

Bio

Zoulal Mansouri, an associate professor at the Hassan II University of Casablanca-Morocco, holds a doctoral degree in higher education. She was a Fulbright scholar in the University of South Florida in the USA and focused her research on students' affairs, particularly on students' retention and persistence in higher education. In addition to teaching in Morocco, she has a teaching experience in Switzerland and Spain, where she lived for a few years.

Zoual MANSOURI
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Associate Professor
Hassan II University of Casablanca - Ecole Supérieure de Technologie

EDUCATIONAL & QUALIFICATIONS

➤ **Degrees**

- **Doctorate degree in Linguistics and Higher Education**
Hassan II University of Casablanca. Faculty of Letters and Humanities Ben M'Sik
Dissertation title: *First-Time Student Attrition in two Moroccan Universities: Hassan II University of Casablanca and Cadi Ayyad Marrakech.*
- **Degree of Translator**
Université de Genève – Ecole de Traduction et d'Interprétation
Research Paper: *Free Trade Agreement Between the EFTA States and the Kingdom of Morocco.*
- **Master of Arts in Teaching English as a Foreign Language**
University of East Anglia, School of Modern Languages and European History.
Norwich-England
Research paper: *A Move from Functional Notional Syllabus to Procedural Syllabus*
- **Bachelor's of Arts in English Language and Literature (major: Linguistics)**
Université Hassan II- Faculté des Lettres et Sciences Humaines Ain Chock
Research paper: *The teaching of spoken English in Moroccan high school*

➤ **Certificates**

- **Certification au Métier d'Expert Coach Professionnel**
L'Espace des Métiers de Coaching de Casablanca et Maroc Devenir in partnership with Executive Coaching HEC Paris et DESU Coaching Université Paris 8
- **Fulbright Scholarship Program**
University of South Florida – College of Education – USA

PROFESSIONAL EXPERIENCE

➤ **Teaching**

- Research methodology (qualitative research methods)
- Business English (Marketing, Finance, Chain supply, international trade, and Human resources, etc.)
- Soft skills

➤ **Pedagogical Responsibilities at the Management Department**

- Member of the committee in charge of pedagogical affairs
 - Major coordinator
 - Module coordinator
 - Member of the major accreditation design committee
 - Competitive exam organization committee member
- **Member and Coordinator at a University Structure**
- University joint committee member
 - School board member
 - University board member
 - Cultural affairs committee coordinator
- **Research Laboratory Permanent Member**
 Laboratoire des Recherche en Management des Organisations (LAREMO)
 ESTC- Affiliated to the Faculty of Law, Economics, and Social Sciences -Casablanca
- **Student Service**
- Responsible for the international student exchange
 - Initiator and manager of the “Espace d’Ecoute et d’Accompagnement de l’Etudiant” (since 2015)
 - School events’ organizing committee member

RESEARCH ACTIVITY

- **Publications**
- Mansouri, Z. (2023). Moroccan University Education: A History of a Failing Dualistic System. *The Journal of Quality in Education*, 13(22), 125-141.
 - MANSOURI, Z. (2022). Moroccan University Graduates’ Employability Through the Lens of the Employer: A Qualitative Study. *Journal of Performance Management*, 1(1), 30-40.
 - Mansouri, Z. (2020). Students’ perception of the student support service: a pilot project. *The Journal of Quality in Education*, 10(16), 165-183.
<https://doi.org/10.3787/joqie.v10i16.232>
 - Mansouri, Z., & Moumine, M. E. A. (2017). Outlook on Student Retention in Higher Education University Reforms in Morocco. *International Journal of Education and Literacy Studies*, 5(2), 53-60.
<http://journals.aiac.org.au/index.php/IJELS/article/view/3405>
 - Mansouri, Z., & Moumine, M. E. A. (2017). Primary and Secondary Education in Morocco: From Access to School into Generalization to Dropout. *International Journal of Evaluation and Research in Education*, 6(1), 9-16.
<https://eric.ed.gov/?id=EJ1139352>
 - Mansouri, Z., & Moumine, M. E. A. (2017). Regard sur la Déperdition Universitaire dans l’Enseignement Supérieur Marocain. *The Journal of Quality in Education. Innovative Universities for Smart Cities*. N°9, May 2017. Pp. 109-128.

- Mansouri, Z., & Mrabet, Y. (2017). Tutoring and coaching a combined tool to enhance the quality of student support in higher education. Actes du colloque : la qualité dans l'enseignement supérieur. Université Stefan Cel Mare de Suceava, Roumanie & Université Hassan II de Casablanca. In *Economie & Kapital. Revue universitaire de recherche scientifique*, n° 12.
- Mansouri, Z., & Mrabet, Y. (2013). Moroccan University Students' Online Reputation Management. *International Journal of Education and Literacy Studies*, 1(1), 47-54. doi:10.7575/aiac.ijels.v.1n.1p.47

MEMBERSHIP

- Laboratoire de Recherche en Management des Organisations (LAREMO)- ESTC
- National Academic Advising Association (NACADA – USA)
- United Kingdom Association of Advising and Tutoring (UKAT)