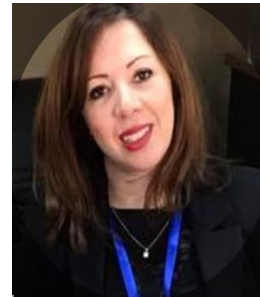




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## EDUCATION

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- 2014 Ph.D. in Strategic Management, University of Grenoble-Alpes, France.  
Thesis title : Knowledge sharing : The relationship between innovation management and knowledge management. Cases of innovation platforms of a leading group in the Tunisian agrifood sector
- 2008 Master 2 Research in Strategic Management and Organizational Engineering, IAE, University of Grenoble-Alpes, France.
- 2005 Master 2 Research in Human Resources, Higher Institute of Human Sciences of Tunis, El Manar University, Tunisia
- 2004 : Graduate in Economic and Social Sciences, National Institute of Labour and Social Studies, University of Carthage, Tunisia

## FIELDS OF EXPERTISE

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Open Innovation, Green Innovation, Innovative Business Model, Innovation Management, Digital Platforms, Knowledge Management, Knowledge Sharing, Entrepreneurship, Corporate Entrepreneurship, Family Business Firms.

## ACADEMIC FUNCTIONS & COURSES TAUGHT AT EDC

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- Design Thinking
- Etudes de marché
- Market studies
- Strategic marketing

- **Published papers in refereed journals**
  - **Ben Arfi, W.**, & Hikkerova, L. (2019). Corporate entrepreneurship, product innovation, and knowledge conversion : the role of digital platforms. *Small Business Economics*, 1-14. (Ranked "2" CNRS & FNEGE).
  - Hallem, Y., **Arfi, W. B.**, & Teulon, F. (2019). Exploring consumer attitudes to online collaborative consumption: A typology of collaborative consumer profiles. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*. (Ranked "3" CNRS & FNEGE).
  - **Ben Arfi, W.**, and Hikkerova, L. Capital social et vision stratégique du dirigeant : Comment parvenir à l'hyper-croissance dans un contexte défavorable ? *Revue de l'Entrepreneuriat*, (Ranked "4" CNRS & "2" FNEGE).
  - Ndjambou, R., & **Ben Arfi, W.** (2019). De l'internationalisation à l'évolution des firmes en Afrique Subsaharienne : Le cas du Groupe BGFIBANK GABON. *Gestion 2000*, 36(2) (Ranked "4" FNEGE).
  - **Ben Arfi, W.**, Enstroëm, R., Sahut J.M., and Hikkerova, L. The Significance of Knowledge Sharing for Open Innovation Success: A Tale of Two Companies in Dairy Industry. *Journal of Organizational Change Management*, (Ranked "3" CNRS & FNEGE).
  - **Ben Arfi, W.**, Hikkerova, L., and Sahut J.M. (2018). External Knowledge Sources, Green Innovation and Performance. *Technological Forecasting and Social Change*, (129), 210-220 (Ranked "2" CNRS & FNEGE).
  - **Ben Arfi, W.**, Hadhri, W., & Benabdallah, M. (2016). Business Model et Innovation : le rôle médiateur du partage de connaissance. Cas de trois plateformes d'innovation. *La Revue des Sciences de Gestion*, (5), 107-119. (Ranked "4" FNEGE).
  
- **Scientific conferences and seminar presentations**
  - **Ben Arfi, W.**, Hikkerova, L. and Sahut J.M. *Organizational Learning and Innovation Process within Digital Platforms*. **ISPIM Connects Bangkok – Partnering for an Innovative Community**, on 1-4 March 2020, Bangkok, Thailand.
  - **Ben Arfi, W.**, Hallem, Y. and Ben Nasr, I., *How do emotions influence brand attachment? The mediation role of brand symbolism*. **Association Française du Marketing Conference (AFM)**, 5-7 Mai 2020, Biarritz, France.
  - **Ben Arfi, W.**, and Sahut J.M. (2019), Connected objects in e-health field, **Digital Innovation, Entrepreneurship and Financing Conference (DIF)**, 2-3 December 2019, University of Polytechnics of Valencia, Spain.
  - **Ben Arfi, W.**, and Sahut J.M. (2019), Connected objects in e-health field, **Digital Innovation, Entrepreneurship and Financing Conference (DIF)**, 2-3 December 2019, University of Polytechnics of Valencia, Spain.
  - **Ben Arfi, W.**, and Khan, M-A., Digitalisation dans le secteur public : Comment l'innovation digitale impacte-t-elle les métiers de la fonction publique territoriale ? **Digital Innovation, Entrepreneurship and Financing Conference (DIF)**, 2-3 December 2019, University of Polytechnics of Valencia, Spain.
  - **Ben Arfi, W.**, Guizani, H. et Hikkerova, L. *De l'intention à l'action entrepreneuriale : rôle de la volition dans le parcours entrepreneurial des étudiants*. **10<sup>th</sup> International Research Meeting in Business and Management, IPAG BS**, 8-10 July 2019, Nice, France
  - **Ben Arfi, W.** *L'adoption d'une innovation managériale et son impact sur la performance :*

*Le cas du travail collaboratif. Colloque Humanisme & Gestion* le 4<sup>th</sup> April 2019, ISTE Business School, Paris, France.

- **Ben Arfi, W.**, and Sahut J.M. *Hyper-growth of SMEs: Toward a consideration of the entrepreneur's strategic vision, governance and social capital*, **Innovation, Entrepreneurship, Knowledge Academy (INEKA) Conference** , 11- 14 June 2019, Verona, Italy.
- Arzumanyan, L., et **Ben Arfi, W.**, *Les communautés de pratique virtuelles : Quels impacts sur la gestion des connaissances et l'innovation ?* 4<sup>ème</sup> Colloque "Knowledge Communities Observatory" 09 November 2018, Strasbourg, France
- **Ben Arfi, W.**, and Hikkerova, L. *Vision stratégique et hyper croissance : Le rôle médiateur du capital social du dirigeant*, **Association Internationale de Management Stratégique (AIMS) Conference**, du 7- 9 June, Montpellier, France.
- Hallem, Y., **Ben Arfi, W.**, Guizani, H., and Enstroëm, R. (2018). *How do emotions influence brand attachment? The mediation role of brand authenticity*, **American Marketing Association Conference (AMS)** – du 27- 29 June, Porto, Portugal.
- **Ben Arfi, W.**, et Zerguini, S., (2018). *Le phénomène d'attente à l'ère des applications mobiles : Cas de la restauration universitaire*. **Digital Innovation and Finance Conference (DIF)**, 11-12 June 2018, INSEEC U, Lyon, France.
- **Ben Arfi, W.**, Enstroëm, R., Sahut J.M., and Hikkerova, L. *The Significance of Knowledge Sharing for Open Innovation Success: A Tale of Two Companies in Dairy Industry*. **9<sup>th</sup> International Research Meeting in Business and Management**, 5-7 July 2018 Nice, France.
- **Ben Arfi, W.**, Hikkerova, L. and Sahut J.M. (2017). *External Knowledge Sources, Green Innovation and Performance*. **23<sup>rd</sup> European Academy of Management (EURAM) Conference**, du 21-24 June 2017, Strathclyde Business School à Glasgow, Scotland, Grande Bretagne.
- **Ben Arfi, W.**, Enstroëm, R. and Youstra Hallem (2017). *The impact of emotions on authenticity and brand attachment: The Case of a French Premium Chocolate Brand*, **7<sup>th</sup> Global Innovation and Knowledge Academy (GIKA) Conference**, du 27 June au 1st July 2017, Lisbonne, Portugal.
- **Ben Arfi, W.**, (2016). *Changement organisationnel et innovation : le rôle médiateur du partage des connaissances*, **25<sup>th</sup> Association Internationale de Management Stratégique (AIMS) Conference**. Du 29 May-1st June, Hammamet, Tunisie.
- **Ben Arfi, W.**, (2016). *Organizational Change within Innovation Platforms : Mediating Role of Sharing Knowledge*, **6<sup>th</sup> Global Innovation and Knowledge Academy (GIKA) Conference**, du 20-23 March, Valence, Espagne.
- **Ben Arfi, W.**, and Matmati, M. (2015). *Partage des connaissances et changement organisationnel : Cas de trois plateformes d'innovation d'un groupe leader du secteur agroalimentaire en Tunisie*, **International Meetings of Management**, du 23 -24 September, ESSEC Paris, France.

#### Activities of referee for journals, membership of editorial committees, ...

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##### ▪ Reviewers in peer journals

- 2020 : Technological Forecasting and Social Change (Ranked 2 CNRS)
- 2020 : Journal of Business Research (Ranked 2 CNRS)

- 2017-2018 : International Journal of Technology and Human Interaction (FNEGE/CNRS Ranked « 4 »)
- 2016-2017 : Management International (FNEGE Ranked « 2 » /CNRS Ranked « 3 »)
- Since 2016 : Gestion 2000
- Since 2017 : Management et Sciences Sociales (Ranked « 4 » FNEGE)

- **Reviewer for International Conferences**

- EURAM 2020
- INEKA Conference 2019
- AIMS Conference 2018 & 2019
- ADERSE Conference 2017 **(National)**
- Humanisme & Gestion Conference 2019 **(National)**
- EURAM Conference 2020

- **Academic associations**

International Association of Strategic Management (AIMS)

Academy of Marketing Science (AMS)