



COMPANY AND CLIMATE CHANGE CONFERENCE: INNOVATION, IMPERATIVE AND SUSTAINABLE DEVELOPMENT

20-22 DECEMBER 2024

HOTEL MAGIC LIFE MANAR, HAMMAMET - TUNISIA

www.ccc-conference.online











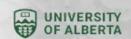
PROGRAM

Keynote Speakers

- Ines CHAIEB, Professor of Finance at the University of Geneva and affiliated with the Swiss Finance Institute since 2010, specializes in international markets, asset pricing, and responsible investing. Her work appears in top journals like the Journal of Financial Economics. She has received multiple grants and won the S&P Global Academic ESG Research Award. Ines holds a Ph.D. from McGill, an MSc from HEC Montreal, and a BSc from IHEC Tunisia. She previously directed the MSc in Wealth Management (2015-2022) and contributed to MOOCs reaching over 1 million students globally. Ines is also an Associate Editor for the Journal of Financial Econometrics and the Journal of Multinational Financial Management. She frequently reviews for leading academic journals in finance.
- ➤ Hachmi BEN AMEUR: is full professor of Finance and Associate Dean for Research at INSEEC Grande École and BBA INSEEC. He holds a Ph.D. and HDR in Management from the University of Cergy Pontoise, where he was also an Assistant Professor. His research spans finance and management, including financial markets, portfolio management, structured products, insurance, behavioral finance, the wine industry, and econometrics. Prof. Ben Ameur has published extensively in top journals such as the European Journal of Operational Research, Journal of International Money and Finance, and Applied Economics, and has co-managed special issues for journals like Annals of Operations Research.

Co-chairs

- Prof. Zied FTITI (co-chair), EDC Paris Business School, Paris (France)
- Prof. Abdelwahed OMRI (co-chair), University of Tunis, ISG de Tunis, GEF2A-Lab (Tunisia)
- Prof. Imen KOUKI (co-chair), University of Tunis, ISG de Tunis, GEF2A-Lab (Tunisia)
- Prof. Wided KHIARI (co-chair), University of Tunis, ISG de Tunis, GEF2A-Lab (Tunisia)
- Pr. Sadok ELGHOUL, (co-chair), Campus Saint-Jean, University of Alberta (Canada)





















Company and Climate Change Conference 2024

Human activities, driven by massive economic growth, resource extraction, and technological innovation, have significantly impacted the Earth's biosphere and atmosphere. In the 21st century, human civilization faces an existential threat from **ecological breakdown** and anthropogenic **climate change**. To address these threats, various international efforts, actions, and policies have been developed since the 1990s. Notably, numerous conferences under the aegis of the United Nations have highlighted the need to evolve our economic framework toward a more inclusive economy.

An **inclusive economy** can greatly influence how vulnerable populations respond to climate risks and challenges. However, the **inclusive finance community** currently lacks a comprehensive framework to understand and explain how **financial services** can lead to better outcomes for vulnerable and low-income individuals in the face of climate threats. Developing such a framework is crucial for leveraging financial services to enhance resilience and promote sustainable development in the context of ongoing climate change.

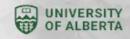
From another hand, the humanity is facing to rapid advancement of **artificial intelligence (AI)**, transforming the **financial sector**, presenting unprecedented opportunities and significant challenges. As AI continues to integrate into financial systems, it becomes imperative to ensure these **technologies** are developed and deployed responsibly. Indeed, by enabling access to financial services, promoting sustainable practices, and providing **climate risk assessment**, AI can contribute to a more inclusive and climate-resilient future. AI and climate change have become key priorities for strategic planning teams across finance.

Al, financial inclusion, and climate change seem to be interconnected and offering opportunities to tackle climate-related challenges. Al has the potential to drive **financial inclusion** in a way that supports climate change mitigation and adaptation. To achieve this vision, we need to create pathways to combine the climate and financial inclusion through **digital transitions** in a way to create a sustainable and inclusive **socio-economic model**. So, what's the role of Al in promoting financial inclusion? And how artificial intelligence will drive financial inclusion?

The 3rd annual Conference on Company and Climate Change: Innovation Imperative and Sustainable Development" (CCC2024), is an annual gathering that brings together academics, practitioners and policymakers to create a dynamic platform for discussions on the multifaceted aspects of climate change and sustainability.

This conference proposes a reflection on the following topics:

Green Inclusive Finance	Corporate practices irresponsibility, Gender diversity & firm value	
Sustainable finance, impact investment & Circular economy	CSR Investment and Firm values, financial Markets & Environmental Policy Instruments	
Green bonds and other Sustainable Debt Instruments.	ESG controversies & firm value	
Green innovation, 4.0 industrial revolution, Climate negotiations and scenarios	Green finance, greenwashing	
Climate risks, modelling and assessment	Austerity, fiscal stability and stringent climate policy	
Green Washing and CSR decoupling	Climate change policy and the future of hydrocarbon economy vs green economy	
Business ethics	s & Climate risk	





















PROGRAM

Day 1, 20th December 2024

09H0 - 10H00

Registration

10H00-10H45

Opening Conference

- Slim DRISS, President of University of Tunis
- Slim CHAOUACHI, Director of the Institut Supérieur de Gestion, University of Tunis
- Abdelwahed OMRI, Director of the GEF2A-Lab, Institut Supérieur de Gestion, University of Tunis
- Adel KARAA, Director of the Doctoral School, Institut Supérieur de Gestion, University of Tunis
- Thomas ROHR, Director International Relations, ESTA, Belfort
- Zied FTITI, Professor, EDC Paris Business School
- Sadok El GHOUL, Professor, University of Alberta

10H45-12H30

Round Table 1:

Carbon accounting and sustainable reporting

Moderator: Pr. Emna BOUMEDIENE (ISCAE) & Pr. Faten ZOGHLAMI (ISCAE)

Adel AOUINI, Economic & ESG expert, MAZRAS

Ilhem HAMZAOUI, Chartered accountant Senior, Climate Change and Sustainability Services Financial Accounting Advisory Services, EY

Mourad Ben Mahmoud, EC HLB GSAudit & Advisory, dirigeant de O2M Développement durable Sarl, Conect International

Noomen TOUNSI, Responsible Climate Change and Sustainability Service, Partner EY **Yasmine BEN MILOUD,** Climate change and sustainability consultant, Social impact Entrepreneur,

Young Climate Negotiator, EY

12H30-14H00 LUNCH





















14H00-15H00

Plenary Session1: Keynote speaker

Pr. Hechmi BEN AMEUR

Professor of Finance and Associate Dean for Research, INSEEC Paris

"On the Measure of Ambiguity on Financial Markets: Illustrative Examples and Empirical Evidence"

Moderator: Pr. Zied FTITI

15H15-16H45

Parallel Sessions

Session 1: Climate risk & Performance - President Pr. Karim MHADHBI

Session 2: Climate Change & Sustainable Financing – President Pr. Faten ZOGHLAMMI

Session 3:CSR, ESG scores and financial performance - President Pr. Mounira Ben ARAB

16H45-17H00 COFFEE BREAK

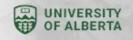
17H00-18H45

Parallel Sessions

Session 4: Research in Business and Finance - President Pr. Nadia LOUKIL

Session 5 - Doctoral Session - President Pr. Abdelwahed OMRI

Discutants: Pr Abderrazek BEN MAATOUG- Mohamed GABSI- Hasna CHAIBI- Azhaar LAJMI





















Day 2, 21st December 2024

9H00-10H30

Parallel Sessions

Session 6: Sustainability, Corporate governance and performance – President Pr. Slaheddine HELLARA

Session 7: Accounting, Extra financial Reporting, ESG performance and audit quality – President Pr. Mounira HAMED

Session 8: Fintech, Innovation and Sustainability – President Pr. Jihed MAJDOUB

10H30 – 11H00 COFFEE BREAK & Poster Session

11H00 - 12H30

Round Table 2:

Artificial Intelligence for Sustainability: What is the Role of AI in Advancing Targets for Sustainability

Moderator: Pr. Jihed MAJDOUB (ISGT)

Adel BEN YOUSSEF, Expert in Digital & Green Transition, Twin Transitions, Entrepreneurship, Associate Professor of Economics, University of Nice-Sophia Antipolis

Mohamed BESSA, Chief Data & Projects Officer, UIB

Mohamed Dhia BEN FRAJ, Expert in Blockchain

Slim BECHIKH, Professor, IEEE Senior Member, University of Carthage

12H30 – 14H00 LUNCH

14H00-15H00

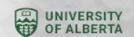
Plenary Session 2: Keynote speaker

Pr. Ines CHAIEB

Professor of Finance, University of Geneva

"Sustainability at Home and Abroad"

Moderator: Pr. Sadok El GHOUL



















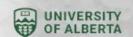


15H15-16H45 Parallel Sessions

Session 9: Carbon Emission and Financial development – President Pr. Thomas ROHR

Session 10: Circular Economy, renewable energy and sustainability – President Dorra TALBI

Session 11: Sustainability, Financial inclusion and regional disparity - President Pr. Slim CHAOUACHI





















Day 3, 22nd December 2024

09H00-10H30

Parallel Sessions

Pr Abderrazek BEN MAATOUG - تكوين وتطبيقات على البرنامج Pr Abderrazek BEN MAATOUG

Session 13: Research in Business and Finance - President Pr Adel KARAA

Session 14: Sustainable Governance, Gender Diversity and Performance - President Houssein BALLOUK

10H30 – 10H45 COFFEE BREAK

10H45-12H00

Round Table 3: *Entrepreneurship for sustainable*

development

Moderator: Pr. Sami GHARBI (FSJEGG)

Ghada TAYARI, Director of Agricultural Strategy and Social and Environmental Performance at Enda Tamweel

Imen LOUATI CHAMEKH, CEO Time Sustainability
Jalel BEN ROMDHANE, Aternative Finance specialist, KUB
Mohamed Salah FRAD, General Manager, UGFS North Africa
Ryme AKREMI BEN DHIEF, CEO RSE Time Sustainability

12H00-12H30

Closing of the conference





















DAY 1: Parallel Sessions

15H15-16H45

Session 1: Climate risk & P	erfomance- President Pr. Karim MHADHBI (TBS)
Hamza Almustafa Discutant: Marwa Ghribi	The Impact of National Happiness, Climate Change, and Air Quality on Corporate Cash Holdings in Emerging Markets: An Empirical Analysis.
Ones Amri, Davide Calandra, Paolo Biancone, Hasna Chaibi Discutant : Hamza Almustafa	The impact of GHG emissions on cash holdings: Greenwashing in green countries
Marwa Ghribi Discutant : Karim MHADHBI	Impact of Drought Risk on Firm Value in the US. Firms: Evidence from 1990- 2022
Session 2: Climate Change	& Sustainable Financing – President Pr. Faten ZOGHLAMI (ISCAE)
Fatma Alahouel Discutant: Wafa Kammoun	Impact of precipitation on Tunisian stock market
Mariem Rouibah, Teheni El Ghak, Faten Loukil Discutant: Fatma ALAHOUEl	Impact of Water Stress on the Value-Added and Pricing of Agricultural Products in Tunisia: An Integrated Econometric and Machine Learning Approach
Wafa Kammoun Discutant: Faten ZOGHLAMI	Dynamic interactions between Green and Dirty Bond indices: A Quantile time frequency connectedness analysis
Session 3: CSR, ESG scores	s and financial performance - President Pr. Mounira Ben ARAB (ISGT)
Sina BELKHIRIA Azhaar Lajmi Siwar Sayed Discutant: Mounira BEN ARAB	Prediction of ESG Scores: Applying Machine Learning Models on French Companies
Habib Hasnaoui Discutant : Sina BELKHIRIA	How Well Do Socially Responsible Investment Fund Managers Time Markets and Select Investments? A crisis investigation
Mounira Ben Arab Imen Ben Saanoun Houneida Ben Brahim Discutant : Azhaar LAJMI	Examining CSR's Financial Impact: The Moderating Roles of Audit Quality, Leverage, and Industry Sector in Saudi Firms Listed on Tadawul

17H00-18H45

Session 4: Research in Business and Finance – President Pr. Nadia LOUKIL (ISGB)	
Mohamed Bilel Ben	
Dhifallah	The Impact of Corporate Lobbying on Shareholder Value
Discutant: Nadia LOUKIL	
Sana Ben Cheikh	
Hasna Mili, Mounira	Political connection and Tax aggressiveness: Post-Revolutionary Evidence
Hamed	from Tunisian Firms
Discutant: Mohamed Bilel	Hom rumsian Firms
Ben Dhifallah	
Hana MARZOUK	Amélioration des prévisions des indices boursiers : LSTM, GARCH et modèle
Discutant: Ahmed Alsahel	hybride en perspective.





















Ahmed Alsahel	The extent of employing artificial intelligence applications in managing land
Discutant: Nadia BASTY	customs borders between the Gulf Cooperation Council countries
Ayoub MEJRI, Adel KARAA, Mohamed SALLAMI Discutant: Sana Ben Cheikh	Do better employment conditions reduce migration and professional mobility intentions among higher graduate workers in Tunisia? An integrated model of real and perceived job quality
Session 5 - Doctoral Sess	ion – President Pr. Abdelwahed OMRI (ISGT)
Discutants: Pr Abderraze	ek Ben Maatoug- Mohamed GABSI- Hasna Chaibi – Azhaar Lajmi
Aziz Mekki	Performance environnementale
Mohamed Ali Bouharb	A Framework for Sustainable Financing to Sustainable Design
Bouhleli Fida	La réaction du marché boursier à l'émission des obligations vertes : Une
	approche basée sur l'étude d'événement
خلود صبري الرماضنه	التخطيط الاستراتيجي واثره في تحقيق التميز التنظيمي: الدور الوسيط لإدارة المخاطر في مؤسسات التمويل التخطيط الاستراتيجي واثره في التحكومية الاردنية.
أميرة ناصر عيسى الغتامي	قياس كفاءة الإبداع ودورها في تحسين الأداء المؤسسي (دراسة ميدانية على المؤسسات الحكومية بسلطنة عُمان)
ندى بشير ابوقيلة	الدور المستقل للنساء في مجلس الإدارة على الأداء المالي للمصارف الإسلامية في وجود الإفصاح على الاستدامة كمتغير وسيط: دول التعاون الخليجي نموذجاً

















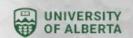




DAY 2: Parallel Sessions

9H00-10H30

Session 6: Sustainability HELLARA (ISGT)	, Corporate governance and performance – President Pr. Slaheddine
Racha HARAKATI Abdelwahed OMRI Discutant : Houssein Ballouk	Exploring the conditional indirect effect of sustainability governance on the financial performance of the leading digital companies: The Dual Influence of Environmental-Innovation and ESG-Controversies
Sonia BOUKATTAYA Discutant : Racha HARAKATI	Corporate environmental performance, corporate governance and financing decisions: Empirical evidence from France
Houssein Ballouk Vanessa Serret Mohamed Khenissi Discutant: Sonia BOUKATTAYA	The board of directors' effect on the CSR executive compensation contracts: evidence from France
Session 7: Accounting, E HAMED (ISCAE)	xtra financial Reporting and ESG performance – President Pr. Mounira
Nawar Boujelbene Manel Haadriche Discutant: Fatma ALAHOUEL	Do ESG and IRQ affect the capital market? Evidence from the South African context.
Eya Dhaouad Soumaya Ayedi Discutant: Nawar BOUJELBENE	Impact of Shareholding Structure on Earnings Management: The Case of Listed Tunisian Firms.
Fatma ALAHOUEL Discutant: Mounira HAMED	Impact of physical climate risk on the performance, value and risk of Tunisian firms
Session 8: Fintech, Innov	vation and Sustainability – President Jihed MAJDOUB (ISGT)
Zouaghi Rania Hasna Chaibi Discutant : Ahmed CHAABANI	Do crypto investors care about sustainability? Evidence from Ethereum Merge
Ameni BEN SAYARI Discutant: Jihed MAJDOUB	Digital Innovation and Environmental Sustainability: Evidence from Nordic Countries
Ahmed CHAABANI Abdelwahed OMRI Discutant: Ameni BEN SAYARI	Climate risk or cyber-crime? What matters most for sustainable and unsustainable crypto assets
Iglika KIRILOV Discutant : Hasna CHAIBI	Towards a conceptual framework for modelling the interrelationship between value creation and digital twins for sustainable business model innovation





















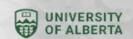
Poster Session

10H30-11H00

Emna Dhouaria	ESG controversies and bank stability: The moderating role of gender
Rim Boussaada	diversity and board independence
Azhaar Lajmi Dorra Shiri	Relationship between environmental regulation and firm performance in high-polluting European companies: the moderating role of corporate governance
Jihed Frioui	Impact of environmental social and governance practices on firm
Azhaar Lajmi	financial performance: international perspective and comparative
Marjène Gana	analysis of ESG rating agencies' data
Amira CHIHI	Investor Climate Sentiment and Green Finance Markets: Insights from a
Abdelwahed OMRI	TVP-VAR and Wavelet Coherence Approaches
Ghada Kacem	ESG performance and audit quality: the causal relationship in the
Azhaar Lajmi	international context
Marjène Gana	international context
Islem Chkioua	How does the level of ESG consensus affect the relationship between
Marjène Gana	ESG performance and firm systematic and specific risk? An empirical
Azhaar Lajmi	validation in an international context
Ibtihel HABIBI	The asset-pricing implications of water risk: evidence from the US-WEF
Abdelwahed OMRI	sectors
Ines Ghazouani	Dynamic Spillover Effects Between Green Bonds and Conventional
Sami Graia	Bonds: Impact of the Russo-Ukrainian War
Farah Hmila	Climate Policy Uncertainty and Sustainability performance: the role of
Abdelwahed Omri	gender diversity

15H15-16H45

	15H15-16H45
Session 9: Carbon Emission	on and Financial development – President Pr. Thomas ROHR (ESTA)
Imen Tebourbi, Safa Gaaya, Faten Lakhal Discutant : Sabrina KHEMIRI	Investors' red flag: How do higher carbon emissions impact the value of excess cash?
Imen Bouchmel, Abdelwahed Omri Discutant: Manel KACEM	Towards low-carbon emissions: The role of green innovation and environmental investments in Chinese companies
Manel Kacem, Maisa Dorbez, Mouna Mrad Discutant: Imen BOUCHMEL	The Impact of insurance sector development on CO2 emissions: Evidence from G7 Countries using the Panel NARDL Approach
Sabrina KHEMIRI Souad BRINETTE Chang GONG, Discutant: Imen TEBOURBI	CEO tenure and carbon emissions: The moderating role of educational background
Session 10: Circular Econ (ESSECT)	omy, renewable energy and sustainability – President Dorra TALBI
Roua Jaballah Jihed Majdoub Discutant : Amal Ben Cheikh	Causality and Dynamic Conditional Correlation Between Renewable Energy, the Energy Market, and GAFAM During COVID-19"
Takwa Abdallah, Slim Mahfoudh, Younes Boujelben, Zouhour Khila, Discutant: Houda ZARRAD	Cost-benefit analysis of a circular economy process: study of used tire recycling technology in Tunisia













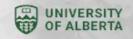








Houda Zarrad, Maram Ben Abich, Amal Ben Cheikh, Fatma Bakini Discutant : Takwa ABDALLAH	Investigating factors influencing consumers' water conservation behavior: The moderating role of information publicity
Amine Nagaaoui, Adel KARAA, Mohamed SALLAMI Discutant: Dorra Talbi	Economie verte et transition énergétique : Analyse des tendances et enjeux actuels
Session 11: Sustainability CHAOUACHI (ISGT)	, Financial inclusion and regional disparity - President Slim
Ines Khammassi Abdelwahed Omri Sonia Moussa Discutant: Zaineb HLIOUI	Financial inclusion, globalization, and environmental impact: an analysis of ecological footprints in the MENA Region
Zaineb Hlioui Abdelwahed Omri Discutant: Younes Ben Zaied	Government grants and regional disparity: a study on the key objectives of tunisia's investment policy
Radhouane HASNI Discutant : Sonia Moussa	Examining the moderating effect of financial development on economic complexity and CO ₂ emissions in G20 countries
Nidhaleddine Ben Cheikh, Younes Ben Zaied, Duc Khuong Nguyen Discutant: Mounir BEN SASSI	Energy poverty and low-carbon transition in Sub- Saharan Africa





















DAY 3: Parallel Sessions

9H00-10H30

Pr Abderrazek BEN MAATOUG			
Session 13: Research In B	Business and Finance President Pr Adel KARAA (ISGT)		
Kamal Tasiu Abdullahi	New perspectives on financial development: unraveling the asymmetric		
Discutant: Sami MEJRI	cointegration with co2 emissions in Nigeria		
Sami MEJRI	Relationship between distinct assets and geopolitical risk during the		
Discutant: Bashir	Russia-Ukraine and Palestine-Israel wars		
DANNINNA	Hussia-Oktaine and Fatestine-Islaet wars		
Bashir DANNINNA	The effect of digital money transactions on the currency in circulation		
Discutant: Kamal Tasiu	efficiency in the Nigerian financial system (2010-2022)		
Abdullahi	emciency in the Nigerian imancial system (2010-2022)		
Fouzia Laieb, Khalil TIAR	L'éducation durable : L'expérience de l'enseignement à distance en		
Discutant: Adel KARAA	Algérie : Le cas de l'Université de la Formation Continue		
Session 14: Sustainable G	Governance, Gender Diversity and Performance -President Pr. Houssein		
Ballouk (ESTA)			
Hela Garrouch			
Itidel Ben Saad	Beyond gender diversity: How powerful the women CEOs are in		
Discutant: Houssein	mitigating earnings management?		
BALLOUK			
Dorsaf Azouz Ghachem			
Nadia Basty	Women presence and financial performance: exploring the Mediating Role of Investment Efficiency in Swedish Companies		
Khouloud Jbablia			
Discutant : Hela			
GARROUCH			
Tarek Mejri			
Hela Garrouch	Gender diversity and environmental performance: the moderating role political connection		
Discutant: Houssein			
BALLOUK			

Closing of the conference





















Organization committee

- Azhaar LAJMI, University of Tunis, ISG-T, (Tunisia)
- Dorsaf AZZOUZ, University of Tunis, ISG-T, (Tunisia)
- Hasna CHAIBI, University Tunis EL Manar, (Tunisia)
- Houda ZARRAD, University of Tunis, ISG-T, (Tunisia)
- Imen KOUKI, University of Tunis, ISG-T, (Tunisia)
- Ines BEN FLAH, University of Tunis, ISG-T, (Tunisia)
- Ines GHAZOUANI, University of Tunis, ISG-T, (Tunisia)
- Insaf ARFA, University of Tunis, ISG-T, (Tunisia)
- Islem TOUNSI, University of Tunis, ISG-T, (Tunisia)
- Nadia BASTY, University of Tunis, ISG-T, (Tunisia)
- Rasha HARAKETI, University of Tunis, ISG-T, (Tunisia)
- Rim BOUSAADA, University of Tunis, ISG-T, (Tunisia)
- Sadok EL GHOUL, University of Alberta, (Canada)
- Sami GHARBI, University of Jendouba, FSJEGJ, (Tunisia)
- Sina BELKHIRIA, University of Tunis, ISG-T, (Tunisia)
- Wided KHIARI, University of Tunis, ISG-T, (Tunisia)
- Zied FTITI, EDC Paris Business School, (France)

