



Assistant Professor Mariem HANNACHI

Academic Department: Strategy, Entrepreneurship
and International Business

Email: mariem.hannachi@essca.fr

RESEARCH INTERESTS

- Family entrepreneurship / Management succession in SMEs / Strategic renewal / historical
- Entrepreneurship
- Strategy

TEACHING DOMAINS

- Strategic management
- Entrepreneurship
- Family Business

EDUCATION

Highest degree :

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| 2015 | PhD, Business administration, Université d'Avignon et des Pays de Vaucluse, France
<i>La régénération stratégique de l'entreprise familiale : le cas des entreprises multigénérationnelles</i> |
| 2009 | Master of Arts (M.A.), Business administration, Organisational Behavior, Université de Caen Normandie, France |
| 2008 | Master of Science, Business administration, Other, Institut des Hautes Études Commerciales de Carthage, Tunisia |

CERTIFICATIONS

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| 2016 | The Experiential Classroom Entrepreneurship Teaching, University of Florida, United States of America |
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PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2015 | Assistant Professor, ESSCA School of Management, France |
| 2013 - 2015 | Temporary Research and Teaching Assistant, Université d'Avignon et des Pays de Vaucluse, France |
| 2012 - 2015 | Faculty, EM Normandie Business School, France |
| 2010 - 2011 | Temporary Research and Teaching Assistant, EM Normandie Business School, France |
| 2009 - 2010 | Faculty, Université de Rouen, France |

PROFESSIONAL EXPERIENCE

Academic experience and positions

Professional experience

2009 - 2010 Assistante Pédagogique de recherche, EM Normandie Business School, France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

HANNACHI, M. (2025). Pérennité de l'entreprise familiale : rôle du transfert de l'esprit entrepreneurial entre les générations. *Question(s) de Management*, 54(2), pp. 107-120.

BERRAIES, S., BEN YAHIA, K. and HANNACHI, M. (2017). 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*, 35(6), pp. 1018-1038.

Chapters in book

HANNACHI, M. (2025). Restoria: navigating sustainability and family values in corporate social responsibility. In: Tulsi Jayakumar, Elisa Conti, Andrea Calabrò, Adriana A. Amaya Rivas, Yeny E. Rodríguez eds. *Family Business Sustainability Case Studies Across the World*. 1 ed. Edward Elgar Publishing, pp. 138-153.

CHABAUD, D., HANNACHI, M. and YEZZA, H. (2020). The strategic renewal of family SMEs: insights from a French case study. In: B. Deschamps, A. Missonier, C. Thévenard-Puthod, P. Robic, D. Barbelivien eds. *Business Transfers, Family Firms and Entrepreneurship*. 1st ed. Abingdon: Routledge, pp. 9-115.

HANNACHI, M. and CHABAUD, D. (2017). Entreprise familiale, innovation et développement durable : une évidence ? Le cas d'une entreprise familiale multigénérationnelle. In: Boutillier Sophie (ed.). *Entrepreneuriat et innovation, contexte et concept*. 1st ed. Bruxelles: Peter Lang.

HANNACHI, M., BEGIN, L. and CHABAUD, D. (2011). La Transmission/ Reprise des PME- une occasion de régénération stratégique. In: Cadieux L et Deschamps B (ed.). *Le Duo Cédant/ repreneur*. 1st ed. Presse Universitaire du Québec (PUQ).

Conference proceedings

BEN YAHIA, K., BERRAIES, S. and HANNACHI, M. (2016). Valeurs perçues des applications mobiles bancaires et e-réputation dans un contexte de crise économique : quelles influences sur l'e-confiance, l'e-satisfaction et l'e-fidélité des clients ? In: *Proceedings of 15th International Marketing Trends Conference 2016 Paris*, ed. Alberto Pastore, Julien Schmitt, Julio Jimenez, Klaus-Peter Wiedmann. Paris-Venice Marketing Trends Association.

Conference paper (with selection committee)

HANNACHI, M. and CHABAUD, D. (2018). Learning from the multigenerational family business history: how family business drives strategic renewal process. In: 14th Workshop on Family Firm Management research. Larnaca.

HANNACHI, M. and CHABAUD, D. (2017). Strategic renewal and emotions in the family business: The historical approach' contributions. In: EDHEC Family Business Conference. Lille.

HANNACHI, M., CHABAUD, D. and SAADAOU, K. (2016). Repreneurs d'hier, dirigeants d'aujourd'hui : quels besoins en termes d'accompagnement ? Étude longitudinale de cas de reprises d'entreprises. In: VIème Journées Georges Doriot. Mons.

HANNACHI, M. and CHABAUD, D. (2013). L'écosystème entrepreneurial de la Tunisie post-révolution. In: Congrès de l'Académie de l'Entrepreneuriat et de l'Innovation. Fribourg.

HANNACHI, M., BEGIN, L. and CHABAUD, D. (2012). Moving one step at a time: The strategic renewal of a small family firm. In: 12th annual IFERA World Family Business Research Conference. Bordeaux.

HANNACHI, M. (2011). When strategic renewal attempts fail: a case study of a family firm. In: ECSB, European Council of Small Business, XXV RENT Conference. Bodo.

HANNACHI, M. (2011). La disparition d'une dynastie familiale : quand les efforts de la régénération stratégique deviennent désillusion. In: 7e Congrès de l'Académie de l'entrepreneuriat et de l'innovation. Paris.

HANNACHI, M., CHABAUD, D. and BEGIN, L. (2010). La régénération stratégique des entreprises familiales : une étude de cas, (Prix de la meilleure communication à partir de travaux empiriques), In: CIFEPME Congrès International Francophone en Entrepreneuriat et PME. Bordeaux.

HANNACHI, M., CHABAUD, D. and BEGIN, L. (2010). Strategic Renewal of family firms : a case study. In: ICSB, International Council of Small Business. Cincinnati.

Published Case Studies

HANNACHI, M. and CASTAGNARI, A. (2014). « Cas de transmission familiale en milieu agricole : question de pérennité et/ou de fin de vie », Cas pédagogique, CCMP.

Presentation in a research seminar

HANNACHI, M. (2023). La régénération stratégique d'une PME familiale multigénérationnelle. In: Séminaire de l'Institut des Entreprises familiales. ESSCA, Angers.

HANNACHI, M. and CHABAUD, D. (2016). Innovation et développement durable : une évidence? Le cas d'une entreprise familiale multigénérationnelle. In: Séminaire de recherche S(i)IDE (Stratégies industrielles d'innovation et dynamiques entrepreneuriales). Université Littoral Côte d'Opale, Dunkerque.

RESEARCH ACTIVITIES

Service to the academic discipline

Reviewing activities for an academic conference

Since 2015 Ad'hoc reviewer, International Family Enterprise Research Academy, United States of America

Membership in an academic association

Since 2010 Professional affiliation, Académie Entrepreneuriat & Innovation (AEI), France

Since 2010 Professional affiliation, Association internationale de recherche en entrepreneuriat et petites et moyennes entreprises (AIREPME), France