

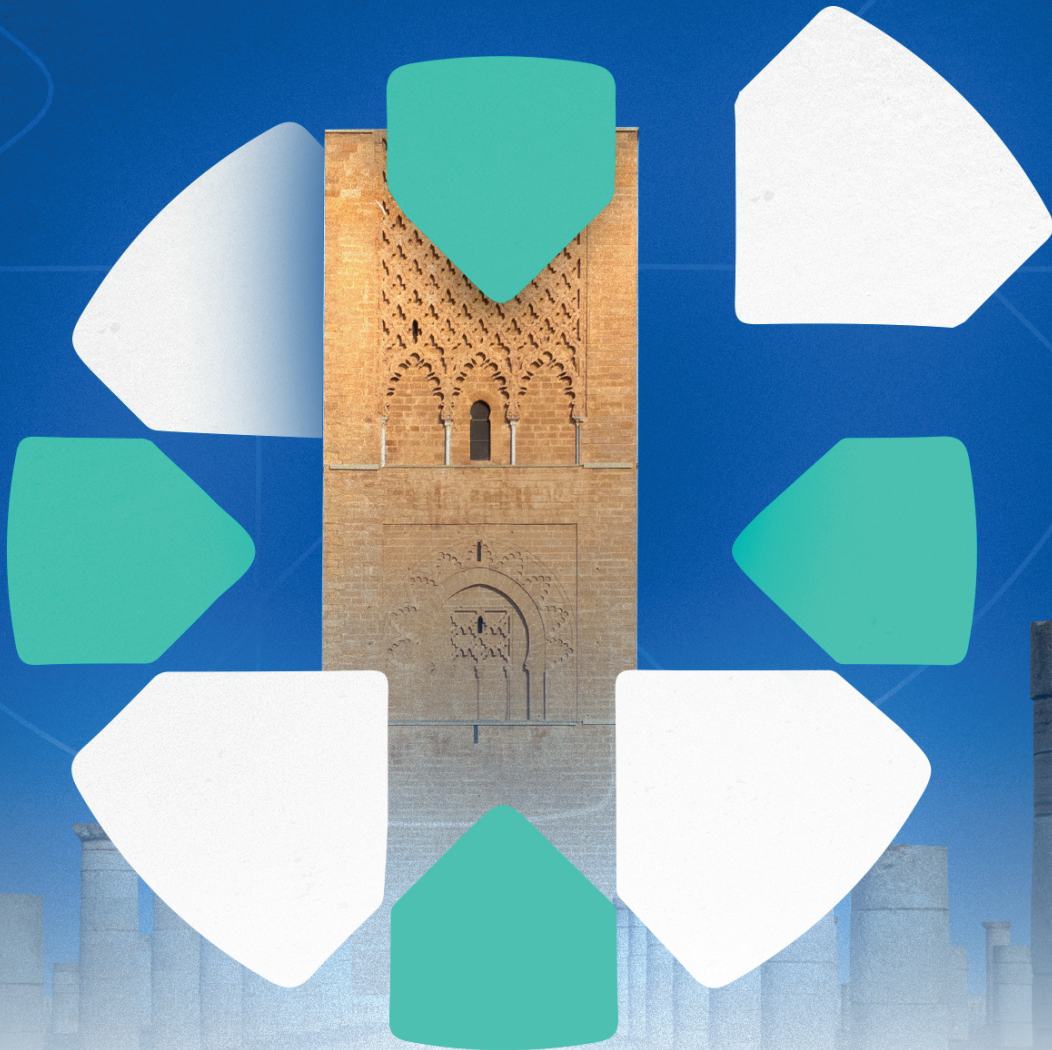


ISMAGi

Institut Supérieur de Management
d'Administration et de Génie Informatique
المعهد العالي للتدبير والإدارة والهندسة المعلوماتية



ICASBT 25



PROGRAM & ABSTRACTS

INTERNATIONAL CONFERENCE ON ADVANCES IN SMART BUSINESS AND TECHNOLOGIES 2ND EDITION

JUL 11-12-13TH 2024



Committees

Table 1: Liste des comités de la conférence

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Conference proceedings

We are delighted to inform you that all accepted and presented papers at ICSBT'25 will be indexed by renowned databases such as **Scopus** and **Springer**, . This indexing ensures that your research will be widely accessible and recognized within the global academic and professional communities, significantly enhancing its visibility and impact.



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Schedule of talks

Thursday, July 17

Time	Activity	Chairman
8:00 - 10:00	Registration	
10:00 - 10:30	Opening	
10:30 - 11:00	Coffee & Picture	

Plenary Session

11:00 - 11:15	Abdellah Touhafi <i>Multi-Sensor Digital Twins: Research and applications.</i>	Souad Najoua Lagmiri
11:15 - 11:30	Zarina Poberezhna <i>new mathematical models AI for regression analysis problems in the economic and information space</i>	
11:30 - 11:45	Abdelhadi Naji <i>Talent Acquisition Strategies in a Post-Pandemic World: A Comparative Analysis</i>	
11:45 - 12:00	Hamid Bouyghf <i>Approches métaheuristiques pour la résolution des problèmes d'optimisation en ingénierie microélectronique: Application au dimensionnement optimal des circuits intégrés analogiques</i>	
12:00 - 12:15	Khadija Slimani	

12:15 Lunch

Parallel Sessions (14:00 - 15:30)

Room B1

14:00 - 14:30	Anass GUERGUER <i>Efficacité des outils de contrôle de gestion dans l'Amélioration de la gestion du patrimoine de l'Etat : Cas de l'Université Ibn Zohr</i>	Jaouhari Othmane Tissafi
14:30 - 15:00	Ayman Mohammed Abubakr <i>The Challenges of Developing (MAS) for Firms and its Impact on the Strategy of Responding to the wishes of Consumers: The experience of Some Firms in Khartoum During the War on Sudan</i>	
15:00 - 15:30	Yassine Raha <i>Students' Perceptions of the Rosetta Stone Platform as a Smart Business Strategy in Moroccan Universities</i>	

Room B2

14:00 - 14:30	Hajar ABDENNAIM <i>Emotional leadership as a catalyst for innovation and entrepreneurial behavior</i>
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– Thursday, July 17 schedule continued

Time	Activity	Chairman
14:30 - 15:00	Omar ER-ROUSSE <i>Optimizing Marine Aquaculture through Artificial Intelligence: A SMART Lever for the Blue Economy</i>	Maroua Zine el Abidin
15:00 - 15:30	meriem rachid <i>Artificial Intelligence and Social Performance: Current Realities and Future Perspectives for Predictive Management</i>	
Room B3		
14:00 - 14:30	younesse Ouahbi Ohb <i>The Role of Artificial Intelligence in Supply Chain Fraud Detection: A Systematic Review</i>	Minaoui Khalid
14:30 - 15:00	Zaid NOUNA <i>Co-evolution of Differential Evolution Parameters and Machine Learning Hyperparameters for Improved Heart Disease Prediction</i>	
15:00 - 15:30	Khalifa Ahsina <i>From Altman to AI: A Bibliometric Exploration of Machine Learning in Predicting Business Failure and Financial Distress</i>	
Room B4		
14:00 - 14:30	ZAKARIA IZOUAOUEN <i>Multi-Agent Systems in Virtual Environments: LLMs, Foundation Model Adaptation, and High-Fidelity Sim-to-Real Transfer</i>	Youssra Hamdaoui
14:30 - 15:00	Mohamed LAZAAR <i>Temporally evolving graph neural network for fake news detection</i>	
15:00 - 15:30	Kushal Bhatt <i>A Debiasing Framework for Graph Neural Networks Using Contrastive Learning</i>	
Room B5		
14:00 - 14:30	Lahcen ZOUGAGH <i>An approach to seizure forecasting based on the correlation between ECG signal and EEG signal parameters</i>	Yasser El Madani El alami
14:30 - 15:00	Youssra El Hamdouni <i>Wearable biosensors and connected health: drivers of innovation in medical smart business</i>	
15:00 - 15:30	Zakaria HADRAOUI <i>Medical Chatbots and Data Quality: A Comprehensive Review of Preprocessing Techniques</i>	

– Thursday, July 17 schedule continued

Time	Activity	Chairman
Room B6		
14:00 - 14:30	abdelghani RAHMOUNI <i>Enhancing Financial Reporting and Decision-Making: The Role of Data Visualization in Management Control and International Market Strategies</i>	Phiniqui youssef
14:30 - 15:00	sara BENNANI MECHITA <i>Management Control in the Digital Transformation Era: A Critical Analysis</i>	
15:00 - 15:30	Mohammed BENELMALLAM <i>Digital Transformation and Evolution of Management Control in Financial Institutions in Morocco</i>	
15:30 - 16:00	Amal Lyaakobi <i>Digital Transformation and Innovation Management in Moroccan Organizations: A Systematic Literature Review</i>	
Room C1		
14:00 - 14:30	Mohammed Najjar <i>Prompting Diagnosis: A VLM-Based Feature Extractor for Few-Shot Medical Image Classification</i>	Mourad Lahhoual
14:30 - 15:00	badr Lasfar <i>Decoding Visual Language: A Narrative Synthesis of Sign Language Recognition and Translation Technologies</i>	
15:00 - 15:30	abdelali elmounadi <i>IFML2React: a Model-driven code generation approach for React applications</i>	
15:30 - 16:00	Coffee Break	
Parallel Sessions (16:00 - 17:30)		
Room B1		
16:00 - 16:30	Yassmine NACER <i>Analyzing guilt in an organizational context: a disruptive factor in well-being at work or a way of regulating behavior?</i>	Mustapha Asbai
16:30 - 17:00	Hasna SGHIR <i>Quiet quitting in Moroccan public organizations: An exploratory study</i>	
17:00 - 17:30	EL AJOURI ASMAA <i>Evolution of Leadership Styles in the Era of Artificial Intelligence: A Systematic Review</i>	
Room B2		
16:00 - 16:30	dounia el hariri <i>Human Capital and Organizational Resilience: The Strategic Role of Dynamic Capabilities in Morocco</i>	Bahlouli Mohammed

– Thursday, July 17 schedule continued

Time	Activity	Chairman
16:30 - 17:00	Chaimaa OUTALEB <i>ORGANIZATIONAL AGILITY WITHIN FAMILY BUSINESSES: THE CONTRIBUTION OF "FAMILINESS" EMBODIED IN SOCIAL CAPITAL AN EXPLORATORY STUDY OF TWO MOROCCAN FAMILY-OWNED SMEs</i>	
17:00 - 17:30	Nouhaila EL AGDI <i>Reinventing Employee Engagement through Artificial Intelligence: Towards Enhanced Organizational Agility A Bibliometric Analysis</i>	
Room B3		
16:00 - 16:30	TAOUSSI Ahlam <i>The Limitations of Supply Chain 4.0 and the Emergence of Supply Chain 5.0: Toward a More Human-Centered, Sustainable, and Resilient Supply Chain – A Systematic Review</i>	Minaoui Khalid
16:30 - 17:00	Fatima Ezzahra ZAIZI <i>MO-DQNRec: A Deep Q-Network Framework for Multi-Objective Recommendation</i>	
17:00 - 17:30	Mounir Lahcen <i>Moving towards ai-learning through the ai-framework</i>	

Friday, July 18

Time	Activity	Chairman
Parallel Session		
Room B1		
9:00 - 9:30	Hajar Zraiate <i>Comparative Study: AI generative with Traditional Software Testing methods</i>	Abir ATTAHIRI
9:30 - 10:00	Fouad Lahlimi <i>Assessing the influence of digital maturity on green value creation through business model innovation in Moroccan SMEs</i>	
10:00 - 10:30	Othmane EL-Mrabet <i>The impact of digital transformation on public sector management: opportunities and challenges</i>	
10:30 - 11:00	Coffee Break	
11:00 - 11:30	Yassine AITAMAR <i>Enhancing Data Reliability For IoT-based WSNs through Naive Bayes Classifier</i>	
11:30 - 12:00	Manal EL BAZ <i>Blue traffic sign detection in varying light and weather conditions</i>	
12:00 - 12:30	Ibtissam sajjib <i>Reducing Downtime through Predictive Models: Maximizing Efficiency with Minimal Data</i>	
Parallel Session Room B2		
9:00 - 9:30	gharmili meryem <i>Measuring the Quality and Efficiency of AI-Generated Codes for Financial Markets Prediction with LSTM</i>	Mourad Lhoual
9:30 - 10:00	Yassine Bouchkal <i>Real-Time Sign Language Recognition: Advanced SensorBased and Deep Learning Approaches</i>	
10:00 - 10:30	Nihal Chouiekh <i>Essai d'étude de l'impact de blockchain sur la relation entre l'intention entrepreneuriale et le crowd-funding : Etude empirique auprès des étudiants marocains</i>	
10:30 - 11:00	Coffee Break	
11:00 - 11:30	fadoua el mouaffaq <i>Chatbots and Customer Relationship: Real Impact or Digital Illusion?</i>	
11:30 - 12:00	Houda Mahboub <i>Observatory analysis of the digital transformation of Moroccan companies in the post-covid era</i>	
Parallel Room B3		

– Friday, July 18 schedule continued

Time	Activity	Chairman
9:00 - 9:30	Rajae JANATI IDRISSE <i>The contribution of Information and Communication Technologies to the sustainable management of fisheries resources.</i>	Omar ET-tousse
9:30 - 10:00	Achraf ASSOURI <i>Review of Satellite Data and Artificial Intelligence-Based Approaches for Local Water Management</i>	
10:00 - 10:30	Maroua ZINEELABIDINE <i>Institutional pressures and social responsibility: Case of Moroccan companies</i>	
10:30 - 11:00	Coffee Break	
11:00 - 11:30	Loubna Oumari <i>Integrating Smart Technologies into CSR Implementation in the Banking Sector</i>	
11:30 - 12:00	Kamar REDA <i>Reject to Adopt: A Narrative and conceptual Review of Resistance to Digital Change in HRM</i>	
12:30	Lunch	
Parallel Sessions (14:00 - 15:30)		
Room B4		
14:00 - 14:30	mourad lahoual <i>How AI is Revolutionizing Language Learning: Tools, Techniques, and Trends</i>	Kandili Mohamed
14:30 - 15:00	btissam acim <i>The Rise of Deepfakes in Business: Leveraging Block-chain to Secure the Future of Digital Trust</i>	
15:00 - 15:30	Soukaina Bouzerda <i>Hotel E-Reputation in the Context of Digital Transformations: Converging Challenges of Social Media and Artificial Intelligence</i>	
Room B5		
14:00 - 14:30	KHALIL SAADAoui <i>Smart technologies and sustainable business models</i>	Youssra El Hamdouni
14:30 - 15:00	Ali GABOUN <i>Exploring Employee Appraisals' Role In Promoting Organizational Justice Amid New Ways Of Working: A Qualitative Study Of Moroccan Companies</i>	
15:00 - 15:30	Omar ZENZOOM <i>Securing Wireless Sensor Networks in IoT applications: A defense mechanism against Blackhole attacks</i>	
Room B6		
14:00 - 14:30	Wiame EL AMRI <i>The role of major ports in regional development: The case of Tanger MED</i>	Bahlouli Mohammed

– Friday, July 18 schedule continued

Time	Activity	Chairman
14:30 - 15:00	Ahmed Hasnaoui <i>Towards a conceptual framework for coopetition</i>	
15:00 - 15:30	HICHAM MIZAB <i>Industrial attractiveness and competitiveness what is the importance of the automotive sector in Morocco</i>	
15:30 - 16:00	Coffee Break	
Parallel Session C1		
16:00 - 16:30	anass kacimi <i>Impact des systèmes de contrôle de gestion sur la performance des universités publiques marocaines : étude du cas de l'Université Mohammed V de Rabat</i>	Asbai Mustapha
16:30 - 17:00	Zine Elabidine FANNI <i>AI-Driven Management in Higher Education and Sustainable Development: A Systematic Review of Emerging Practices</i>	
17:00 - 17:30	Alae BFI ABBES <i>THE DIGITAL TRANSFORMATION OF HUMAN RESOURCES: TALENT RECRUITING IN THE ERA OF ARTIFICIAL INTELLIGENCE</i>	
Parallel Sessions (16:00 - 17:30)		
Room C2		
16:00 - 16:30	Hiba RAISSI <i>Artificial Intelligence in Public Administration: A Bibliometric Analysis of Emerging Trends and Research Frontiers</i>	Minaoui Khalid
16:30 - 17:00	Berahal Abderrahmane <i>Comprendre l'adoption de la Réalité Augmentée au Maroc : une approche par le modèle TAM</i>	
17:00 - 17:30	ghizlane el ouatik <i>Artificial Intelligence and Augmented Reality in Industry 4.0: A Systematic Comparative Study of Synergies, Challenges, and Future Directions</i>	
Room C3		
16:00 - 16:30	ghizlane saad <i>The impact of psychological capital on entrepreneurial success: A literature review</i>	Rafi Mohammed
16:30 - 17:00	Fatima-Zahra Belmamoun <i>The Strategic Value of Customer Involvement in New Product Development: Insights from a Moroccan Clean-Tech SME</i>	
17:00 - 17:30	Imane ZARROUK <i>ARTIFICIAL INTELLIGENCE, INNOVATION, AND ATTRACTIVENESS: MOROCCO'S CASE IN THE DEVELOPMENT OF SMART TOURISM</i>	
Room C4		

– Friday, July 18 schedule continued

Time	Activity	Chairman
16:00 - 16:30	mohammed amine ET-TAYEBI <i>AI Integration and Legacy Chatbots in Aviation Operations : A Comparative Analysis of Performance and Financial Returns</i>	El makrani Adil
16:30 - 17:00	Hamza Sellami <i>The Impact of Cloud Computing on Library Information Systems: A Case Study of the Hassan II University Library Collective Catalog</i>	
17:00 - 17:30	AARYAN TOMPE <i>BookPortal: A Web-Based Platform for Efficient Book Discovery and Community-Driven Sharing.</i>	

Saturday, July 19

Time	Activity	Chairman
Parallel Sessions		
Room B1		
9:00 - 9:30	Abir ATTAHIRI <i>Leveraged Buyouts in the MENA Region: How Ownership Structure Shapes Financial Performance</i>	Rafi Mohamed
9:30 - 10:00	ouannou hajar <i>The usage of artificial intelligence in financial markets: A bibliometric review in the MENA region</i>	
10:00 - 10:30	Otmane ERGUIQUE <i>Effet des chocs de politique budgétaire sur la croissance au Maroc : Modèle MENAP</i>	
10:30 - 11:00	Coffee Break	
11:00 - 11:30	Omar El Mountassir <i>Fiscal Policy and Social Cohesion in Morocco: Challenges and Opportunities in an Era of Digitalization</i>	Maroua Zine Abidine
11:30 - 12:00	Mohamed Boukhlif <i>Automated Generation of SRS-Test Case Pairs via Large Language Models and Prompt Engineering Techniques</i>	
12:00 - 12:30	Othmane Jaouhari Tissafi <i>Forecasting inflation in Morocco: A comparative evaluation of traditional time series and machine learning models</i>	
Room B2		
9:00 - 9:30	saloua aloui <i>Internal Frontlines of Automation: A Case Study of AI-RPA Adoption in a Moroccan Enterprise</i>	LAZAAR Mohamed
9:30 - 10:00	Safaa ECH-CHEIKH <i>Leveraging Machine Learning for Peptide-Based Antibacterial Discovery: A Comparative Study</i>	
10:00 - 10:30	wiame haroui <i>AI-Based Predictive Maintenance of Wind Turbine Generators: A Comparative Literature Review of Models and Research Trends</i>	
10:30 - 11:00	Coffee Break	
11:00 - 11:30	AHMED ER-ROUSSE <i>Exploring Communication Delay in a Network of Connected Vehicles: Review</i>	
11:30 - 12:00	SALMA EL FEKRI <i>Student's perceptions of Generative AI use in Moroccan higher education : An exploratory study</i>	
Parallel Sessions (Morning)		

Time	Activity	Chairman
Parallel Session B3		
9:00 - 9:30	JAAKARI HAMID <i>LE NEW MANAGEMENT PUBLIC DANS LES UNIVERSITES PUBLIQUES MAROCAINES : DE L'INGENIERIE LOCALE A L'AMELIORATION DE LA GESTION GLOBALE CAS DE L'UM5.</i>	Tssouli
9:30 - 10:00	FOUAD MOHAMMED AMINE <i>The adequacy of Value at Risk to the dynamics financial markets : Application to the Moroccan Financial Market</i>	
10:00 - 10:30	Safae Hammani <i>The Impact of Digital Transformation on Innovation Financing in SMEs: An AI-Based Approach</i>	
10:30 - 11:00	Coffee Break	
11:00 - 11:30	Nisrine Lemkadem <i>Currency (mis)alignments and research alignments: a bibliometric exploration</i>	Mohammed Bahlouli
11:30 - 12:00	Yasser ES-SABIR <i>Currency fluctuation in a Changing World: A bibliometric analysis of Exchange Rate Volatility and Its Determinants</i>	
12:00 - 12:30	RACHIDA AALLALI <i>The impact of artificial intelligence on corporate financial decisions: a study review</i>	
Parallel Sessions		
Room B4		
9:00 - 9:30	HAFSA BOUTAQQA <i>Exploring Research Productivity on AI in Entrepreneurship Education: A Bibliometric Performance Analysis</i>	Abir Attahiri
10:00 - 10:30	El Mahdi Juiher <i>The Impact of Instagram Influencers on Gen Z Purchase Decisions: A Case Study in Fashion Retail</i>	
10:30 - 11:00	Coffee Break	
11:00 - 11:30	SOUMAYA ES SABIR <i>The Impact of Artificial Intelligence on Consumer Buying Behavior</i>	
11:30 - 12:00	salah eddine el farkh <i>Accessibilité des plateformes e-learning pour les apprenants en situation d'handicap pour les Sourds.</i>	
12:00 - 12:30	Othmane Jaouhari Tissafi <i>Measuring Digital Transformation Scale Development and Its Impact on Firm Performance</i>	
Room B6		

– Saturday, July 19 schedule continued

Time	Activity	Chairman
9:00 - 9:30	ASBAI Mustapha <i>Integrated approach to training and internal communication in managing change in ERP information system projects.</i>	Mourad Lahoual
9:30 - 10:00	RACHIDA AALLALI <i>The Digitalization of the Training Engineering Process in the Logistics Sector: An Empirical Model for Skill Optimization</i>	
10:00 - 10:30	BEJJA ISMAIL <i>Strategic Dashboard Design for a Public Oncology Hospital: Integrating Balanced Scorecard and Power BI</i>	
10:30 - 11:00	Coffee Break	
11:00 - 11:30	ASSIA EL MOTAOUKEL <i>A Comparative Study of Amazigh Speech Recognition Systems: From Traditional Methods to Large Language Models</i>	
11:30 - 12:00	Yassine Bouchkal <i>Real-Time Sign Language Recognition: Advanced SensorBased and Deep Learning Approaches</i>	
12:30	Closing Remarks	

Lecture Notes in Networks and Systems 1330

Souad Najoua Lagmiri

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Fouad Mohammed Amine *Editors*

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