

**Keynote Speaker**  
**IASAS Global Summit**  
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**Prof Jouhaina Gherib**  
**President, University of Manouba, Tunisia**  
**Vice President, International Association of Universities, IAU**  
**Lead, working group on Higher Education for Sustainable Development (HESD), IAU**



Prof. Dr. Jouhaina Gherib is a professor of Strategic Management at the University of Manouba in Tunisia. She holds a PhD from the university of Paris 1-Panthéon Sorbonne in France and has published over 30 scientific publications and conference papers. Her research interests include strategic decision making, corporate social responsibility, entrepreneurial orientation and sustainable development goals (SDG). She was elected as Vice-Rector for Research and International Relations in 2011, then, in 2014. She was later elected as the sixth Rector of the University of Manouba in 2017 and re-elected again in 2020 becoming the first women in Tunisia to do so. As Rector, Jouhaina Gherib devotes her efforts to making scientific research results of the university more visible and to align the quality of education with international standards and making so with a constant interest towards the well-being of the entire community. By relying on technology and culture as accelerators, she works to increase the societal impact of the university and open the way to a sustainable modernization of the Tunisian society as a whole by educating responsible and innovative citizens rooted in their context as well as connected to their global world. She also participated and chaired several national committees in charge of the reform of the higher education and research system in Tunisia and acted as President of the board of director of the IFIC (Institut de la Francophonie pour l'Ingénierie de la Connaissance et de la Formation à distance). Jouhaina GHERIB is also active in the civil society with an international scope. She held the position of executive director of the United Nations Global Compact Network Tunisia since its creation and is currently member of the executive committee and Vice President of the International Association of Universities (IAU) and lead of the working group on higher education and research for sustainable development (HESD).