# NBER Entrepreneurship Research Boot Camp 2025

## Summary Document :

**Name**: Asmaa Elmoutaouakkil

**Contact Information**: asmaaelmoutaouakkil55@gmail.com / +212-619104650

**Academic Institution:** Hassan II University of Casablanca

**Research Interests:** Digital Entrepreneurship, Digital Transformation, Social Networks

**Year of PhD Enrollment:** 2023

**Expected Completion Year:** End of 2027

**Name of Faculty Providing Recommendation Letter:** Prof. Zakia Benhida

# Asmaa Elmoutaouakkil

## CONTACT INFO


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Casablanca

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com


## Languages

Arabic: Native Language

French: Fluent

English: Intermediate

Spanish: Basic Knowledge

## Skills :

- Social Media Management
- Project Management
- Public Relations
- Quality Control

## Professional Experience

**Trainer - Entrepreneurial Support Workshop**

Hassan II Casablanca | 2023

- Trained undergraduate students in entrepreneurial support, guiding them in developing essential skills and knowledge for launching and managing a business with a digital marketing strategy.

**Project Assistant - Marketing Department**

Kemipharm Laboratory | February 2023 – June 2023

- Designed and implemented marketing strategies for pharmaceutical products, demonstrating growing expertise in project management within a dynamic and innovative environment.

**Call Center - Technical Advisor**

Intelcia | July 2023 – November2023

- Developed problem-solving and active listening skills, providing high-quality technical support in a demanding operational context.

**Internship - E-learning Center**

MOOC | May 2022

- Focused on optimizing MOOC pedagogy and proactively solving educational challenges within the center, showcasing innovation and leadership in a dynamic and rapidly evolving field.

**Survey - Managerial Development**

Mohammed V University/ ANAPEC | May 2022 – July 2022

- Conducted a mixed-method study (qualitative and quantitative) on managerial needs in the labor market, collaborating with managers and entrepreneurs.

## Entrepreneurship Training

**Building Your Sharing Economy Business**

Instituto Tecnológico de Canarias | 6 Novembre 2023 – 26 Novembre 2023

- Developed leadership and influence skills in the sharing economy, focusing on African women and the economy in Spain.

**Entrepreneurship and Business Creation Training**

Mohammed V University / ANAPEC | October 2022 – December 2022

- Gained in-depth knowledge of entrepreneurship, with a focus on business creation and management, reinforcing leadership and decision-making skills.

## Formation académique:

***FSJES Hassan II Casablanca Ain chock:*** *2023- Ongoing ...*

*PhD Candidate in Entrepreneurship and SMEs Laboratory*

***FSJES SOUISSI Rabat :*** *2021/2023*

*Master's in Business Management and Project Management*

***FSJES Hassan II Casablanca Ain chock :*** *2019/2020*

*Bachelor's Degree in Economics and Management*

**Abdel Azziz EL Fachtali :** *2016/2017*

*Baccalaureate in Physical sciences*

## Courses Taught :

**Digital Marketing (Tutorials) - Bachelor's of Excellence** (2023/2024)

- Supervised tutorial sessions for Bachelor's of Excellence students.
- Developed educational content on digital marketing strategies, online campaign management tools, and performance analysis.
- Conducted interactive sessions to strengthen students' practical skills in digital marketing.

**Final Year Project Supervision - Bachelor's Degree** (2023/2024)

- Supervised and guided Bachelor's students in their final projects.
- Assisted in defining research problems, methodology, and data analysis.
- Evaluated final projects and participated in defenses.

**University Work Methodology (Module) - Bachelor's Degree** (2024/2025)

- Conducted interactive courses to help first-year students establish solid methodology foundations, including time management, academic research, and structuring academic work.
- Provided personalized follow-up to help students develop independent and collaborative work skills.
- Designed, managed, and graded assessments aligned with the module's pedagogical objectives.

**University Work Methodology (Module) - Bachelor's Degree** (2024/2025)

- Delivered courses aimed at enhancing French language skills in professional and academic contexts.
- Designed exercises to improve comprehension, written expression, and oral communication.
- Implemented practical exercises and continuous assessments to measure student progress.

## National and International and conferences :

❖ **International Conference on Digitalization, Finance, Innovation, and Entrepreneurship**

- **Title**: "The Influence of Digital Transformation and Innovation on Organizational Strategy"
- **Date**: November 28-29, 2024
- **Location**: ENCG IBN ZOHR, Agadir
- **Award**: Best Paper Award for excellence in methodology and innovation.

❖ **2nd International Symposium on Organizational Transformations**

- **Title**: "The Synergy Between Artificial Intelligence and Digital Transformation: A Systematic Review and Bibliometric Analysis"
- **Date**: October 24-25, 2024
- **Location**: EST Casablanca
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❖ **5th International Conference on Business, Digital Transformation, Innovation, and Sustainability (ICBDTIS 2024 )**

- Title: "From Traditional Entrepreneur to Digital Innovator: A Systematic Review of Navigating the Path to Digital Entrepreneurship"
- Date: October 30-31, 2024
- Location: Manama, Bahrain

❖ **6th International Conference on Advanced Research in Management, Economics, and Accounting**

- **Title**: "Synergy Between Artificial Intelligence and Digital Transformation: A Systematic Review and Bibliometric Analysis"
- **Date**: September 20-22, 2024
- **Location**: Prague, Czech Republic (Virtual Presentation)

❖ **International Symposium on Managerial Innovation**

- **Title**: "The Influence of Technology on SME Performance: A Systematic Review and Bibliometric Analysis"
- **Date**: July 5-6, 2024
- **Location**: FSJES CHOUAIB DOUKKALI, El Jadida

❖ **Entrepreneurial Event - HACATON**

- **Event Title:** HACATON, dedicated to entrepreneurial ideas
- **Contribution Title**: Development and presentation of innovative projects in the field of entrepreneurship.
- **Date**: 2023
- **Location**: Hassan II University, Casablanca
- **Activities**: Organization of the event as well as participation in collaborative workshops with mentors and other participants to develop business ideas and innovative solutions.

## Research Publications :

**Springer Nature**

- **Title :** "From Traditional Entrepreneur to Digital Innovator: A Systematic Review of Navigating the Path to Digital Entrepreneurship"
- **Authors:** Asmaa Elmoutaouakkil, Maryame Bijou
- **Langue :** English
- **Etat de publication :** Ongoing...

**IJDAM**

- **Title :** "The Influence of Digital Transformation and Innovation on Organizational Strategy: A Systematic Review and Bibliometric Analysis"
- **Authors :** Maryame Bijou, Asmaa Elmoutaouakkil
- **Language :** English
- **Volume :** Vol. 1, Issue 2
- **ISSN :** 2976-0453
- **DOI :** https://doi.org/10.23882/ijdam.24140

**Diamond Scientifique Publishing**

- **Title :** "Synergy between Artificial Intelligence and Digital Transformation: A Systematic Review and Bibliometric Analysis"
- **Authors :** Maryame Bijou, Asmaa Elmoutaouakkil
- **Language :** English
- **Volume :** Vol. 2, Issue 1, 2024
- **DOI :** https://doi.org/10.33422/armea.v2i1.698

**Motivation and Current/Future Research**

The interest in entrepreneurship issues in the digital era and the impact of social networks has been an upward trend since the beginning of my doctoral journey. My research topic will focus on modeling success factors for entrepreneurs acting in a digital environment. More precisely, I will analyze how digital platforms and digital transformation shape entrepreneurial dynamics, giving special attention to sustainability and value creation.

The selected publications currently undergo the acceptance process for publication with an indexed journal based in Bahrain on digital transformation and its impacts on entrepreneurial ecosystems, and a research paper presented in the 6th ICARMEA-International Conference on Advanced Research in Management, Economics, and Accounting, Prague, discussing the interface of digital innovation and entrepreneurship.

I hope to make a relevant contribution within the domain of entrepreneurship, niched in digital entrepreneurship, with well-articulated and qualitative research contributions. I am going to be bound to ensure insightful academic contributions that will help shape the understanding of how the shift in definitions of entrepreneurial success is changing with emerging digital tools and platforms.

The NBER Entrepreneurship Research Bootcamp represents a very good opportunity to increase my knowledge concerning the financial and economic mechanisms that intervene in entrepreneurship. This will be an opportunity to meet well-established scholars in this area and further enhance my theoretical framework by creating a more rigid approach toward my analyses. Of particular interest to me will be sessions on startup financing, entrepreneurial strategy, and public policies fostering innovation.

The networking opportunity with other PhD students of similar research interest may yield a future academic collaboration. My aspiration is to utilize insights learned in this workshop and make concrete recommendations for entrepreneurs and policy makers while enriching my dissertation.This will further enhance my methodological skills, in particular in the area of data analysis and in developing economic models applied to digital entrepreneurship. Specialized researchers and mentors will help me refine the work and improve its relevance both for scientific and entrepreneurial communities.

I am deeply committed to full-scale expansion in my research scope within digital entrepreneurship and continuous changing landscapes. Future research will focus, amongst others, on the analysis of integrated the digital within entrepreneurial decisions and impacts on firm innovations as a result of digitized ecosystems. This also will be the contribution to long-term development in view of digital change at SMEs. I also plan to publish a number of highly ranked scientific articles and presentations at leading conferences internationally in the future on the same matter, thus further distributing my insights. But most importantly, defending a good dissertation is one which is of value for academic advancement and simultaneously practical for entrepreneurs in a digitizing world.

I am excited, therefore, to be part of such an immersive experience and contribute to discussions on entrepreneurship from a perspective focused on the digital transformation of business and changes in business models within a digital era. Attending this program will expand my academic horizon and give me deep knowledge that enriches not only my research but also shapes my future contributions toward the entrepreneurial ecosystem.

Casablanca, 08/02/2025

Prof Zakia BENHIDA
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**Subject:** Letter of Recommendation for PHD student Asmaa Elmoutaouakkil
Réference NBER : asmaa_elmoutaouakkil
application submitted 2025-02-12

To the NBER Selection Committee,

I am pleased to write this letter in support of Asmaa Elmoutaouakkil's application to the NBER Entrepreneurship Research Bootcamp 2025. As her doctoral supervisor at Hassan II University of Casablanca, I have had the opportunity to closely observe her academic progress, research commitment, and dedication to advancing knowledge in the field of digital entrepreneurship.

Asmaa is a highly motivated and talented researcher whose PhD dissertation focuses on modeling success factors for entrepreneurs in the digital age. Her work explores the impact of digital platforms, social networks, and artificial intelligence on entrepreneurial success, sustainability, and business transformation. Throughout her doctoral journey, Asmaa has actively contributed to the academic community through several publications and conference presentations. She has presented her research at international conferences, including the 6th International Conference on Advanced Research in Management, Economics, and Accounting (ICARMEA) in Prague, and has an upcoming publication in a Bahrain-based indexed journal. Her work is gaining significant recognition, and she remains committed to further expanding her contributions by publishing in high-impact journals and presenting her findings in prestigious academic forums. Beyond her academic achievements, Asmaa possesses an excellent work ethic and a strong passion for research. She is deeply committed to producing meaningful and innovative work that can benefit both scholars and entrepreneurs. Her research interests align perfectly with the themes covered in the NBER Bootcamp, particularly in the areas of digital transformation, startup financing, and policy implications for fostering innovation.

I am confident that participating in the NBER Entrepreneurship Research Bootcamp will provide Asmaa with the necessary theoretical and methodological tools to refine her research and enhance her contributions to the field. The opportunity to engage with distinguished scholars and interact with fellow PhD candidates will be invaluable in advancing her research trajectory.

I strongly recommend Asmaa Elmoutaouakkil for this program, as she possesses the intellectual curiosity, academic rigor, and dedication required to make the most of this experience. Please do not hesitate to contact me should you require any further information.

Sincerely,

Prof ZAKIA BENHIDA