saraousghir2@gmail.com +212 660 423 811 Casablanca, morocco

Sara OUSGHIR

Professor, trainer Consultant

30 ans, Single

Doctorate in economics and management with six years' experience experience as a professor, trainer and consultant

PROFESSIONAL EXPERIENCE

Professor

ICHOUAIB DOUKKALI UNIVERSITY — **CURRENT 2024**

Bachelors Students in management and computer science's students

- *Innovative entrepreneurship*
- *Innovation management*
- *General management*

INPT RABAT — **2023 2021**

AMOA Engineering, SMARTICT Engineering, ICCN Engineering, DATA Engineering

- *Innovative entrepreneurship*
- *Innovation management*
- *General management*

EMSI CASABLANCA — **2023 2021**

Computer engineering, Civil engineering, Industrial engineering, Automation

- *Innovative Entrepreneurship*
- *Fundamental Marketing*
- *Digital Marketing*
- *general accounting*

ENCG CASABLANCA — **2023 2018**

Fundamental and Continuing Masters in Strategic Management and Innovation Management

- *Innovation management*
- *Business development*
- *Business English*
- *Entrepreneurship*
- *Strategic and competitive intelligence*

FSJES MOHAMEDIA — **2022 2021**

Bachelors Students

- *Entrepreneurship*
- *Organization management*

IGA CASABLANCA — **2018 2017**

Professional Master

- *Human resources management*

INSTITUT DE MANAGEMENT ET D'INFORMATIQUE CASABLANCA — **2018 2016**

Bachlor's Students

- *Organization Management*
- *Human resources management*

IMI DEVELOPPER CASABLANCA — **2018 2016**

Professional Master

- *Organization Management*
- *Marketing*

Trainer

SKILLZUP FRANCE
2022
2020

Professional training

- *Entrepreneurship*
- *Business management*
- *HR Management*

MB INSTITUT FRANCE
2022
2020

Professional training

- *Organization Management*
- *Secretariat*
- *Entrepreneurship*

QUALIFIED FRANCE
2022
2020

Professional training

- *Management of start-ups*
- *Entrepreneurship*
- *Digital marketing*

DIGICERTIF FRANCE
2019
2022

Professional training

- *Business development*
- *Medical secretary*
- *Entrepreneurship*

VOTRE FORMATION FRANCE
2022
2020

Professional training

- *Entrepreneurship*
- *Management of organizations*
- *Market research*

UPGRAD FRANCE
2022
2020

Professional training

- *Human Resources Management*
- *Business Management*
- *Business Model, Business Plan*

Consultant

S4INNOVATION CASA
2022
2020

Founder

- *Recruitment*
- *Digital marketing*
- *Entrepreneurship*

LASTARTUP STATION CASA
2020
2018

Entrepreneurship consultant

- *Business Model*
- *Open Innovation support*
- *Entrepreneurs support*

INNOFACTORY CASA
2020
2018

Founder

- *Recruitment*
- *Digital Marketing*
- *Training*

EDUCATION

PHD
2023
2018

ENCG Fes

- *Innovation Management in Startups, Modeling through the Business Model*

MASTER DEGREE
2017
2015

FSJES Casablanca

- *Strategies, Entrepreneurship and Skills Management*

BACCALAUREAT
2012
2011

Lycée Okba ibn nafiaa

- *Physics and chemistry*

LICENCE
2015
2012

FSJES Casablanca

- *Economic and Management Sciences*

CERTIFICAT

MARKETING DIGITAL **2017 2022**

AMD Casablanca

COMMERCE **2014 2016**

ESM Casablanca

PUBLISHED PAPER

NEW GENERATION DIGITAL SYSTEMS **2023**

indexed Scopus

- *Management of innovation in radically innovative startups: insignt from moroccan companies*

EASTERN-EUROPEAN JOURNAL OF ENTREPRISE TECHNOLOGIES **2022**

indexed Scopus

- *Exploratory study on innovation management startups, an attempt to design it throught the business model*

IJFAEMA JOURNAL **2021**

indexed Google Scholar

- *Lean startup, Effectuation et Design Thinking : quel modèle combinatoire de management d'innovation dans les startups ?*

QUALITY-ACCESS TO SUCCESS **2022**

Indexed Scopus

- *Interaction between employee expectation and CSR pratices, Case Schneider Electric Morocco*

COMMUNICATION

ENCG CASABLANCA

7th international conference on New Generation Digital systems (indexé Scopus) **2023**

- *Management of innovation in radically innovative startups: insignt from moroccan companies*

ENSA KENITRA

Multidisciplinary Doctoral Days (Imdd23) **2023**

- *The innovation model process in moroccan technology startups*

AL AKHAWAYN

International Business Conference **2022**

- *L'innovation dans les entreprises en mode startup à travers le Busines Model*

ENCG FES

Colloque international de recherches et pratiques managériales. **2022**

- *Méthodes de management de l'innovation dans les startups: proposition d'un modèle conceptuel:*