

Ihsen Ketata, Ph.D.
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Experience

Educational Background

Ph.D. L'ISEM (L'Institut des Sciences de l'Entreprise et du Management), The University of Montpellier, France 2005.
Major: Strategic Management and International Business
Dissertation chairs: Dr. Roland Perez and Dr. Frederic Le-Roy

Specialized Master
Diplôme d'Etudes Approfondies (DEA)», Faculté d'Economie, The University of Montpellier, Montpellier, France 2000
Major: Economic Analysis, Modeling, and Quantification

B.E. L'Ecole Supérieure de Commerce (ESC) Sfax, Tunisia 1999
Bachelor in Accounting

English Intensive Classes at Georgia Tech, Atlanta GA: Levels 300 through 700, 2005-2006

Work Experience

September 2022- Present
Lecturer at Santa Clara University, Santa Clara, CA

September 2019- August 2022
Adjunct Lecturer at Santa Clara University, Santa Clara, CA

January 2017-May 2018
Adjunct Assistant Professor at Baruch College, City University State of New York, NY.

August 2014-May 2016
CIBER, Consultant and Part time instructor at Georgia State University, Atlanta, GA

August 2010- July 2014
CIBER, Director and a visiting faculty at Georgia State University, Atlanta, GA

October 2007- May 2010
Part time instructor at Georgia State University, Atlanta, GA

June 2006- May 2007
Post-doc at the federally funded Georgia Tech CIBER, Atlanta, GA

September 2003 - August 2005
Sciences at l'ISEM the University of Montpellier 1, Montpellier, France

September 2001 - August 2003

Visiting Assistant Professor at l'ISAAS (l'Institut Supérieure d'Administration des Affaires), Sfax, Tunisia.

Other Professional Experience

15 March 1999 - 30 April 1999

Review and Analysis of Financial Statements, *Cabinet Affes et compagnie, Sfax, Tunisia*

August 20th - September 10th 1997

Perfecting management methods, *Groupe Bouzguenda Frères, Sfax, Tunisia*

Teaching Experience

Undergraduate class, Santa Clara University, Santa Clara, CA

-MGMT 80, Global and Cultural Environment of Business.

Graduate class, Baruch College, City University State of New York, New York City, NY

MKT 9703, Marketing Management

Instructor of reference for the International Business Study Field course, Georgia State University, Atlanta, USA

Supervising several students doing an internship with bi-national chambers and consulates

Undergraduate class, Georgia State University, Atlanta, USA

BUSA 3000, Globalization and Business Practices.

Senior class for bachelor in International business, Georgia State University, Atlanta, USA

IB 3090, Introduction to International Business.

Senior Class for Bachelor in Management Sciences, ISEM, Montpellier, France
Strategy Cases (15h)

Senior Class for Bachelor in Strategy and Finance, ISEM, Montpellier, France

Financial Strategy Cases (18h)

Senior Class for Bachelor in Commerce and Sales, ENSAM, Montpellier, France

-Research methodology Class (15h)

Sophomore Class for Associate Degree in Economic Sciences, Faculté de Sciences Economiques de Montpellier, Montpellier, France

Introduction to Management (30h)

Sophomore Class for Associate Degree in Commerce and Sales, ISEM, Montpellier, France

- Management Projects Advisor (20 h)

Sophomore Class for Second Associate Degree in Commerce and Sales, ISEM, Montpellier, France

- Accounting Language (15h)

Freshman Class, ISEM, Montpellier, France

- Accounting Information Systems (10h)

Freshman Class, ISEM, Montpellier, France

- Methodology and Tutoring (15h)

Freshman Class at l'Institut Supérieur d'Administration des Affaires de Sfax, Sfax, Tunisia

- Financial Accounting (45h)

- Introduction to Management (45h)

Research

Refereed Scholarly

Dakhli, M. Ketata, I., Wang, L. & Szabo White, M. (2019). Tesco in China: How Could Things Go So Wrong? *Journal of International Business Education*, 14: 355-372.

Dakhli M. and Ketata, I. (2016), Middle Class and Higher Education in the MENA Region. Edited by Leslie L Marsh and Hongmei Li, in, *The Middle Class in Emerging Societies: Consumers, Lifestyles and Markets* (184-199). Florence, Kentucky: Routledge.

Dakhli M. and Ketata, I. (2015). Comparing Students' Performance in an International Business Class Across Two Nations: An exploratory Study. *Journal of International Business Education*, 10: 95-116.

Ketata, I., Grimpe, C., & Sofka, W. (2015). The role of internal capabilities and firms' environment for sustainable innovation: evidence for Germany, *R&D Management* 45 (1), 60-75.

Ketata I. and McIntyre, J., (2008), Corporate social responsibility as a new orientation in response to the crisis management. Edited by Dr Phil Gabriele G.S. Suder, *International Business Under Adversity*, London, UK. Edward Elgar Publ.

Hilmi N., Ketata I. and Safa, A. (2007), Multinational firms' foreign direct investment, *The Business Review*, Cambridge, 7(2), 242-250.

KETATA I. (2006), L'influence du contexte sur le choix de la stratégie d'implantation, *Revue Française de Gestion*, 32 (166), 159-171.

Current Projects

Dakhli M., Ketata, I, & I. Vögel, J. South African Wines: How to Thrive in Turbulent Times. *Market, Globalization and Development Review*. (Submitted for review)

Ketata I., & Abaeian Vahideh, Drone for Social Good: Navigating Zipline's Ethical and Operational Challenges. (submitted to a conference for review)

Conference Presentations and proceedings :

KETATA I. (2005a), « Le risque de conflit entre les partenaires associé aux stratégies d'implantation des firmes multinationales », 5th days of International Research on Management Sciences, Tabarka, 10, 11 and 12 March 2005.

KETATA I. (2005b), « La gestion internationale du risque de conflit entre les partenaires », *3rd Colloquium of the IFBAE*, Grenoble, 19 and 20 May 2005.

KETATA I. (2005c), « Le rôle du risque parmi les conséquences du choix de la stratégie d'implantation » XIV ème Strategic Management International Conference, Angers, June 6-9.

KETATA I. (2006a), « L'influence des spécificités contextuelles sur le choix de la stratégie d'implantation », *EMMA colloquium, Istanbul, 26 and 27 May 2006*.

KETATA I. (2006b), « Sustainable development and multinational firms: Contrasting corporate approaches », International Research Colloquium, October 19, 20, Georgia Institute of Technology, Atlanta.

Grimpe C., Ketata I. and Sofka W. (2007), "Profiling Sustainable Innovators: Not Ready to Make Nice?", 16th International Conference On Management of Technology", May13-17, Miami.

Hilmi N., Ketata I. and Safa A., (2007), "Foreign direct investment by multinational companies and by collective investment firms", Management of International Business & Economic systems, September 29-30, Larissa, Greece.

Hilmi N., Ketata I. and Safa A., (2007), "Motivations and impact of multinational firms' strategies for foreign direct investment: economic and managements prospects", FDI and the consequences, 3-4 September, Ghent University, Belgium.

Grimpe, C., Ketata, I., & Sofka, W. (2009). "Managing Innovation for Safer, Greener and Less Energy Consuming Outcomes". The Academy of Management Conference, August 2009, Chicago.

Ketata I. and McIntyre J., (2010), "The Challenge of implementing a Sustainable Development Innovation in Multinational Companies", The Academy of Management Conference, August 2010, Montréal, Canada.

Dakhli M., Ketata, I. (2013), "Middle Class Attitude toward Higher Education in the MENA Region", Middle Class Phenomenon in Emerging Markets Conference, September 2013, Atlanta, USA.

Dakhli M., Ketata, I. (2013), "Comparing Students' Performance in an International Business Class Across Two Nations: An Exploratory Study", The southeast Academy of International Business, October 2013, Atlanta, USA.

Hilm N., Safa A. and Ketata I. (2014)« La prise en compte du risque écologique dans les politiques économiques et les stratégies de développement durable. Exemple de la Tunisie » le colloque de l'Ethique, entrepreneuriat et développement, ATM 2014, Marrakech, Morocco.

Hilm N., Safa A., and Ketata I. (2014)« The Ecological Risks associated to the Economic Policies and Sustainable Development Strategies» 13th International conference of MEEA on the theme of Managing the MENA transitional economies 31st May- 1st June 2014 – Tlemcen, Algeria.
<http://www.luc.edu/orgs/meea/volume17/pdfs/Hilmi-Safa-Ketata.pdf>

Ketata, I., Dakhli M., Lifang, W. and White M.S. (2018), "Tesco in China: How Could Things Go So Wrong?", The Academy of International Business – US Southeast Chapter November 1-3 2018, Nashville, TN, USA.

Other Business Outreach Presentations

Ketata I., (2011). "Conducting Business in Tunisia". French Speaking Africa, French American Chamber of commerce, April 2011.

Ketata I., (2012). "Trade and Investment Prospect with Tunisia – Post Revolution" Africa Belle Conference" Belle Africa Conference, French American Chamber of Commerce, April 2012.

Service

Service to Santa Clara University

- *Before I officially assume the role of Co-Director of the International Business Minor Program, I helped update the website, streamline processes, and respond to all student requests regarding the IB minor program.*
- *I also co-launched the planning of Santa Clara's first International Business Week (October 2025), which will include a food fair, a study abroad fair, and a guest speaker series.*
- *Founded and co-led the International Business Case Challenge Competition at Santa Clara University among the different sections of MGMT 80. I also helped expanding its scope to new student groups (MGMT 170), and brought in high-profile judges, including NVIDIA co-founder Chris Malachowsky.*
- *Participated in the MGMT elective task force to review the process of adding and accepting new electives 2022-2023*

Service to Georgia State University, Atlanta, GA

- *Served as a reviewer for the Brazilian Administration Review 2015-2016*
- *Served as a reviewer for the GSU-CIBER research grant applicants 2010-2012*
- *Participated in writing several grants including the Coca Cola study abroad grant (1.3 million dollars for study abroad scholarships)*

- Participated in the promotion of the new version of the Master of International Business 2012
- Updated the International Business (IB) certificate by adding a new elected course IB field study 2012
- Co-Founded the Southeast consortium group 2010
The Southeast U.S. Higher Education Consortium for International Business is one of GSU-CIBER's signature activities. The consortium leads the formation of a collaborative higher education community composed of two-year, four-year, and historically black colleges and universities in Georgia, Alabama, Florida, Tennessee, North Carolina and South Carolina. The consortium serves as a clearinghouse for faculty development, teaching material preparation, regional resource sharing and technical assistance with writing DOE grant proposals. Students at consortium schools will participate in jointly sponsored study abroad and work abroad programs.
- Founded and led the Southeast Consortium Case Challenge Competition 2012
- Led the different projects for the International Educational Week representing the Robinson College of Business including the Global Village Festival (A two day exhibit of 15 tables representing a variety of cultural items from different countries), a guest speaker event, students essay and photography competitions and award receptions November 2012
- Created a new elective course: the International Business Field Study. This course was added to the IB certificate 2011.
The main purpose of this course is to have the assigned students work side-by-side with consulates and provide assistance in feeding back information to the GlobalAtlanta website. This program is a wonderful resume builder and exposure to real-world experience and foreign cultures. Several students are interviewed every semester to be considered for this course.
- Chaired the "conducting business in the Middle East conference" June 22, 2012
- In charge of the CIBER Newsletter and all promotional materials including website updates and brochures
- Coordinated all the GSU-CIBER visiting scholars 2010-2012
- Co-chaired 2011 CIMaR (Consortium for International Marketing Research) Conference, May 2011
- Chaired the first CIBER Case Challenge Competition in 2013, which included teams from 8 colleges across the southeast regions.

Service to Georgia Tech

- Participated in the organization of the International Research Colloquium, October 19, 20, Georgia Institute of Technology, Atlanta 2006
- Served as a reviewer of the submitted articles for the Georgia Tech-CIBER International Research Colloquium 2006

Service to l'ISEM, University of Montpellier 1, France

- Served on the **Thesis Committee** for the Bachelor of Managerial Sciences 2003-2005
- Participated in the selection of candidates for *PERTUIS* (IUP Admission exam)
- Presented at the 12th and 13th « *Tutorats Collectifs Grand Sud* » on the state of research progress
- Participated in the Organization of the IXth International Conference of Strategic Management, 24-26 May 2000 in Montpellier, France

Professional Affiliations

- A member of the Alif Institute (served previously as a chair of the board of directors)
- A member of the advisory board of the Arab American National Museum
- A member of the Tunisian American Young Professional Association

Languages

Arabic, French and English