



# SLIM HADOUSSA

School: ESCE

Main department: ESCE

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Academic rank: Associate Professor

Country of citizenship: France

## BIO

Slim Hadoussa is an Associate Professor of Management Information System (MIS) & Digital Marketing. He was Dean of Faculty at Brest Business School France. He also occupied the position of Head of Academic and International Affairs at ESLI - GIP -CEI Paris Campus.

He has international experience as an Associate Professor in the MENA and Gulf Region, especially at the Saudi Electronic University, College of Administrative and Financial Sciences Riyadh Saudi Arabia, and the University of Carthage. He was Head of the Department of Strategy & Organization Context at Brest Business School, and previously Counselor at the Scientific Research Deanship at different University of Tabuk KSA. He was a Coordinator of a Master's Degree in Knowledge and MIS until 2014 at the University of Carthage. He completed his PhD in Management Sciences – Management Information System MIS from Toulouse School of Management in June 2009 at the University of Toulouse 1 Capitole - France financed by Eiffel Lauréat Doctorat Ministry of Foreign and European Affairs France.

He has demonstrated a commitment to research, especially in Digital Transformation. His primary research interest concerns IT adoption and organizational consequences. His ultimate goal is to study how IT can impact and even appreciate organizational change, knowledge share, organizational performance, and value creation in different relevant business fields as government, health care system, education, marketing and tourism, etc. He has published papers in peer-reviewed indexed journals (FNEGE France, ABS, ABDC, Web of Science, Scopus).

In addition to his research background, he has over 20 years of experience in teaching - higher education. He is currently teaching, Management Information Systems, e-commerce, e-tourism and Digital Marketing, Business Administration, Strategic Management, and Research Methodology.

## RESEARCH INTERESTS

- Management Information System
- Digital Marketing
- Digital Transformation & AI
- e-Health, e-Education, e-Learning, e-Tourism, etc.

## TEACHING AREAS

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- Management Information System
- Digital Strategy and Human Resources Management
- Digital Marketing
- Research Methodology

## WORK EXPERIENCE

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### Academic

Since 2025 Associate Professor, ESCE Paris Campus, OMNES Education, France  
2021 - 2024 Dean of the Faculty, Associate Professor, Brest Business School, France  
2020 - 2021 Head of Management Department Associate professor, Brest Business  
2019 - 2020 Program Director, Brest Business School, France  
2018 - 2019 Associate Professor, Saudi Electronic University, Saudi Arabia  
2014 - 2018 Program Director & Associate Professor, University of Tabuk, Saudi Arabia  
2010 - 2014 Director Master MIS & Associate Professor, University of Carthage.  
2009 - 2010 Assistant Professor, Toulouse Business School, France  
2006 - 2008 ATER, IAE Toulouse University of Toulouse 1, France

### Other

2024 - 2025 Campus Academic Director and Head of International Affairs, GIP Campus

## PRIZES AND AWARDS

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2018 Bourse d'Excellence Eiffel Doctorat, Ministère de l'enseignement supérieur et de la recherche, France  
2014 Fellowship for High Scientific African Research ProgramFellowship for High Scientific African Research Program, African Institute for Economic Development and Planning – United Nation (UN), Africa, Senegal

## SCIENTIFIC PUBLICATIONS

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### Ranked articles

HADOUSSA, S., S. A. SHUAIB AHMED SOOMRO, F. FAISAL QAMAR, Y. M. YASIR MANSOOR KUNDI, "Digital transformation and electronic performance: exploring the relationship between fairness perception, organizational identification, and individual performance", *Review of Managerial Science*, May 2025, vol. 19, no. 5, pp. 1297-1316 (FNEGE:4, CNRS:4)

HOUSSEIN BALLOUK, H., S. SLIM BELAID, S. HADOUSSA, "Employability and Digitalization: A Bibliometric Analysis with Future Research Directions", *Journal of Information Technology Management*, 2025, vol. 17, no. SP, pp. 125-151 (ABS:1)

ALANAWD ALSHEHRI, A., S. HADOUSSA, "Reevaluating the DeLone and McLean Model for EHR Success and Knowledge-Sharing in a Saudi Public Medical Complex", *Journal of Information Technology Management*, 2025, vol. 17, no. SP, pp. 152-173 (ABS:1)

HADOUSSA, S., S. SALIHA THEIRI, "Digitization effects on banks' financial performance: the case of an African country", *Competitiveness Review*, April 2024, vol. 34, no. 1, pp. 144-162 (ABDC:C, ABS:1)

HADOUSSA, S., H. HANEN LOUATI, "Social media use at workplace and effects on knowledge sharing- evidence from Saudi Arabia", *Management International*, June 2023, vol. 27, no. 6, pp. 67-80 (FNEGE:2, CNRS:3)

HADOUSSA, S., A. AMINA AMARI, F. FAKHER JAOUAB, "Study of determinants of online purchasing behaviour: experience of Saudi women regarding luxury beauty products on social media", *Journal of Decision Systems*, August 2023, vol. 32, no. 2, pp. 513-534 (ABDC:B, CNRS:4, ABS:1)

HADOUSSA, S., "Transformation numérique de l'administration publique : étude des changements induits à l'échelle individuelle et collective suite à l'usage du DMI auprès de la CNAM Tunisie", *Recherches en Sciences de Gestion - Management Sciences*, September 2022, pp. 251-276 (FNEGE:3, CNRS:4)

HANEN LOUATI, H., S. HADOUSSA, "Study of Social media impacts on social capital and employee performance-evidence from Tunisia Telecom", *Journal of Decision Systems*, March 2021, vol. 30, no. 2-3, pp. 118-149 (ABDC:B)

HADOUSSA, S., S. SEIF BEN HAMMOUDA, "Projet e-santé Tunisie : étude des facteurs d'acceptation du Dossier Médical Informatisé (DMI) par les médecins", *Management & Avenir*, December 2018, vol. 4, no. 102, pp. 15-31 (FNEGE :3)

### **Conference proceedings**

HADOUSSA, S., S. SLIM BELAID, "Building Careers, Building Commitment: The Role of E-Training and Empowerment in French Start-Ups", *Congrès de l'AGRH*, 2025, France

BAHRI CHAIMA, C., W. A. NAKARA WALID ADAM, R. LAOUTI RAHMA, S. HADOUSSA, "Technostress and organizational commitment: evidence from France", *International Conference on Digital Transformation and Management*, 2024, Tunisia

HADOUSSA, S., "Comment la formation influence-t-elle l'adoption de la Block Chain", *Digital, Innovation, Entrepreneurship & Financing (DIF)*, 2022, France

HADOUSSA, S., "IT impact on organizational change – study of e-banking system impacts on organizational flexibility : case of a Saudi bank", *Digital, Innovation, Entrepreneurship & Financing (DIF)*, 2019, Spain

HADOUSSA, S., "Digital marketing experience in Middle East – Social Media impact on Brand Image: Case of Saudi Airlines", *Digital, Innovation, Entrepreneurship & Financing (DIF)*, 2019, Spain

### **Books and Book Editor**

HADOUSSA, S., S. SONIA SINGH, S. S. SUMAN RAJEST, T. THANGARAJA ARUMUGAM, *Multidisciplinary Approaches to AI, Data, and Innovation for a Smarter World*, IGI Global, United States of America, 2025

SUMAN RAJEST, S., S. SONIA SINGH, S. HADOUSSA, A. AHMED J. OBAID, *Data-Driven Decision Making for Long-Term Business Success*, IGI Global, USA, 2024

