



GIGS 4th Annual Conference

2025

**Generative AI – Shaping the Future of
Sustainable Business**

July 16-19 2025

Amber El Fell Hotel, Hammamet, Tunisia



www.gigs-initiative.org

CONFERENCE PROGRAM



GLOBAL INITIATIVE FOR GOVERNANCE & SUSTAINABILITY -GIGS

A global initiative that promotes an integrative and interdisciplinary understanding, education and practical implementation of state-of-the-art systems of governance and sustainable development.



جامعة منوبة
Université de la Manouba



GIGS 4th ANNUAL CONFERENCE 2025

Generative AI – Shaping the Future of Sustainable Business

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FULL CONFERENCE PROGRAM

We gratefully recognize the generous support of our partner Wimbee and sponsors KPMG Tunisia and BNA Bank



Keynote Speaker



Kai Li, PhD

W.M. Young Chair in Finance

Canada Research Chair in Corporate Governance

Sauder School of Business, University of British Columbia

BIOGRAPHY

Dr. Li, a Fellow of the Royal Society of Canada (Class of 2022), holds the Canada Research Chair in Corporate Governance and W. Maurice Young Endowed Chair in Finance at the UBC Sauder School of Business, University of British Columbia. She is Managing Editor of Journal of Financial and Quantitative Analysis.

Dr. Li's research focuses on the economic consequences of corporate governance mechanisms. Her current research projects explore: (1) gender and finance, (2) corporate culture, and (3) green innovation. Her research has appeared in Journal of Finance, Journal of Financial Economics, Review of Financial Studies, Journal of Financial and Quantitative Analysis, Management Science, Journal of International Business Studies, and many other leading journals in Finance and Economics. She is the recipient of the UBC Killam Research Award, the Sauder School of Business Research Excellence Award (both junior and senior categories), and the Barclays Global Investors Canada Research Award, a Senior Fellow of the Asian Bureau of Finance and Economic Research, a Research Member of the European Corporate Governance Institute, and a Research Fellow of the FinTech at Cornell Initiative. She is on the Editorial Board of Journal of International Business Studies, Journal of Financial Intermediation, Journal of Financial Stability, and Pacific-Basin Finance Journal. She has also served on the Editorial Board of Review of Financial Studies, Review of Finance, Management Science, Journal of Corporate Finance, Journal of Banking and Finance, and Financial Management. Her research has been featured in Wall Street Journal, New York Times, Washington Post, Financial Times, The Time Magazine, Reuters, CNBC, Bloomberg, Dow Jones Newswire, New Yorker, BBC, BNN, CBC National, CTV National News, National Post, Globe and Mail, U.S. News & World Report, Harvard Business Review, and Yahoo! Finance.

Keynote Speaker



Anup Srivastava, PhD

**Professor, Canada Research Chair in
Accounting, Decision-Making and Capital
Markets**

**Haskayne School of Business, University of
Calgary**

BIOGRAPHY

Dr. Anup Srivastava is one of the world's leading scholars, writers, and speakers on the financial, valuation, strategy, governance, and executive compensation issues of modern technology companies.

Anup joined the Haskayne School of Business in July 2018. Previously, he was a professor at Kellogg School of Management (Northwestern University) and Tuck School of Business (Dartmouth College). In October 2018, Anup became Haskayne's first awardee of Canada Research Chair, a highly prestigious Chair awarded by the Government of Canada. This Chair was renewed in 2024. In May, 2024, he was honored as an Influential thought leader by AACSB. In June 2025, he was given the Distinguished Accomplishment Award by CPA Alberta.

Anup is an Editor for Contemporary Accounting Research (FT-50, AJG 4) and Accounting Horizons (AJG 3). He is an Associate Editor for Management Science (FT-50, AJG 4*). He is a deputy editor-in-chief for Management and Business Review , a new journal at the intersection of scholarship and practice.

Anup is the "Main Faculty Advisor" to The Haskayne Report, a journal started by the Haskayne students. He is a Member of the Academic Advisory Committee of AcSB (Accounting Standards Board of Canada). He is an economist and mentor at Creative Destruction Lab, an advisory body for startups.

Keynote Speaker



Charles H. Cho, PhD, CPA

**Professor of Sustainability Accounting;
Erivan K. Haub Chair in Business &
Sustainability**

**Schulich School of Business, York
University**

BIOGRAPHY

Dr. Charles H. Cho, PhD, CPA is Professor of Sustainability Accounting and the Erivan K. Haub Chair in Business & Sustainability at the Schulich School of Business, York University. He holds a PhD in Business Administration (Accounting Track) from the University of Central Florida, and his research interests include Social and Environmental Accounting and Accountability; Corporate Social Responsibility (CSR); and Accounting for the Public Interest. He has over 20 years of experience in teaching (at all levels and in various universities), researching and engaging with the sustainability, social and environmental accounting and reporting (SSEAR) field in multiple countries. His research is published in leading academic journals such as Accounting, Auditing and Accountability Journal, Accounting, Organizations and Society, Business & Society, Critical Perspectives on Accounting, European Accounting Review, and the Journal of Business Ethics, among others. He currently serves as Editor of Accounting Forum, Accounting and Business Ethics Section Co-Editor of the Journal of Business Ethics, and Associate Editor of Business & Society. He also actively contributes to organizations like CPA Ontario (Sustainability Strategic Advisory Committee), the Club Canadien de Toronto (Board of Directors), the Canadian Academic Accounting Association (Board of Directors and Chair of the Governance, Peoples and Equity, Diversity, Indigeneity, Inclusion and Belonging Committee), the European Accounting Association (Stakeholder Reporting and Diversity, Equity and Inclusion Committees) and is a member of the Global Reporting Initiative (GRI)'s Global Sustainability Standards Board. As a globally recognized scholar, he is frequently invited as plenary keynote speaker at international conferences and professional events, and solicited by the media; was selected as one of the "Top 50 Academic and Research Support Project" from the Republic of Korea's Prime Minister and Minister of Education; received the Honorable Knight Award from the University of Central Florida's Hall of Fame; and ranks among the top 2% of cited accounting researchers worldwide. He has also worked for KPMG LLP and other public accounting firms for several years in auditing and taxation.

ACADEMIC CONFERENCE

DAY 1 - Wednesday, July 16, 2025

16:30 - 20:00	Registration Opens
15:00 - 16:00 Main Hall	North Africa - North America Dialogue: Sustainable Leadership in Business Education - Deans Meetings (By invitation only)
16:00 - 18:00 Seaside Lounge	Welcoming Reception Co-Chairs Ines Chaieb , Nadia Massoud , Robert Wood and Samir Trabelsi

DAY 2 - Thursday, July 17, 2025

8:30 -10:30	Registration Continues
8:45 - 8:55 Main Hall	Conference Opening Remarks & Welcome Chedly Abdelly , General Director, l'Agence Nationale de Développement de la Recherche Scientifique Ines Chaieb , Nadia Massoud , Robert Wood , Chokri Slim and Samir Trabelsi , Co-Chairs
9:00 - 10:30 Main Hall Concurrent Session 1A: Financial Resilience and Human Capital in Corporate Finance Chair: Ines Chaieb , University of Geneva	SAILING THROUGH SETBACKS, WHAT MAKES FINANCIAL RESILIENCE? Robert Wood ; Elizabeth Sheedy ; Syed Shah , Macquarie University Discussant: Ramzi Benkraiem , Audencia Business School AN OPTION-BASED MAXIMUM LIKELIHOOD APPROACH FOR ESTIMATING STRUCTURAL MODELS Hatem Ben-Ameur , HEC Montreal & GERAD; Chaima Ben-Mahmoud , IHEC Carthage; Amel Znaidi , IHEC Carthage Discussant: Walid Ben Omrane , Brock University EUROPEAN SMES, CORPORATE FINANCE, AND ECONOMIC RESILIENCE TO FLOODS Flavio De Carolis , Maastricht University; Vinzenn Peters , Maastricht University Discussant: Hatem Ben-Ameur , HEC Montreal & GERAD
9:00 - 10:30 Breakout Room B Concurrent Session 1B: Digital CSR and Human Capital for Sustainable Business Chair: Imen Latrous , University of Quebec at Chicoutimi	DIGITAL CSR ADVANTAGE: ENHANCING TUNISIAN BANKS' PERFORMANCE DURING ECONOMIC DOWNTURNS Makrem Sassi ; Jihed Majdoub , Institut Supérieur de Gestion Tunis Discussant: Awwad Alnesafi , Al Yamamah University MULTIDISCIPLINARY PERSPECTIVES ON SUSTAINABLE HUMAN CAPITAL DEVELOPMENT: A CROSS-SECTIONAL ANALYSIS IN CONTEXT OF KUWAIT'S VISION 2035 Awwad Alnesafi ; Yousif Alrashidi , Al Yamamah University Discussant: Makrem Sassi , Institut Supérieur de Gestion Tunis THE EFFECT OF DIGITALIZED CSR DISCLOSURE ON FINANCIAL MARKET EFFICIENCY: AN EVENT STUDY IN THE TUNISIAN CONTEXT Makrem Sassi , Institut Supérieur de Gestion Tunis; Wassim Daadaa , FSEG Nabeul; Jihed Majdoub , ISG Tunis Discussant: Julien Lemaux , HEC Montreal

<p>9:00 – 10:30 Breakout Room C</p> <p>Concurrent Session 1C: ESG Accountability and Innovation in Financial and Business Systems</p> <p>Chair: Wael Aguir, Florida Gulf Coast University</p>	<p>DO INDUSTRY SPECIALIST AUDITORS RECOGNIZE FIRMS' CORPORATE SOCIAL RESPONSIBILITY EFFORT? Wael Aguir, Florida Gulf Coast University; Li-Zheng Brooks, Texas A&M International University; Linxiao Liu, University of West Georgia; Michael Yu, University of West Georgia Discussant: Khalil Rhaïem, University of Quebec at Chicoutimi</p> <p>BUSINESS MODEL INNOVATION AND SUSTAINABILITY: A BIBLIOMETRIC ANALYSIS AND RESEARCH AGENDA Khalil Rhaïem, University of Quebec at Chicoutimi; Hela Chebbi, University of Quebec at Montreal; Majdi Ben Selma, University of Quebec at Montreal Discussant: Nouhaila Kamsa, Ibn Zohr University</p> <p>ARTIFICIAL INTELLIGENCE: A GOLDMINE FOR GREEN ENTREPRENEURSHIP STARTUPS Nouhaila Kamsa, Ibn Zohr University; Ouahid El Asri, Ibn Zohr University Discussant: Wael Aguir, Florida Gulf Coast University</p>
<p>10:30 – 10:45 Main Hall</p>	<p>Coffee Break</p>
<p>10:45 – 11:40 Main Hall</p>	<p>Keynote Address: Green Products– Kai Li, W.M. Young Chair in Finance Canada Research Chair in Corporate Governance Sauder School of Business, University of British Columbia Moderator: Nadia Massoud, Melbourne Business School</p>
<p>11:45 – 13:15 Main Hall</p> <p>Concurrent Session 2A: Artificial Intelligence and Governance in Finance</p> <p>Chair: Nadia Massoud, University of Melbourne</p>	<p>ARTIFICIAL INTELLIGENCE, HUMAN INTELLIGENCE AND CORPORATE GOVERNANCE Brian Bolton, University of Louisiana at Lafayette; Jung Park, ISG Paris Discussant: Samir Trabelsi, Brock University</p> <p>DOES IT PAY TO RETAIN TALENT? EVIDENCE FROM DEBT CONTRACTING Ramzi Benkraïem, Audencia Business School, France; Charlie Cai, University of Liverpool Management School; Rong Ding, NEOMA Business School, Mont-Saint-Aignan; Wenxuan Hou, Edinburgh University Business School; Samir Saadi, Paris School of Business; John Ziyang Zhang, Audencia Business School Discussant: Robert Wood, Macquarie University</p> <p>BOARD DIVERSITY BEYOND GENDER: WALK THE TALK Camélia Radu, UQAM; Nadia Smaili, UQAM; Olivier Greusard, UQAM Discussant: Brian Bolton, University of Louisiana at Lafayette</p>
<p>11:45 – 13:15 Breakout Room B</p> <p>Concurrent Session 2B: Green Finance, ESG Disclosure, and Climate Risk</p> <p>Chair: Imen Tebourbi, University of Birmingham Dubai</p>	<p>HOW TO ACCOUNT FOR CORPORATE GREENWASHING USING LARGE LANGUAGE MODELS Elsie Hu, University of Edinburgh; Galina Andreeva, University of Edinburgh; Theodor Cojoianu, University of Edinburgh; Shuo Wang, University of Edinburgh Discussant: Tong Li, Xiamen University</p> <p>THE IMPACT OF SUSTAINABILITY-SPECIALIZED FINANCIAL ANALYSTS Tong Li, Xiamen University; Hai Lu, University of Toronto; Luping Yu, University of Macau Discussant: Imen Tebourbi, University of Birmingham Dubai</p> <p>EXCESS CASH HOLDINGS AND FIRM MARKET VALUE: THE MODERATING ROLE OF CARBON-EMISSION INTENSITY Imen Tebourbi, University of Birmingham Dubai; Safaa Gayaa, Léonard de Vinci Pôle Universitaire; Faten Lakhal, Léonard de Vinci Pôle Universitaire Discussant: Elsie Hu, University of Edinburgh</p>

<p>11:45 – 13:45 Breakout Room C Concurrent Session 2C: ESG Disclosure, Financial Performance, and Regulatory Innovation</p> <p>Chair: Lamia Ben Fredj Ben Alaya, IHEC Carthage</p>	<p>GENERATIVE AI AS A CATALYST FOR URBAN INTELLIGENCE: ADVANCING SUSTAINABLE DEVELOPMENT IN DATA-DRIVEN SMART REGIONS Salma Hichri, Sfax University; Hanene Ben Ouada Jamoussi, MOCFINE Discussant: Yasmine Mohamed, Université de Québec en Abitibi Témiscamingue</p> <p>UN MODÈLE CONCEPTUEL POUR DES ACHATS DURABLES : CATÉGORIES CLÉS, PRATIQUES ET ÉVALUATION DE LA PERFORMANCE Lamia Ben Fredj Ben Alaya, University of Carthage Discussant: Malek Ghileb, MOCFINE/ESCT</p> <p>DURABILITÉ ET ÉQUITÉ DANS LA GESTION DE LA RESSOURCE EN EAU EN TUNISIE : QUEL APPORT DE L'INTELLIGENCE ARTIFICIELLE ? Malek Ghileb, MOCFINE/ESCT; Hanene Ben Ouada Jamoussi, MOCFINE Discussant: Wassila Merkouche, Université du Québec en Abitibi-Témiscamingue</p> <p>L'INTELLIGENCE ARTIFICIELLE COMME LEVIER DE TRANSFORMATION DES COMPÉTENCES DANS L'ENSEIGNEMENT SUPÉRIEUR : ENJEUX, PRATIQUES ET PERSPECTIVES Imen Jaballah, Mme Hiba Amraoui, FSEG Nabeul Discussant: Samir Trabelsi, Brock University</p>
<p>13:15 – to 14:45 Seaside Lounge</p>	<p>Working Lunch with Doctoral Students and Junior Faculty</p>

DAY 3 – Friday July 18, 2025

8:15 – 9:00 Seaside Lounge	Networking Breakfast
<p>9:00 – 10:30 Main Hall Concurrent Session 3A: Political Economy, Sentiment, and Climate Attitudes in Financial Decision-Making</p> <p>Chair: Flavio De Carolis, Maastricht University</p>	<p>CEO'S POLITICAL CONTRIBUTION AND REWARDS Lei Chen, University of Melbourne; Nadia Massoud, Melbourne Business School; Yifan Zhou, Xi'an Jiaotong– Liverpool University Discussant: Manel Kammoun, Université du Québec en Outaouais</p> <p>GREEN FINANCES: YOUNG ADULTS AND CLIMATE CHANGE Robert Wood, Macquarie University; Danielle Kent, Sydney University; William Beckwith, Macquarie University; Syed Shah, Macquarie University Discussant: Lei Chen, University of Melbourne</p> <p>VALUATION OF OPTIONS AND VOLATILITY ESTIMATION UNDER DAILY PRICE LIMIT CONSTRAINTS Mouna Turki, Tunis Business School; Hatem Ben Ameur, GERAD, HEC Montreal; Eymen Errais, LAREQUAD, Tunis Business School; Karim Razgallah, Tunis Business School Discussant: Flavio De Carolis, Maastricht University</p>
<p>9:00 – 10:30 Breakout Room B Concurrent Session 3B: Financial Innovation, Valuation, and Quantitative Methods</p> <p>Chair: Amna Chalwati, Saint Mary's University</p>	<p>THE RISE OF AI ROBOTS IN BOARDROOMS: AN EXAMINATION OF RISKS AND BENEFITS Nadia Smaili, ESG UQAM; Julien Le maux, HEC Montréal; Chaimae Ouazzani, ESG UQAM Discussant: Camélia Radu, UQAM</p> <p>DRIVING FINANCIAL PERFORMANCE THROUGH SUSTAINABILITY: AN EMPIRICAL ANALYSIS ON AFRICAN BANKS Sarah Mahmoud, University of Tunis; Eymen Errais, University of Tunis Discussant: Amna Chalwati, Saint Mary's University</p> <p>SENTIMENT AND TRADING PERFORMANCE: NATURAL LANGUAGE PROCESSING SENTIMENT AND EXCHANGE-TRADED FUNDS Manel Kammoun, Mgbra Kouadio Olivier, Université du Québec en Outaouais Discussant: Nadia Smaili, ESG UQAM</p>
<p>9:00 – 10:30 Breakout Room C Concurrent Session 3C: Artificial Intelligence and the Future of Work (Francais)</p> <p>Chair: Kamel Beji, MSB</p>	<p>L'INTELLIGENCE ARTIFICIELLE AU TRAVAIL : UN LEVIER D'EFFICACITÉ AUX DÉPENS DU BIEN-ÊTRE DES EMPLOYÉS ? Mouna Knani, HEC Montréal; Riadh Ladhari, Université Laval; Wassila Merkouche, Université du Québec en Abitibi-Témiscamingue Discussant: Randa Maghraoui, ISG de Bizerte</p> <p>DE QUELLE MANIÈRE LES INNOVATIONS FINANCIÈRES ET L'IA TRANSFORMENT-ELLES LE MARCHÉ DU TRAVAIL ? Imen Latrous, Université du Québec à Chicoutimi; Yasmine Mohamed, Université du Québec en Abitibi Témiscamingue; Daphnée Manningham, Université du Québec en Abitibi Témiscamingue Discussant: Kamel Béji, MSB</p> <p>LE MARCHÉ DU TRAVAIL CONFRONTÉ À L'EXPANSION DE L'IA : QUELLES POLITIQUES PUBLIQUES D'EMPLOI ? Kamel Béji, MSB Discussant: Mouna Knani, HEC Montréal</p>

10:30 – 10:45 Main Hall	Coffee Break
<p>10:50 – 12:20 Main Hall Concurrent Session 4A: Sustainability, Equity, and Emerging Challenges</p> <p>Chair: Amna Chalwati, Saint Mary's University</p>	<p>RISING DEMAND FOR SUSTAINABILITY REPORTING AND FINANCIAL AND MANAGEMENT'S WITHHOLDING OF BAD NEWS Vasiliki Athanasakou, Amna Chalwati*, Saint Mary's University; Samir Trabelsi, Brock University Discussant: Daphnée Manningham, University of Quebec in Abitibi-Témiscamingue</p> <p>PAST TO PRESENT: THE CONTROVERSIAL COMPENSATION OF CEOS Daphnée Manningham, University of Quebec in Abitibi-Témiscamingue; Yasmine Mohamed, University of Quebec in Abitibi-Témiscamingue; Ahmed Marhfor, University of Quebec in Abitibi-Témiscamingue Discussant: Sarah Mahmoud, University of Tunis</p> <p>CAN AND DO PROFESSIONAL INVESTMENT ADVISORS ADJUST TO THE THREAT OF DISINTERMEDIATION CAUSED BY SOCIAL MEDIA? Nadia Massoud, Melbourne Business School, University of Melbourne; Nazanin Babolmorad, Cambridge University; Peter Bossaerts, Cambridge University Discussant: Ines Chaieb, University of Geneva</p>
<p>10:50 – 12:20 Breakout Room B Concurrent Session 4B: Sustainable Governance and Human Resource Management in the Age of AI</p> <p>Chair: Rahim Kallel, IHEC Carthage</p>	<p>READABILITY LANDSCAPE IN CANADA Julien Le Maux, HEC Montréal; Nadia Smaili, ESG UQAM Discussant: Rahim Kallel, IHEC Carthage</p> <p>NONLINEAR IMPACT OF ESG PRACTICES ON MENA BANKS PERFORMANCE: METHOD OF MOMENTS PANEL QUANTILE REGRESSION APPROACH Rahim Kallel, IHEC Carthage; Amal Zaghouani, Mediterranean School of Business (MSB) – South Mediterranean University; Dorra Mezzez Hmaied, LEFA_IHEC Discussant: Mohammed Alsudais, Al-Yamamah University</p> <p>INTRADAY ANALYSIS OF EMERGING CURRENCY MARKETS' RESPONSE TO PUBLIC INFORMATION Walid Ben Omrane, Mohamed A. Ayadi, Deepan Kumar Das, Skander Lazrak, Goodman School of Business – Brock University Discussant: Imen Jaballah, Faculté des Sciences Économiques et de Gestion de Nabeul</p>
<p>10:50 – 12:20 Breakout Room C Concurrent Session 4C: AI, Society, and the Changing Landscape of Industrial Relations (Francais)</p> <p>Chair: Yasmine Mohamed, Université de Québec en Abitibi Témiscamingue</p>	<p>QUAND L'IA RENCONTRE LES ARCHIVES : ANALYSE DE L'ACCEPTABILITÉ SOCIALE DES PROJETS DE RESSOURCES NATURELLES Kim Delisle, Université du Québec en Abitibi-Témiscamingue; Chahid Ahabchane, Université du Québec en Abitibi-Témiscamingue; Jérôme Deschênes, Université du Québec en Abitibi-Témiscamingue; Hiba Nahdi, École Nationale des Sciences de l'Informatique Discussant: Salma Hichri, Sfax University</p> <p>LES DÉFIS ET LES ENJEUX DE LA GESTION DES RESSOURCES HUMAINES À L'ÈRE DES TIC ET DE L'IA Wassila Merkouche, Université du Québec en Abitibi-Témiscamingue; Yasmine Mohamed, Université du Québec en Abitibi-Témiscamingue Discussant: Lamia Ben Fredj Ben Alaya, University of Carthage</p> <p>LES RELATIONS INDUSTRIELLES À L'ÈRE DE L'INTELLIGENCE ARTIFICIELLE Yasmine Mohamed; Wassila Merkouche, Université de Québec en Abitibi Témiscamingue Discussant: Kim Delisle, Université du Québec en Abitibi-Témiscamingue</p>

12:20 – 13:15 Main Hall	Keynote Address – Anup Srivastava , Professor, Canada Research Chair in Accounting, Decision-Making and Capital Markets Haskayne School of Business, University of Calgary Moderator: Amna Chalwati , <i>Saint Mary’s University</i>
13:15 – 13:45 Main Hall	Best Paper Awards & GIGS Scholarships Announcements GIGS 5th ANNUAL CONFERENCE July 15-18, 2026
13:45– 14:45 Seaside Lounge	Networking Lunch
19:00 – 21:00 Le Trephe Beachside	Gala Dinner
DAY 4 – Saturday July 19, 2025 Professional Development Day (Details on the next page)	

PROFESSIONAL DEVELOPMENT DAY

Foundations of ESG & Sustainability

This training and professional development day program will delve into the critical intersection of digital transformation and Environmental, Social, and Governance (ESG) factors. Leading experts will explore how digital technologies can be leveraged not only to drive business success but also to promote sustainability, social responsibility, and ethical practices. A **certificate will be awarded** upon successful completion of this training and professional development program.

DAY 4 - Saturday, July 19, 2025	
7:30 - 9:00	Registration Opens and Networking Breakfast
9:00 - 9:15 Seaside Lounge	Welcoming Reception - Conference Opening Remarks & Welcome Co-Chairs Ines Chaieb, Nadia Massoud, Robert Wood and Samir Trabelsi
9:15 - 10:45	<p>Opening Session: GIGS - ESG Certified Director: An Overview</p> <p>Foundations of Sustainability Prof. Samir Trabelsi, CPA Ontario Distinguished Professor of Governance Dr. Amna Chalwati, Associate Professor of Accounting, Saint Mary's University</p> <p>Green Finance & Financial Inclusion Prof. Robert Wood, Consultant and Professor of Behavioural Decision Making, Macquarie Business School Prof. Nadia Massoud, Endowed Professor of Finance, University of Melbourne</p> <p>Sustainability & Risk Management Prof. Ines Chaieb, Professor of Finance, Swiss Finance Institute & University of Geneva Prof. Hatem Ben Ameur, Professor of Decision Science, HEC Montréal</p>
10:45 - 11:00	Networking Coffee Break
11:00 - 11:45	<p>Keynote Address: Global Sustainability Reporting: Materiality, Standards and Geopolitics Prof. Charles H. Cho Professor of Sustainability Accounting</p> <p><i>Erivan K. Haub Chair in Business & Sustainability, Schulich School of Business, York University</i></p> <p><i>This keynote will critically examine how materiality is framed and potentially misused in social and environmental impact assessments.</i></p>
11:45-12:30	<p>Panel I: AI & ESG Risk Management</p> <ul style="list-style-type: none"> Neila Ben Zina, CEO, Wimbee Technology Charles Cho, York University Samir Trabelsi, Brock University

	<p>As ESG expectations grow more complex and scrutiny intensifies, organizations are turning to Artificial Intelligence (AI) to strengthen their risk management strategies. This panel brings together ESG leaders, data scientists, and risk practitioners to explore how AI is reshaping the way companies identify, assess, and manage ESG-related risks, from climate exposure and supply chain vulnerabilities to social impact and governance integrity.</p> <p>Panelists will share real-world applications, discuss the potential and limits of AI in ESG analytics, and tackle key questions around data quality, bias, regulatory compliance, and transparency. Attendees will gain practical insights into how AI tools can enhance ESG oversight, not replace it, while aligning innovation with accountability and long-term value creation.</p>
12:30-13:15	<p>Panel II: ESG in Action: Driving Long-Term Value Through Responsible Business</p> <ul style="list-style-type: none"> • Moderator: Saida Zemzemi, Bia News • Ahmed Karam, Chairman of the Board, Tunisia Leasing and Factoring • Kawther MEKNI, K-SustaiNova Consulting • Nejla Gharbi, CEO, La Caisse des Dépôts et Consignations • Manel Zammouri, Partner – Head of Strategy & Deal Advisory – KPMG Tunisia & Libya <p>Environmental, Social, and Governance (ESG) principles have moved from aspiration to action—and are now central to long-term business performance and resilience. This panel brings together business leaders and ESG practitioners to share how organizations are embedding ESG into strategy, operations, and decision-making to create real, measurable value.</p> <p>Through practical case studies and open dialogue, panelists will discuss what it takes to move beyond box-checking, tackling challenges like ESG data integration, stakeholder engagement, regulatory shifts, and performance tracking. Whether it's navigating climate risk, building inclusive cultures, or strengthening governance frameworks, this session will highlight what responsible business looks like in practice, and how it can drive innovation, trust, and competitive advantage.</p>
13:30-13:45	Closing Remarks & Certificate Delivery to Participants
13:45 - 15:00	Networking Lunch

CONFERENCE CO-CHAIRS



Robert Wood
Professor of Behavioral Decision Making,
Macquarie University
Australia



Ines Chaieb
Professor of Finance
Swiss Finance Institute & *University of Geneva*
Switzerland



Nadia Massoud
Chaired Professor of Finance
Melbourne Business School
University of Melbourne
Australia



Samir Trabelsi
CPA Ontario Distinguished Scholar & Professor
of Accounting and Governance, *Brock University*
2023-2026 President, *Canadian Academic*
Accounting Association
Canada

The Conference Organizing Committee



Amna Chalwati
St Mary's University



Oussama El Ajal
University of Miami



Imen Latrous
Uni. of Quebec at
Chicoutimi



Ferris Belkhiria
McGill University