



Sarra Berraies

Assistant Professor

Main department: Management and Marketing

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Nationality: Tunisia

BIOGRAPHY

Sarra Berraies is an Assistant Professor and teaches management and human resources in the College of Business Administration, University of Bahrain. She was an associate professor in Management at the Higher Institute of Management, University of Tunis. She is also a member of the research Laboratory “Applied Research in Business, relationships and Economics” and the Tunisian Association for strategic intelligence at the University of Tunis. Her research interests include knowledge management, learning, innovation, organizational behavior, learning, corporate governance, management control, and digital marketing. She published extensively in indexed academic journals (Clarivate Analytics, Scopus, and CNRS) and participated in several international conferences.

TEACHING DOMAINS

- Management and Marketing

EDUCATION

Highest degree :

2012 PhD, Business administration, Management, University of Tunis, Tunisia

Knowledge Management and innovation process, the mediating role of learning, Case of Tunisian ICT Sector

2018 Diploma, Business administration, Management Accreditation to supervise master and doctoral thesis, University of Tunis, Tunisia

2005 Master, Business administration, Management, Enterprise and European market, University of Tunis, Tunisia

2001 Bachelor, Business administration, Accounting, University of Manouba, Tunisia

1997 Diploma, Other, Mathematics, Baccaureate, Montfleury School, Tunisia

CERTIFICATES

2014 The manipulation of software in finance and accounting, Elite Training, Tunisia

2014 the preparation of a business plan, Elite Training, Tunisia

PROFESSIONAL EXPERIENCE

Professional experience

- 2010 - 2010 Radio presenter of the program "Agenda Web Tech":, TunisiaHighTech.Net Web Radio, Tunisia
- 2008 - 2008 Responsible for recruitment', El Amouri Selection, Tunisia
- 2008 - 2008 Web writer, K&P Média Consulting, Tunisia
- 2007 - 2010 Web writer Tunisian television 21, TV show "K-Net", Tunisian television 21,, Tunisia
- 2002 - 2003 Auditor/accountant, Expert Conseil, Tunisia
- 1998 - 1998 Trainee at international operations department, BNA Bank Tunisia, Tunisia

RESEARCH ACTIVITIES

Consulting

Consulting

- Since 2020 ID Claire consulting Marketing and strategic management, Tunisia
- 2019 Consulting, Tunisia Plus association (Strategic management), Tunisia
- Since 2019 ATIS association (Data analysis, Tunisia
- Since 2017 Training activities, trainer, Tunisia

In favor of the disciplin

In favor of the discipline

- Since 2019 Member of the board of directors of the Tunisian Association for Strategic Intelligence (ATIS) (responsible for scientific research) since 2019., Tunisia
- Since 2016 Member of the International Association of Work Psychology of French Language (AIPTLF), Belgium since 2016., Belgium
- Since 2015 Participation and organization of numerous seminars and workshops:, Tunisia

In favor of the institution

In favor of the institution

- Since 2020 Injaz committee, Bahrain
- Since 2020 • Member of the committee of recruitment of students for research master in "Business and strategic administration", ISG Tunis for the 2019-2020 academic year., Tunisia
- Since 2019 Member of the committee of recruitment of students for research master in "Business and strategic administration", ISG Tunis for the 2019-2020 academic year., Tunisia

Programs' and Courses' Developments

Postgraduate

- 2018 - 2019 , University of Tunis, Tunisia

Undergraduate

- 2018 - 2019 , University of Tunis, Tunisia

Service to professional community

International

- Since 2019 Member of the 'A2ID' association (Paris, France) since 2019., France
- Since 2019 Member of the board of directors of the Tunisian Association for Strategic Intelligence (ATIS) (responsible for scientific research) since 2019., Tunisia
- Since 2019 Member of Tunisia Plus Association since 2019. (Sustainable development, Tunisia
- Since 2016 Member of the research Laboratory 'Applied Research in Business, relationships and Economics' (ARBRE) at the Higher Institute of Management (ISG) of Tunis, Tunisia., Tunisia
- Since 2012 Member of the 'FMAI' (Mediterranean Federation of the Internet associations) since 2012., France
- Since 2006 Member of the 'ATIM' (Tunisian Association of Internet and Multimedia) (organizing member, in charge of international relationships, associative activities, trainer and author of the activities reports of the International Summer Festival of the Internet and several events organized by the ATIM since 2006)., Tunisia

National

- Since 2018 Member of the New Chance program for students at ISG Tunis (Associative activity to help the students to find a job), Tunisia

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

- BERRAIES, S., R. LAJILI, R. CHTIOUI, "Social capital, knowledge sharing and employees' well-being: Does enterprise social networks use matter? Case of knowledge-intensive firms" Forthcoming *JOURNAL OF INTELLECTUAL CAPITAL*
- BERRAIES, S., W. BEN REJEB, "Do board of directors' composition and roles promote exploitative and exploratory innovations: Evidence from Tunisian Listed firms" Forthcoming *EUROPEAN JOURNAL OF INTERNATIONAL MANAGEMENT*
- BERRAIES, S., W. BEN REJEB, D. TALBI, "The contribution of Board of directors' roles to ambidextrous innovation: do Board's gender diversity and independence matter?", *EUROPEAN JOURNAL OF INNOVATION MANAGEMENT*, 2020, vol. 23, no. 1, pp. 40-66
- BARRAIES, S., "Effect of middle managers' cultural intelligence on firms' innovation? Knowledge sharing as mediator and collaborative climate as moderator", *PERSONNEL REVIEW*, 2019, vol. 49, no. 4, pp. 1015-1038
- BERRAIES, S., S. ZINE EL ABIDINE , "Do leadership styles promote ambidextrous innovation? Case of knowledge-intensive companies", *International Journal of Knowledge Management Studies*, 2019, vol. 23, no. 5, pp. 836-859
- BERRAIES, S., B. BCHINI, "Effect of leadership styles on firms' financial performance: Mediating role of exploitative and exploratory innovations, Case of knowledge intensive firms", *International Journal of Innovation Management*, 2019, vol. 23, no. 3, pp. 1950020/1-195
- BERRAIES, S., W. BEN REJEB, "Boards of directors' roles and size: what effects on exploitative and exploratory innovations? Case of listed Tunisian firms", *International Journal of Entrepreneurship and Innovation Management*, 2019, vol. 23, no. 2, pp. 161-179

BERRAIES, S., R. HACHANA, Z. FTITI, "Identifying personality Traits associated with entrepreneurial success: Does gender matter?", *Journal of Innovation Economics and Management*, 2018, vol. 27, no. 3, pp. 169-193

BERRAIES, S., A. TRABELSI-ZOGHLEMI, K. BEN YAHIA, "Investigating the effect of Mobile Service Quality evaluation on customers: moderating effect of age and gender", *TOTAL QUALITY MANAGEMENT & BUSINESS EXCELLENCE*, 2018

BERRAIES, S., A. TRABELSI-ZOGHLEMI, K. BEN YAHIA, "From Mobile Service Quality evaluation to e-Word-Of-Mouth: what makes the users of mobile banking applications speak about the bank? The moderating role of brand reputation", *International Journal of E-Services and Mobile Applications*, 2018, vol. 10, no. 2, pp. 36-57

BERRAIES, S., M. HAMOUDA, "Effect of customer empowerment on firms' financial performance: Mediating role of innovation and customer satisfaction", *INTERNATIONAL JOURNAL OF BANK MARKETING*, 2018, vol. 36, no. 2, pp. 336-356

BERRAIES, S., N. BLIBECHE, "The impact of CEO' duality and board's size and independence on firms' innovation and financial performance", *E3 Journal of Business Management and Economics*, 2018, vol. 9, no. 1, pp. 22-29

BERRAIES, S., K. BEN YAHIA, M. HANNACHI, "Identifying the effects of perceived values of Mobile banking applications on customers: Comparative study between baby boomers, generation X and generation Y", *INTERNATIONAL JOURNAL OF BANK MARKETING*, 2017

BERRAIES, S., M. ACHOUR, M. CHAHER, "Focusing the Mediating Role of Knowledge Management Practices: How Does Institutional and Interpersonal Trust Support Exploitative and Exploratory Innovation?", *Journal of Applied Business Research*, 2015, vol. 31, no. 4, pp. 1479-1492

BERRAIES, S., K. BEN YAHIA, R. CHTIOUI, "Functional Characteristics of Banking Websites and Customer Loyalty: The Mediating Role of Online Trust", *Journal of Applied Business Research*, 2015, vol. 31, no. 3, pp. 911-923

Chapters in book

BERRAIES, S., C. MEHREZ, "Rôle de l'intelligence culturelle des cadres intermédiaires en regard des pratiques de gestion des connaissances" in *Bien-être et diversité des situations de travail : Pratiques organisationnelles et innovation.*, Ed., L'Harmattan, vol. 3, pp. 261-275, 2018

Non-Peer Reviewed Articles

BERRAIES, S., K. HAMZA, R. CHTIOUI, "Effect of distributed leadership on ambidextrous innovation: mediating role of knowledge sharing and organizational trust and moderating role of collaborative technologies" Forthcoming *International Journal of Knowledge Management Studies*

BERRAIES, S., M. CHAHER, "Knowledge creation process and firms' innovation performance: Mediating effect of organizational learning", *International Journal of Human Resource Studies*, 2014, vol. 4, no. 1, pp. 204-222.