

Date	Time	Activity
<b>Day 1:</b> <b>May 9<sup>th</sup>,</b> <b>2024</b>	08:30 - 09:00	Welcome / Registration
	09:00 - 09:30	Opening
	09:30 - 10:30	<b>Keynote Speaker 1:</b> Prof. Ali Idri, National School of Computer Science and Systems Analysis, Mohammed V <b>Session Chair:</b> Prof. Hicham Sadok
	10:30 - 11:00	Coffee Break
	11:00 - 12:00	<b>Keynote Speaker 2:</b> Dr. Maha Gmira, Expert at the United Nations for Development <b>Session Chair:</b> Prof. Kaltoum Lajfari
	12:00 - 13:00	Lunch Break
	13:00 - 15:00 (3 parallel sessions)	<b>Session 1:</b> Digital Transformation
		<b>Session 2 :</b> Digital Economy and Investment
		<b>Session 3:</b> Artificial Intelligence and E-learning
	15:00 - 15:30	Coffee Break
	15:30 - 17:30 (3 parallel sessions)	<b>Session 4:</b> E-commerce and Social Media Marketing
<b>Session 5:</b> Exploring the Nexus of Digital and Sustainable Economies in Developing States		
<b>Session 6:</b> Digital Business Models		
<b>Day 2:</b> <b>May 10<sup>th</sup>,</b> <b>2024</b>	08:30 - 10:00 (2 parallel sessions)	<b>Data Analysis Workshop:</b> Dr. Mariem Belkhir « Handling Moderator Variables in Research: Conceptual Framework and Statistical approach » <b>Session Chair:</b> Prof. Rim Jallouli
		<b>Session 7:</b> Application of Machine Learning for Business
	10:00 - 10:30	Coffee Break
	10:30 - 12:00 (2 parallel sessions)	<b>Session 8:</b> Digital Technologies and Innovative Management
		<b>Session 9:</b> Online Session
	12:00 - 13:00	Lunch Break
	13:00 - 15:00 (3 parallel sessions)	<b>Session 10:</b> Social Networks and Information Technologies
		<b>Session 11:</b> Digital Economy in Emerging Countries
		<b>Session 12:</b> Mobile Banking and Digital Assets
	15:00 - 15:30	Coffee Break
15:30 - 16:30	Closing Ceremony (Best Paper Award, Best Reviewer Award)	
20:00 - 23:00	Gala Dinner	
<b>Day 3:</b> <b>May 11<sup>th</sup>,</b> <b>2024</b>	9:00 - 12:00	Cultural Tour

## **Keynote Speaker 1**

Talk Title 1 : Artificial Intelligence and Modern Societies: Concept of Augmented Intelligence

Prof. Ali Idri is a Full Professor at the National School of Computer Science and Systems Analysis, Mohammed V University. He holds a Ph.D. in Computer and Cognitive Sciences from the University of Québec at Montréal (2003). Ali has published more than 290 papers in well-known journals and conferences and received many recognitions for his contributions. He is an Associate Editor of two international journals: BMC Medical Informatics and Decision Making, and Scientific African.

## **Keynote Speaker 2**

Talk Title 2 : AI Challenges: Inclusion and Regulation

Dr. Maha GMIRA is an Expert specializing in Artificial Intelligence Strategies and Gender at the United Nations for Development. Formerly, she served as the head of the Artificial Intelligence engineering school at EUROMED University of Fez. Her educational background includes a bachelor's degree in engineering, a Master's in Mathematics, and a PhD in Artificial Intelligence from Polytechnique Montréal, Canada. Her doctoral studies were conducted in one of the world's leading centers of excellence in artificial intelligence, specifically under the Canada Excellence Chair in Data Science for Real-Time Decision Making, MILA, IVADO, CIRRELT, GERAD, among others.

Prof. Maha GMIRA actively participates in various research projects, focusing on areas such as Mobility, Agriculture, and Smart Manufacturing. In 2022, she obtained a Horizon Europe project, which deals with artificial intelligence in Agriculture, with a budget of more than 1.4 million Euros.

## **Data Analysis Workshop**

Title : Handling Moderator Variables in Research: Conceptual Framework and Statistical approach"

Presented by : Dr. Meriam Belkhir

Moderator variables have seen an increased use in empirical studies across various disciplines including consumer behavior, education science, psychology, management, and more. Integrating and testing moderator variables in a research requires following some guidelines both at the conceptual and statistical levels.

In this workshop, participants will be introduced to :

- The conceptual challenges that must be addressed in order to introduce moderators in a model and the need to distinguish between pure and quasi moderators;
- The typology of moderators (2 groups vs multiple groups ; categorical vs continuous);
- The statistical approach to follow for PLS-SEM and CB-SEM;
- A practical demonstration using a real-database example illustrating multigroup moderation testing.

## **The Cultural Program**

The cultural program consists of a half-day excursion to the city center of Rabat, from 9:00 a.m. to 12:00 a.m. The excursion which begins at 9:00 a.m. from the faculty in a chartered collective transport, will crisscross the city to discover the Moroccan capital and its main historical and cultural sites such as the 12th century Hassan Tower and the Mohammed V mausoleum, the “Kasbah” (fortress) at the top of the blue and white cliff on the edge of the Atlantic Ocean, the fortified “medina” (old town) and the Roman ruins of Chellah, protected by UNESCO.

<b>Session 1: Digital Transformation</b>			
<b>Session Chair: Beatriz Casais &amp; El Hadj Ezzahid</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
24	Advancements and Challenges in AI Applications for B2C Retail Promotions: Unveiling a Socio-Technical Framework for Computer Vision Technologies and Generative Adversarial Networks	Stephanie Jordan, Alexander H. Kracklauer and Claas Christian Germelmann.	Neu-Ulm University of Applied Sciences, University of Bayreuth, <b>Germany</b>
92	Impact of Customer Data Platforms' Integration on CRM Success Empirical Evidence in the Retail Industry: A Customer Perspective	Roula Jabado and Rim Jallouli	Lebanese International University, <b>Lebanon</b> University of Manouba, <b>Tunisia</b>
53	Successful Digital Transformation: Observations on Digital Maturity, Technology and Logistics in Multiple Industries	Dibakar Sarker and Nora Johanne Klungseth.	Norwegian University of Science and Technology, <b>Norway</b>
70	Unravelling the adoption of digital technologies by European SMEs	Luís Ferreira	School of Economics and Management, University of Minho; ISAG – European Business School, <b>Portugal</b>
<b>Session 2: Digital Economy and Investment</b>			
<b>Session Chair: Javier Gonzalo Rodríguez Ruiz &amp; Mohamed Bachisse</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
59	Defining Digital Platforms: A Systematic Literature Review	Ilyass Zeamari and Wim Laurier	Université Catholique de Louvain, <b>Belgium</b>
75	Digital Economy and Digital Maturity: A Comprehensive Review	Amira Dridi and Fedya Telmoudi	University of Tunis, <b>Tunisia</b>
19	Digital investment and firm performance: evidence from Moroccan companies	Houda Mahboub , Hicham Sadok	Mohammed V university of Rabat, <b>Morocco</b>
11	The nature of the relationship between Digital Financial Inclusion Index and China's Regional Economic Growth: GMM-system empirical evidence	Hamdi Becha, Kamel Helali and Ons Hbaieb	Faculty of Economics and Management of Sfax, University of Sfax, <b>Tunisia</b>

<b>Session 3: Artificial Intelligence and E-learning</b>			
<b>Session Chair: Gunnar Piho &amp; Sidi Yahia El Ouazzani</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
15	Potential of Artificial Intelligence in Education: A Practical Case Study at Mohammed V University – Rabat	Othmane Lamzihri, Mohammed El Kamli, Driss Mafamane and Omar Hniche	Mohammed V university in Rabat, <b>Morocco</b>
58	Construction of Knowledge with Strategies Enabled by Generative Artificial Intelligence	Marcos Xavier and Selma Oliveira	Fluminense Federal University, <b>Brazil</b>
48	Students’ Perceptions of Barriers in Four Teaching Formats – a Quantitative Study	Sven Packmohr and Nicole Draxler-Weber	Malmö University, <b>Sweden</b> Universität Osnabrück, <b>Germany</b>
41	Investigating the Higher Student’s Acceptance of E-Learning in Universities: An Application of UTAUT Model	Sameh Tebourbi, Hana Siala, Hanedi Bouzidi and Romdhane Khemakhem	Sfax university, <b>Tunisia</b>

<b>Session 4: E-commerce and Social Media Marketing</b>			
<b>Session Chair: Ana Maria Soares &amp; Abdelwafi El Aidouni</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
7	Content-and-Review Platform Engagement of End-Users and Local Businesses – an Explorative Analysis based on Google Maps Data	Lukas Rudolf Germut Fitz and Jochen Scheeg	Brandenburg University of Applied Sciences, <b>Germany</b>
12	The effect of product innovativeness on online consumer engagement through the mediating role of intrinsic motivation and ewom.	Louati Fatma, Damak Mouna and Drira Fatma	Laboratoire de recherche Marketing, <b>Tunisia</b>
71	Does Religiosity Matter? An Indonesian Experience in Building Awareness and Developing Sharia E-Commerce	Heru Muara Sidik, Mulyadi Mulyadi, Hadiyati Munawaroh, Suci Wulandari, Komalawati Komalawati, Rizky Prayogo Ramadhan, Pihri Buhaerah and Irwanda Wisnu Wardhana	Hajj Fund Management Agency, National Research and Innovation Agency, <b>Indonesia</b>
42	Unlocking Success in Social Media Across the Customer Journey: An Integrated Marketing Communication Perspective	Moez Bellaaj and Myriam Elloumi	Higher Institute of Business Administration – ISAAS, <b>Tunisia</b>

<b>Session 5: Exploring the Nexus of Digital and Sustainable Economies in Developing States</b>			
<b>Session Chair: Adriana Anamaria Davidescu &amp; Vasile Alecsandru Strat</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
2	Twin Transitions Across Enterprises: Do Digital Technologies and Sustainability Go Together?	Iulia Iulia Siedschlag, Gretta Mohan and Weijie Yan	Economic and Social Research Institute and Trinity College Dublin, <b>Ireland</b> E.CA Economics, <b>United Kingdom</b>
61	Digitalization and Shadow Economy. A Literature Review	Cristina Maria Geambasu, Eduard Mihai Manta and Margareta-Stela Florescu.	Bucharest University of Economic Studies, Bucharest, <b>Romania</b>
18	The impact of Green Innovation on Green Growth in the era of digitalization: Evidence from EU countries	Sarra Gharbi, Hamdi Becha, Maha Kalai and Kamel Helali	Faculty of Economics and Management of Sfax, University of Sfax, <b>Tunisia</b>
96	Is there a relationship between shadow economy, digitalization and sustainable development? Insights from a national and regional bibliometric analysis	Marina-Diana Agafiței and Adriana Anamaria Davidescu	Bucharest University of Economic Studies, <b>Romania</b>

<b>Session 6: Digital Business Models</b>			
<b>Session Chair: Sven Packmohr</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
4	Exploring Customer Acceptance of Smart Stores: An Advanced Model Approach	Maike Netscher, Stephanie Jordan and Alexander H. Kracklauer	Neu-Ulm University of Applied Sciences, <b>Germany</b>
94	Bibliometric analysis and network mapping on Mobile Technologies in the area of marketing: Emerging topics and research agenda	Hasna Koubaa, Foued Ben Said and Rim Jallouli	University of Manouba, <b>Tunisia</b>
31	Catalysts driving the integration of artificial intelligence (AI) in project management: an in-depth exploration with a focus on the Moroccan context	Noura El Farissi and Ouafa Barakat	Ibn-Zohr University-ENCG Agadir, <b>Morocco</b>
74	Integrating Advanced Mobility Services in Federated Data Spaces: An Exploration of Organizational Roles	Jens Gessler, Hanspeter Rychlik and Wolfgang H. Schulz	Zeppelin University, <b>Germany</b>

<b>Session 7: Application of Machine Learning for Business</b>			
<b>Session Chair: Mohamed Anis Bach Tobji</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
64	Application of Machine Learning Methods to Assess Player Skills via Business Simulation Logs	Lyudmila Gadasina, Azaliia Masalimova and Lyudmila Vyunenko	Saint-Petersburg State University, University ITMO, <b>Russia</b>
77	Modeling funding decision of industrial projects using boosting machine learning algorithms	Soukaina Laaouina, Mimoun Benali, Abdelhamid El Bouhadi and Hicham Sadok	LAREMEF, National School of Commerce and Management of Fez, USMBA, Mohammed V university of Rabat, <b>Morocco</b>
76	A Sentiment Analysis Approach for Hotels Rating	Haïfa Nakouri, Mouna Chebbah and Ahmed Jbali	University of Manouba, Ecole Supérieure de l'Economie Numérique (ESEN), <b>Tunisia</b>

<b>Session 8: Digital Technologies and Innovative Management</b>			
<b>Session Chair: Igor Bossenko &amp; Driss Mafamane</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
84	The application of Blockchain to Human Resources Management	Alexandra Monteiro, Beatriz Casais and Ana Paula Ferreira	University of Minho, School of Economics and Management, <b>Portugal</b>
37	Predicting Turnover Tendency of Candidates/Employees Based on Personality Assessment Tests: A Data-Driven Approach	Berkay Topçu, Mukaddes Altuntaş, Dilruba Topçuoğlu, Talip Akdemir, Elif Kurt and Zeynep Deniz Cankut	Yıldız Tech, <b>Turkey</b>
81	'Why embrace augmented reality beauty Filters?': Delving into young women's motivations	Asma Lakhel, Nadia Montacer and Fatma Smaoui	Institut Supérieur de Gestion de Tunis, University of Tunis, <b>Tunisia</b>

<b>Session 9: Online Session</b>			
<b>Session Chair: Kaltoum Lajfari</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
54	When the artificial revolutionizes the reality: Focus on this new trend of Virtual Influencers	Karima Ghzaiel, Rym Bouzaabia and Manel Hassairi	LRM laboratory, Faculty of Economics and Management of Sfax, Carthage High Commercial Studies Institute, Higher Institute of Management of Sousse, ARBRE laboratory- ISG Tunis, <b>Tunisia</b>
85	Search Engine Gender Bias: Cross Cultural Analysis	Barbara Pisker, Kristian Dokic and Judy M V	Faculty of Tourism and Rural Development, <b>Croatia</b> Cochin University of Science and Technology, <b>India</b>
38	Delving into the Shadows of Artificial Intelligence in Green Marketing	Samia Dalhoum, Abir Zouari and Romdhane Khemakhem	Faculty of Economics and Management Sciences (FSEG) of Sfax, Institute of Higher Business Studies (IHEC) of Sfax, Sfax university, <b>Tunisia</b>

<b>Session 10: Social Networks and Information Technologies</b>			
<b>Session Chair: Mouna Chebbah</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
43	Marketplace Platforms: Towards a New Taxonomy	Ilyass Zeamari	Université Catholique de Louvain, <b>Belgium</b>
36	Comparative analysis of clinical terminology servers: a quest for an improved solution	Marina Ivanova, Igor Bossenko, Gunnar Piho and Peeter Ross	Tallinn University of Technology, <b>Estonia</b>
35	A payment architecture for decentralized data spaces based on Gaia-X	Maiara Rosa Cencic, Johannes Demer, Sebastian Haberl, Van Thanh Le, Kai Lindow, Christian Metzner, Isabelle Rösler, Martin Schulze, Cansu Tanrikulu, Horst Wieker and Christian Winter.	Fraunhofer Institute for Production Systems and Design Technology, Automotive Solution Center for Simulation, msg systems ag, ETLabs Research GmbH, Saarland University of Applied Sciences, Research Group Traffic Telematics, msg DAVID GmbH, Software AG, <b>Germany</b>
67	Modelling a patient identifier system in the Estonian National Health Information System	Igor Bossenko, Gunnar Piho and Peeter Ross	Tallinn University of Technology, <b>Estonia</b>

<b>Session 11: Digital Economy in Emerging Countries</b>			
<b>Session Chair: Gretta Mohan &amp; Redouane Raouf</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
51	ICT and the Digital Divide: Analyzing ICT Indicators in Morocco Using PCA	Rhaya Fikry and Yahia El Ouazzani.	Laboratory of Economic, Analysis and Modeling, Mohammed V University, <b>Morocco</b>
65	Technological digitalization model for medium-sized pig farms in Mexico	Hugo César Enríquez García and Javier Gonzalo Rodríguez Ruiz	University of Guadalajara, National Autonomous, University of Mexico, Institute of Economic Research, <b>Mexico</b>
80	Analysis of the relationship between innovation, digitalization and economic growth in North African countries	Safa Benazzouz and Hicham Sadok	Mohammed V University of Rabat, FSJES-Souissi, Rabat, <b>Morocco</b>
72	Unveiling the dynamics: Global Innovation Index and digital technologies corporate sophistication in emerging country institutions	Sourour Guidara, Afifa Ferhi and Kamel Helali	Faculty of Economics and Management of Sfax, University of Sfax, <b>Tunisia</b>

<b>Session 12: Mobile Banking and Digital Assets</b>			
<b>Session Chair: Alexander H. Kracklauer</b>			
<b>Paper</b>	<b>Title</b>	<b>Authors</b>	<b>Affiliation</b>
26	Mobile money in Morocco: Evaluating the Role of Mobile Money in Alleviating Liquidity Deficit	Lajfari Kaltoum and Soumbara Sid'Ahmed.	UM5 Rabat-FSJES Souissi, <b>Morocco</b>
86	Diagnosing Mobile Banking Applications to Optimize User Experience and Engagement Method, Features and Recommendations	Ahmed Hentati and Rim Jallouli	University of Manouba, <b>Tunisia</b>
22	The impact of internet banking adoption on the profitability of the banking industry: evidence from Morocco	Sara El Yahyaoui and Moulay Ali Rachidi	Faculty of Juridical, Economic and Social Sciences, Moulay Ismail University, <b>Morocco</b>
10	Examining the impact of Bitcoin price volatility on stock markets: a comparative analysis between ARDL and NARDL approaches with a focus on the role of monetary digitization	Rima Aloulou, Maha Kalai, Sabrina Hidri and Afef Bouattour	Faculty of Economics and Management of Sfax, University of Sfax, Higher Institute of Business Administration of Sfax, University of Sfax, <b>Tunisia</b>