



# ICGS2023

INTERNATIONAL CONFERENCE ON GENDER STUDIES  
FIRST EDITION  
GENDER, ECONOMICS, AND BUSINESS

## PROGRAM

FRIDAY 2 <sup>nd</sup> JUNE 2023	
8h30-9h	WELCOMING PARTICIPANTS
9h-10h	<b>OPENING SESSION</b>  <b>Moderators: Sana BEN SALAH &amp; Sonia MAKNI</b> <ul style="list-style-type: none"><li>• <b>Mrs Insaf BEKIR</b> CO-Chair of ICGS2023-Director of IHEC Sousse</li><li>• <b>Mrs Boutheina HAMMAMI</b> UNWomen</li><li>• <b>Mr Elyès JOUINI</b> CO-Chair of ICGS2023 - President of the UNESCO Chair. Université Paris Dauphine "Women and Sciences"</li><li>• <b>Mr Lotfi BELKACEM</b> President of the University of Sousse</li><li>• <b>Mrs Boutheina BEN HASSINE</b> President of Gender Equality Office. USo</li></ul>
10h-11h15	<b>PLENARY SESSION 1</b> <b>GENDER AND BEHAVIOR</b>  <b>Moderator: Elyès JOUINI</b> <ul style="list-style-type: none"><li>• <b>Mrs Céline BESSIERE</b> (Paris Dauphine. PSL) "Genre et capital"</li></ul>

	<ul style="list-style-type: none"> <li>• <b>Mr Gilles GROLLEAU</b> (ESSCA School of Management) “Gender issues: Insights from Behavioral Economics”</li> <li>• <b>Mrs Dorra MAHFOUDH</b> (UNWomen) “Les normes sociales sous-tendant les inégalités de genre en Tunisie”</li> </ul>
<b>COFFEE BREAK</b> <b>11h15-11h30</b>	
<b>11h30-12h45</b>	<p style="text-align: center;"><b>PLENARY SESSION 2</b>  <b>GENDER AND CARRIER</b></p> <p><b>Moderator: Céline BESSIERE</b></p> <ul style="list-style-type: none"> <li>• <b>Mr Elyès JOUINI</b> (Paris Dauphine. PSL), “Gender stereotypes can explain the gender-equality paradox”</li> <li>• <b>Mrs Riadh ZGHAL</b> (Professeure émérite), “Quelle stratégie pour la lutte contre la violence économique à l’égard des femmes et la promotion de leur autonomie économique ?”</li> <li>• <b>Mr Thomas BRADA</b> (Paris Dauphine. PSL), “Determinants of the gender gap in math-related careers: some evidence and remaining puzzles”</li> </ul>
<b>LUNCH</b> <b>12h45-14h15</b>	
<b>14h15-15h45</b>	<p style="text-align: center;"><b>PARALLEL WORKSHOP 1</b>  <b>GENDER AND GOVERNANCE</b></p> <p><b>President: Elyès JOUINI</b></p> <ul style="list-style-type: none"> <li>• <b>Sami BEN MIM</b> (IHECSO), <b>Aziza BOUZGARROU</b>, “Female directors and banking stability: New empirical evidence from MENA countries”</li> <li>• <b>Rim EL HOUCINE</b> (IHECSO), “Board gender diversity and dividend policy”</li> <li>• <b>Imène BERGUIGA</b> (IHECSO), <b>Zaineb BELKHIRIA</b>, “Board gender diversity’s effects on capital structure and bankruptcy risk: MENA versus European Firms”</li> </ul>



	<ul style="list-style-type: none"><li>• <b>Ines Ben Abdelkader</b> (FSEGSo), <b>Sami Bacha</b> (FSEGSo), “Gender, Environmental innovation and ISO 14001 certification: An empirical Analysis from bank industry”</li></ul>
14h15-15h45	<p style="text-align: center;"><b>PARALLEL WORKSHOP 2 GENDER AND BEHAVIOR</b></p> <p><b>Presidents: Gilles GROLLEAU, Céline BESSIERE</b></p> <ul style="list-style-type: none"><li>• <b>Nadia LAABIDI</b> (PARIS 1 Panthéon-Sorbonne), “Mobilité en Tunisie : Angle-mort du genre”</li><li>• <b>Donia SMAALI BOUHLILA</b> (FSEGT-UTM), “Women’s educational attainment-employment nexus and intimate partner violence: evidence from Tunisia”</li><li>• <b>Mayssa ALOUANE, Sana HARBI</b> (IHEC Sousse), “Do nature of product and socially responsible consumption influence?”</li><li>• <b>Hayet SAADAoui</b> (ISAEG), “Entrepreneurship: a road to happiness for rural women in Tunisia”</li></ul>
<b>COFFEE BREAK 15H45-16H</b>	
16h-17h	<p style="text-align: center;"><b>PARALLEL WORKSHOP 3 GENDER AND ENTREPRENEURSHIP</b></p> <p><b>Presidents: Walid NAKKARA</b></p> <ul style="list-style-type: none"><li>• <b>Siwar YOUSSEF</b> (Corvinus University of Budapest), <b>Henda EL GHARBI</b>, (ISFFS), <b>Nihed MRABET</b> (ISFFS), “The role of financial support from family and friends in the development of entrepreneurship: A gender-based approach”</li><li>• <b>SILVIA ORRU'</b> (Università degli Studi di Cagliari-Dip. Giurisprudenza), “L'équilibre entre les sexes et l'entreprise agricole : égalité des chances et développement durable”</li></ul>
16h-17h	<p style="text-align: center;"><b>PARALLEL WORKSHOP 4 GENDER AND ECONOMICS</b></p> <p><b>Presidents: Mounir SMIDA, Sami CHAABOUNI</b></p>



	<ul style="list-style-type: none"> <li>• <b>Fairouz OTHMAN, Salwa TRABELSI</b> (ESSECT), “The role of development aid in empowering women in developing countries”</li> <li>• <b>Emna ESSADIK</b> (FSEGT-UTM), <b>Amal JEMAI</b>, (FSEGT) “The gender equality and the sustainable economic development: a statistical learning study”</li> <li>• <b>Latifa ZIADI</b> (ISCAE), “Financial inclusion in MENA countries: does gender matter? ”</li> </ul>
16h-17h	<p style="text-align: center;"><b>PARALLEL WORKSHOP 5 GENDER AND MARKETING</b></p> <p><b>President: Rym BOUZABIA</b></p> <ul style="list-style-type: none"> <li>• <b>Aws HORRICHE</b> (ISGSo), <b>Insaf BEKIR</b> (IHECSo), “The effect of information adoption via social media on the re-purchase intention of a sustainable behavior: the mediating effect of gender”</li> <li>• <b>Aws HORRICHE</b> (ISGSo), “The perception of gender stereotype by teenagers in Advertising and its effect on their attitude towards the brand”</li> </ul>

<b>SATURDAY 3<sup>rd</sup> JUNE 2023</b>	
<b>8h30-9h</b>	<b>WELCOMING PARTICIPANTS</b>
<b>9h-10h30</b>	<p style="text-align: center;"><b>PLENARY SESSION 3 GENDER AND ENTREPRENEURSHIP</b></p> <p><b>Moderator: Pr Walid NAKARA</b></p> <ul style="list-style-type: none"> <li>• <b>Mr Walid NAKARA</b> (Chaire Entreprenariat Social. Montpellier Business School), “L’entrepreneuriat comme vecteur d’émancipation et d’inclusion des femmes dans les QPV”</li> <li>• <b>Mrs Noha BAKR</b> (American University of Cairo) “Women Entrepreneurs in the Middle East and North Africa : characteristics, Contributions and Challenges”</li> </ul>



	<ul style="list-style-type: none"><li>• <b>Mrs Leila BELKHIRIA</b> (Chambre Nationale des Femmes Chefs d'Entreprises. UTICA) “L’entrepreneuriat féminin à forte valeur ajoutée véritable pilier d’une relance économique en Tunisie”</li><li>• <b>Mrs Syrine ATALLAH</b> (WAFWAF HOUSE. FSEGN), “Entrepreneuriat au féminin et l’écosystème des start-ups”</li></ul>
<b>COFFEE BREAK</b> <b>10h30-10h45</b>	
<b>10h45-12h30</b>	<p style="text-align: center;"><b>PLENARY SESSION 4</b> <b>CROSS-DISCIPLINARY PERSPECTIVES ON THE GENDER DIMENSION IN RESEARCH</b></p> <p><b>Moderators: Ines EL AISSI &amp; Henda EL GHARBI</b></p> <ul style="list-style-type: none"><li>• <b>Mr Anis ZAHRAZ</b> (ILO) “Genre et Travail Décent des femmes”</li><li>• <b>Mrs Faiza BENHADID</b> (CAWTAR), “Gender, Economy and Trade”</li><li>• <b>Mrs Farah MNEKBI</b> (CREDIF) “Gender Equality across the sustainable development in CREDIF”</li><li>• <b>Mrs Amani CHARRAD</b> (ANPR) “Gender equality plan”</li><li>• <b>Mrs Boutheina HAMMAMI, Mr Zouhaier BEN JANNET, Mrs Maryem BEN SALEM</b> (UNWomen Tunisia), “Comprendre la masculinité en Tunisie : un homme entre dans l’eau et en ressort sec”</li></ul>
<b>12h30-13h30</b>	<p style="text-align: center;"><b>CLOSING SESSION</b></p> <p><b>Moderators: Sana BEN SALAH, Sonia MAKNI &amp; Nihed MRABET</b></p> <p style="text-align: center;">Best communication Award Closing Speech Announcement of the next Edition Signing Agreements</p>
<b>LUNCH</b> <b>13h30-14h30</b>	

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Contact: [icgs.2023@u-sousse.tn](mailto:icgs.2023@u-sousse.tn)



