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Entrepreneurship, Competitiveness, and Innovations: An Empirical Analysis of the Tunisian Context

Abstract:

This article provides an empirical analysis of the impact of entrepreneurship on the competitiveness of Tunisian companies, focusing on innovation across various sectors. Based on surveys conducted with 200 Tunisian SMEs and recent macroeconomic data, the study assesses the innovative strategies implemented by these companies and their influence on national and international competitiveness. Key findings reveal that 50% of the surveyed companies link their competitiveness to innovation, particularly in the ICT and agri-food sectors. Despite facing challenges such as limited financing and administrative burdens, innovative enterprises see a 20% market share increase. The article discusses the effects of national initiatives, including the Startup Act, and highlights the need for greater collaboration between the private sector, universities, and research centers to foster innovation and enhance competitiveness in Tunisia.

Biography

Mohamed Fitouri, is a professor at the Faculty of Economic Sciences and Management (FSEG) of Mahdia, University of Monastir, specializing in entrepreneurship, information systems, project management, and leadership. His research focuses on how digital tools can enhance entrepreneurial practices and education, particularly among younger generations. He explores the strategic application of information systems for competitive advantage, emphasizing system integration and operational efficiency. In project management, Fitouri advocates for modern methodologies to streamline workflows and improve team collaboration.