcher
  - **Name of company, organization, City:** Ecole Centrale de Lille (Engineer school), France.
  - **Responsibilities:** Research in Healthcare Supply chain and health information technology and management.

- **Since September 2010:**
  - **Position title:** Assistant Professor of Marketing,
  - **Name of company, organization, City:** Higher Institute of Accounting and business administration (Institut Supérieur de Comptabilité et d'Administration des Entreprises) (ISCAE), Tunisie.
  - **Responsibilities:** Teaching, Mentoring and Administration Coordination.

Mix Marketing,  
Service quality;  
Financial Services Marketing;  
CRM, E-marketing,  
E-commerce;  
Entrepreneurship and SME;  
Negotiation Strategies and Techniques;

- From 01/09/2007 to 30/08/2010:
  - **Position title:** Educational assistant,
  - **Name of company, organization, City:** Academy of Bordeaux, Bordeaux, France.
  - **Responsibilities:** support staff: administration and the teacher working (with individual or groups of students).
- From 01/09/2005 to 30/08/2007:
  - **Position title :** Marketing Research Assistant,
  - **Name of company, organization, City:** Business Administration Institute (IAE) of Pau, Pau et du Pays de l'Adour University, France.
  - **Responsibilities:** Teaching and Mentoring

Mix Marketing ;  
International Marketing;  
Marketing strategy ;  
Introduction to Statistical Methods and Data Analysis

- From 2001 to 30/06/2005 :
  - **Position title:** faculty lecturer,
  - **Name of company, organization, City:** Faculty of Law and Social Sciences of Poitiers, Poitiers University, France.
  - **Responsibilities:** Teaching and monitoring

Principles of Economics;  
Descriptive Statistical Methods ;  
Introduction to Financial Accounting;  
Principles of management.

## RELATED WORK EXPERIENCE

- From October 2014 to february 2015 : Consulting for the Umalis Group, french umbrella company.  
**Mission :** Marketing business strategy in btob services to develop atypical employment for Independent workers (Service quality, digital relationships management, web optimization...).
- 2013 : Consulting for the GIZ Tunisia, German NGOs. *Economic Integration of Women - MENA (EconoWin)*  
**Mission :** .Developing a marketing strategy to identify business alternatives for the Briar Rose, Nesri (Rosa rubiginosa) in zaghouan, Tunisia. (**Quantative and qualitative study**).
- 2012 : Consultancy for the International Organization for Migration (IOM), START project - "Stabilizing at-risk communities and enhancing migration management to enable smooth transitions in Egypt, Tunisia and Libya  
**Mission :** Developping a socio-economic study to establish the pre-conditions required to enable smooth transitions and comprehensive recoveries in six Tunisian regions (quantitative and qualitative study).

- **2007 (with Benavent C. and Barquissau E).** Consulting **for EDF R&D.**  
**Mission :** Qualitative study about The implications of social acceptability for the Digital Business Relationship between EDF and his customers.
- **From 1997 to 1999 :** Financial affairs manager, at Higher Institute of Accounting and business administration (Institut Supérieur de Comptabilité et d'Administration des Entreprises) (ISCAE), Tunisie.  
**Mission :** Financial services Manager and Administration Coordinator.

## TRAINING AND PERSONAL DEVELOPMENT

| Year                        | Training topic  | Name of company, organization, City   |
|-----------------------------|---|---|
| From February at July, 2012 | A postdoctoral position : « Eugne Ionescu » scholarship program<br>Agence des Universités Francophone (AUF) | Faculty of Economic Science and Business affairs (FSEGA) Universitatea Babes-Bolyai, Cluj-Napoca, Roumanie. |
| April, 2012                 | Online scientific publishing,   | Agence Universitaire de la Francophonie, Cluj-Napoca, Roumanie  |
| January, 2012               | Educational business games,<br>Business Strategy Game   | Centre International de la Pédagogie d'Entreprise de Paris, Tunisie   |
| November, 2006              | E-business and supplier-Customer relations  | <i>Infopromotions Markess International</i> , Paris   |
| April, 1997                 | Health and safety at work   | I.N.R.S. de Paris, ISCAE de Tunis, Tunisie.   |
| February, 1997              | Negotiation and Conflict Management   | Professor Jean Paul DEOM, DRH de l'Université de Montréal ISCAE de Tunis, Tunisie.                          |
| February, 1996              | <i>Management in Higher Education</i>   | International Institute for Educational Planning (IIEP, Unesco), ISCAE de Tunis, Tunisie                    |

## REFEREED ARTICLES AND CONFERENCE PROCEEDINGS

### Journal

- Ajmi I, Zgaya H., Gammoudi L., Hammadi S., Martinot A., Renard J-M et Beuscart R. (2015): Mapping patient path in the Pediatric Emergency Department: A workflow model driven approach, *Journal of Biomedical Informatics*, 54 (April), pp. 315-328.
- Lotfi GAMMOUDI (2015) : L'acceptabilité sociale des énergies renouvelables : exploration des facteurs explicatifs et rôle des communautés virtuelles, *Revue de Recherches en Economie et en Management Africain*, 1 (1), 26 pages.
- Ajmi I., Zgaya H, Gammoudi L., Hammadi S., Renard J.M.(2014): « *Dynamic modeling of the patient journey in a Pediatric Emergency Department of CHRU of Lille* », *International Journal of computers & Technology.* 12(6), pp 3580-3590.

## **National and International Conferences**

### ▪ 2015

- **Lotfi GAMMOUDI et al.** : « Culture nationale et esprit d'entreprendre, test du modèle C-ENT: une étude comparative France-Roumanie », 9th conference - Academy of Entrepreneurship and Innovation, Nantes 2015.
- **Ajmi I, Zgaya H., Hammadi S., Gammoudi L., Martinot A., Beuscart R., Renard J.M.** : «*Multi-agent Architecture for the Multi-Skill Tasks Modeling at the Pediatric Emergency Department*», MIE 2015.

### ▪ 2014

- **Ajmi I., Gammoudi L., Carruel M., Zgaya H., Hammadi S., Renard J.M.**: Mapping patient flow in the Jeanne de Flandres Hospital's operating rooms. ETFA 2014: 1-5.
- **Zgaya H., Ajmi I., Gammoudi L., Hammadi S., A. Martinot, R.Beuscart, J.M. Renard**: A Workflow Model to Analyse Pediatric Emergency Overcrowding. MIE 2014: 338-342.
- **Ajmi F., Gammoudi L. Ouadi E., Zgaya H., Hammadi S., Renard J.M.** : « *Patient Journey Dynamic Modeling Using Workflow Approach: A case study of the Paediatric Emergency Department of CHR in Lille* », 7th conference of GISEH, Liège (Belgique) du 7 au 9 july 2014.
- **L. GAMMOUDI** : « L'acceptabilité sociale des énergies renouvelables : exploration des facteurs explicatifs et rôle des communautés virtuelles », 3ème Symposium International 2014 : « Le Développement Durable Euro-Africain des Énergies Renouvelables: Oxyrane Financier et Complémentarité Sociale et Environnementale », 18 au 20 december 2014, Agadir, Maroc.

### ▪ 2013

- **L. GAMMOUDI**: « Proposition d'un modèle d'évaluation par le client de la défaillance et de la réparation : une application dans les services aux PME », 11th conference Tunisian Association of Marketing, 6 et 7 April 2013 MAHDIA – Tunisie.

### ▪ 2012

- **Khaled AROUS et Lotfi GAMMOUDI** : « La mesure de la performance : Le poids de la gestion des compétences dans la vision stratégique des entreprises », ISTEC Research conference, ISTEC Campus Jemmapes, Paris, France.

### ▪ 2011

- **Lotfi GAMMOUDI et Christophe BENAVENT** : « Défaillance de service, réclamation et justice : perspectives pour un modèle général », 9th Tunisian Association of Marketing, 8 et 9 April 2011, hôtel – Hammamet, Tunisie.

### ▪ 2009

- **Lotfi GAMMOUDI** : «Les déterminants de la réclamation directe dans les relations inter-organisationnelles : Les résultats d'une étude qualitative», 8th International Conference of Trends Marketing Paris les 16 et 17 january, 2009.

### ▪ 2006

- **Loffi GAMMOUDI. & Machat K.:** « The Impact of Relationship Atmosphere on the Key Supplier's perceived Reputation», Communication for the 22nd Annual IMP Conference: September 2006, Milan, Italy.
  - 2005
- **Loffi GAMMOUDI et Christophe BENAVENT :** « Réputation et comportements d'entreprise : de la pertinence du concept à l'ambiguïté des liens », 5th International Conference Of Tunisian Association of Management Science, 10,11 et 12 March ; Tabarka, Tunisie.

## DATA ANALYSIS & COMPUTER SKILLS

- *Access, Word, Excel, Power point...*
- *Data analysis software: S.P.S.S, STATISTICA., SmartPLS, TROPES, ALCESTE.*
- *Workflow, Bonitasoft software.*

## LANGUGES

- Bilingual French/Arabic** (fluent written and spoken);
- English** (technics: written and spoken) ;
- Roumain** (basic).

## OTHER ACTIVITIES AND INTERESTS

- Founding Member of Nouvelle chance Association (MedNC Network – OCEMO Project), Non-Governmental Organization, Manouba University
- Member of ESSOR, Non-Governmental Organization, Tunisia,
- Founding Member of ATUGE : Association Tunisienne des Gestionnaires des Etablissements d'Enseignement Supérieur, Ministère de l'enseignement supérieur et de la recherche scientifique, <http://www.atgeu.rnu.tn/>
- Swimming, Reading and Travel.