IEEE ICTMOD Program 2020

November 25, 2020

09:00 GMT+1	Welcome conference	**ROOM 1 :** https://zoom.us/meeting/register/tJIpd--vqjspEtXHYOND5yMV0YfiHXB1ZS0S **Sudeendra Koushik,** VP Conferences IEEE TEMS **Mourad Oubrich,** President of CIEMS & President of Steering committee IEEE ICTMOD **Robert Bierwolf,** Former VP Conferences IEEE TEMS & General Chair IEEE ICTMOD 2020 **Abdelati Hakmaoui,** Vice president of CIEMS & Co-General Chair IEEE ICTMOD 2020 **Manlio Del Giudice,** Co-General Chair IEEE ICTMOD 2020 **Stefano Fontana,** President of KMICA, Italy **Brahim Ouamane,** Head of mission for the CEO of the Digital Development Agency, Morocco
09:30 GMT+1	Webinars	**ROOM 1 :** https://zoom.us/meeting/register/tJIpd--vqjspEtXHYOND5yMV0YfiHXB1ZS0S **Webinar ICTMOD 5 :** Digital social innovation **Ingrid Mulder,** Associate Professor, Delft University of Technology, the Netherlands **Chair :** Mourad Oubrich, President of CIEMS
11:00 GMT+1		**ROOM 2 :** https://zoom.us/meeting/register/tJUpfu6qqzosGNNH_Hk0SBwjOGsmnLkGOm4w **Webinar ICTMOD 3 :** How cities are making us smarter **Scott Cunningham,** Full Professor, School of Government and Public Policy, University of Strathclyde, UK **Chair :** Robert Bierwolf, Former VP – Conferences IEEE TEMS
14 :00 GMT+1	Web-sessions	**ROOM 1 :** https://zoom.us/meeting/register/tJIpd--vqjspEtXHYOND5yMV0YfiHXB1ZS0S **Artificial Intelligence & Analytics** **Chairs :** Scott Cunningham (University of Strathclyde, UK) & Hamid El Ghazi (INPT, Morocco) - Data science and strategic complexity **Bisson Christophe (SKEMA, France), Thierry Warin (HEC Montreal, Canada)** - Dynamic group formation with suitability constraints in large social networks **Reshawn Ramjattan (University of the West Indies, St. Augustine, Trinidad), Nicholas Hosein (University of California, USA), Patrick Hosein (University of the West Indies, St. Augustine, Trinidad), Andre Knoesen (UC Davis, USA)** - Random forest-based approach for classifying customers in Social CRM **Soumaya Lamrhari (ENSIAS, Mohammed V University in Rabat, Morocco), Hamid El Ghazi (INPT, Morocco), Abdellatif El Faker (ENSIAS,Mohammed V University in Rabat, Morocco)** - Digital marketing analytics: Building brand awareness and loyalty in UAE **Anushka Moncey & Kamaladevi Baskaran (Amity University, United Arab Emirates)** - Modern arabic speech corpus for text to speech synthesis **Oumaima Zine (University Mohammed 1, Morocco)**

14 :00 GMT+1	Web-sessions	- Data science roadmapping: Towards an architectural framework **Kerem Kayabay, Mert Onuralp Gökalp & Ebru Gökalp (Middle East Technical University, Turkey), P. Erhan Eren (METU, Turkey), Altan Kocyigit (Middle East Technical University, Turkey)** - Deep learning framework for forecasting tourism **Laaroussi Houria & Guerouate Fatima (Mohammed V University in Rabat, Morocco)**

ROOM 2 : https://zoom.us/meeting/register/tJUpfu6qqzosGNNH_Hk0SBwjOGsmnLkGOm4w
Technology and Optimization to face a pandemic COVID-19

16:45 GMT+1	Web-sessions	**Chairs :** Toufic Mezher (Khalifa University, UAE) & Abdelati Hakmaoui (CIEMS, Morocco) - A knowledge hiding approach to cope with COVID-19: A Comparison between Spain and China **Juan Cegarra-Navarro (Universidad Politécnica de Cartagena, Spain) & Elena-Mădălina Vătămănescu (SNSPA, Romania), Aurora Martínez-Martínez (Universidad Politécnica de Cartagena, Spain)** - Mathematical modeling and multi-agents approach for the evolution of the Coronavirus pandemic **Aboulaich Rajae (Laboratory LERMA, EMI, Morocco), Khalid Bensaid (Laboratory LERMA, EMI, Morocco), Salma Chabbar (Laboratory LERMA, EMI, Morocco), Jaafar El Karkri (EMI, Laboratory LERMA, Morocco)** - Sharing economy in a context of pandemic propagation: Case of the COVID19 **Omar Souissi (INPT, Morocco), Latifa Ibrahimi (INPT, Morocco), Mohamed Assellaou (LERMA-EMI, Morocco), Mourad Oubrich (CIEMS, INPT, Morocco)** - Knowledge behaviors when the commons are at stake: Insights from the Covid-19 crisis **Francesca Ricciardi & Alberto Bertello (University of Turin, Italy), Canio Forliano (University of Palermo, Italy), De Bernardi Paola (University of Turin, Italy)** - The two phases method for operating rooms planning and scheduling **Omar Souissi (INPT, Morocco), Maha Toub (ENSIAS, Morocco), Said Achchab (ENSIAS, Morocco)** - Predicting COVID-19 distribution in Morocco through a discrete and time-dependent Markov chain and an SIR-like model **Ayoub Ziate, Abderrahime Bakhti, Armel Hubert, Kaoutar Bentalha, Omar Souissi, Mohamed Assellaou, Mourad Oubrich**
18:00 GMT+1		End of the day 1

November 26, 2020

ROOM 1 : https://zoom.us/meeting/register/tJIpd--vqjspEtXHYOND5yMV0YfiHXB1ZS0S
Digital Transformation

09:00 GMT+1	Web-sessions	**Chairs :** Hind Kabaili (ISCAE, Morocco), Alberto Ferraris (University of Torino, Italy), Aziza Amine (INPT, Morocco), Gabriele Santoro (University of Turin, Italy) - Software value engineering for procurement decision making in the Automotive Industry **Frank Bodendorf (Friedrich-Alexander-University of Erlangen-Nuremberg, Germany), Manuel Lutz (Tecnical University of Munich, Germany), Jörg Franke (FAU Erlangen-Nuremberg, Germany)** - Digital transformation of human resources management: A roadmap **Mustapha Nachit (Hassan 1 University, Morocco), Chafik Okar (Hassan 1 University, Morocco)** - Growth of digital supply chains for SME transformation **Sarath Menon & Satya Shah (University of Bolton, UK)** - Digitalisation in sustainable manufacturing - A literature review **Satya Shah & Sarath Menon (University of Bolton, UK), Olumide Olajide Ojo & Elmira Naghi Ganji (University of Greenwich, UK)**

09:00 **GMT+1**	Web-sessions	- Signalling digitalisation through corporate websites: the effect on firm value **Filippo Vitolla & Michele Rubino (LUM Jean Monnet University, Italy), Anastasia Giakoumelou (Bocconi University, Italy), Felice Petruzzella & Nicola Raimo (LUM Jean Monnet University, Italy)**
11:00 **GMT+1**	Web-sessions	**ROOM 2 :** https://zoom.us/meeting/register/tJUpfu6qqzosGNNH_Hk0SBwjOGsmnLkGOm4w **Industry 4.0** **Chairs :** Mourad Oubrich (CIEMS, Morocco) & Jawad Abrache (Al Akhawayn University, Morocco) - Strategic DDMRP's buffer positioning for hybrid MTO/MTS manufacturing **Abdelhalim Achergui, Hamid Allaoui & Tiente Hsu (Artois University, France)** - Aligning strategy and structure for smart service businesses in manufacturing **Christian Koldewey (Heinz Nixdorf Institute, University of Paderborn, Germany), Jürgen Gausemeier (Heinz Nixdorf Institute, Germany), Nadia Chohan, Maximilian Frank & Jannik Reinhold (Heinz Nixdorf Institute, University of Paderborn, Germany), Roman Dumitrescu (Fraunhofer-Einrichtung für Entwurfstechnik Mechatronik IEM, Germany)** - Optimization algorithms for integrated processes in industry 4.0 **Mário Leite, Fernando Romero & Cláudio Alves (University of Minho, Portugal), Telmo Pinto (University of Coimbra, Portugal)** - Transition to quality 4.0 and lean4.0 from traditional lean and quality systems: The case of a packaging company in South Africa **Erick Mikobi Bakama, Nita Sukdeo, Sambil Mukwakungu &Keanu Tshifhiwa Siphoro (University of Johannesburg, South Africa)** - Supervised depth estimation for visual perception on low-end platforms **Abderrazzak Sabri (INPT, Morocco), Omar Souissi (INPT, Morocco), Abdelmalik Bouyahyaoui (INPT, Morocco)** - Analyzing the United Arab Emirates manufacturing sector and its readiness for Industry 4.0 **Sara Bahlooq (Khalifa University, United Arab Emirates), Mohammed Omar (Khalifa University of Science and Technology, Masdar Institute, United Arab Emirates), Toufic Mezher (Khalifa University, United Arab Emirates)**
14:00 **GMT+1**		**ROOM 1 :** https://zoom.us/meeting/register/tJIpd--vqjspEtXHYOND5yMV0YfiHXB1ZS0S **Webinar ICTMOD 1 :** Decision support for collaboration planning in sustainable supply chains **Hamid Allaoui,** Full Professor, Artois University, Director of LGI2A **Chair :** Omar Soussi, INPT, Morocco
16:00 **GMT+1**	Webinars	**ROOM 2 :** https://zoom.us/meeting/register/tJUpfu6qqzosGNNH_Hk0SBwjOGsmnLkGOm4w **Webinar ICTMOD 2 :** The need for a centralized organization anticipatory system based on artificial intelligence, market research and more **Jonathan Calof,** Full Professor, University of Ottawa, Canada **Chair :** Bisan Abdulkader, UM6P, Morocco
18:00 **GMT+1**		**ROOM 1 :** https://zoom.us/meeting/register/tJIpd--vqjspEtXHYOND5yMV0YfiHXB1ZS0S **Webinar ICTMOD 3 :** Managing change and business transformations in the era of digital innovation **Tugrul Daim,** Full Professor, Portland State University & Editor-in-Chief of IEEE Transactions on Engineering Management, US **Chair :** Mourad Oubrich, CIEMS, Morocco
		End of the day 2

November 27, 2020

Knowledge Management Systems & Intellectual Capital

08:30 GMT+1	Web-sessions	**Chairs :** Beatrice Orlando (University of Ferrara, Italy), Lamiae Benhayoun (Institut Mines Telecom Business School, France) & Veronica Scuotto (University of Turin, Italy)

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- Hackathons as ephemeral adhocracies for Intellectual Capital (re)generation: An emerging framework
  Grande, Mattia Franco, De Bernardi Paola & Francesca Ricciardi (University of Turin, Italy)

- Enterprise social networking Knowledge Management tools and knowledge dynamics
  Alizée Lacosta & Catherine Thomas (Université Côte d'Azur, France)

- Assessing the role of knowledge management to enhance or prevent digital transformation in SMEs: critical knowledge factors required
  Alessia Zoppelletto, Ludovico Bullini Orlandi, Alessandro Zardini & Cecilia Rossignoli (University of Verona, Italy)

- The dark side of knowledge sharing: exploring the concept of "knowledge sabotage"
  Ferraris Alberto (Università degli Studi di Torino, Italy), Francesco Perotti (University of Turin, Italy)

- Innovation and technology transfer: a framework for clustering intermediation roles
  João C Soares, Fernando Romero, Manuel Lopes Nunes (University of Minho, Portugal)

- Digital innovation and disruptive technologies in the "IC and KMS Disclosure": a Bibliometric Analysis
  Rosa Palladino (University of Naples), Rohail Hassan (Universiti Utara Malaysia), Assunta Di Vaio (University of Naples)

10:00 GMT+1	Webinars	

Webinar ICTMOD 6 : The universities of the future and the impact of digital technologies: trends and challenges from our experience at Polytechnic University of Hauts-de-France

Abdelhakim Artiba,
President, Polytechnic University of Hauts-de-France

Mourad Abed,
Deputy Vice-President for Digital, Educational Innovatioand Project Strategy, Polytechnic University of Hauts-de-France

Sébastien Grondel,
Deputy director of Ensiame, Polytechnic University of Hauts-de-France

Chair : Omar Souissi, Professor, INPT

Blockchain Technology and Applications

11:10 GMT+1	Web-sessions	

Chairs : Robert Bierwolf (IEEE TEMS, USA) & Sudeendra Koushik (IEEE TEMS, USA)

- Real-world blockchain applications under the lens of the oracle problem. A systematic literature review
  Giulio Caldarelli (University of Verona, Italy)

- Knowledge, diffusion and interest towards blockchain technology in SMEs
  Mouhcine Tallaki, Enrico Bracci, Riccardo Ievoli & Sonia Diplotti (University of Ferrara, Italy)

- Blockchain and smart sukuk
  Hafssa Yerrou (University of Hassan II, Morocco), Oumaima Bezoui (Hassan II University, Morocco)

- A hierarchical blockchain of things network for unified carbon emission trading (HBUETS): A conceptual framework
  Alia Al sadawi, Batool Madani, Sara Saboor, Malick Ndiaye & Ghassan Abu-Lebdeh (American University of Sharjah, United Arab Emirates)

14:00 GMT+1	Web-sessions	**ROOM 2 :** https://zoom.us/meeting/register/tJUpfu6qqzosGNNH_Hk0SBwjOGsmnLkGOm4w **Intelligence & Insight** **Chairs :** Sewdass Nisha (University of South Africa, South Africa) & Christophe Bisson (SKEMA, France) - The use of benchmarking as a management tool for organisational effectiveness in South Africa: A focus on small to medium enterprises **Sambil Mukwakungu, Erick Mikobi Bakama, Nita Sukdeo and Spencer Gareta (University of Johannesburg, South Africa)** - Event structure analysis as a tool for investigating sustainability in innovation ecosystems **Chipo N Ngongoni, Sara S Grobbelaar & Cornelius Schutte (Stellenbosch University, South Africa)** - Success factors for implementing business analytics in small and medium enterprises in the food industry **Jonas Müller, Dustin Meichsner, Gerhard Gudergan & Guenther Schuh (RWTH Aachen University, Germany)** - Competitive intelligence maturity, absorptive capacity and competitive advantage: A conceptual framework **Nouha Berrada (University Hassan II, Morocco), Abdelati Hakmaoui (CIEMS, Morocco)**
15:40 GMT+1	Web-sessions	**ROOM 1 :** https://zoom.us/meeting/register/tJIpd--vqjspEtXHYOND5yMV0YfiHXB1ZS0S **Finance analytics and technology** **Chairs :** Enrico Battisti (University of Turin, Italy), Hamid Nach (UQAR, Canada), Antonio Salvi (Bocconi University, Italy) - Technology: evidence in the European banking system **Francesco Campanella & Luana Serino (University of Campania Luigi Vanvitelli, Italy), Enrico Battisti (University of Turin, Italy), Michael Christofi (University of Nicosia, Cyprus), Anastasia Giakoumelou (Bocconi University, Italy)** - Bank Strategy determinants under relationship lending: Evidence from Moroccan credit market **Abdelati Hakmaoui (CIEMS, Morocco), Hafssa Yerrou (University of Hassan II, Morocco)** - Shareholder value and dividend policy: the role of ESG strategies **Niccolò Nirino & Enrico Battisti (University of Turin, Italy), Armando Papa (Universitas Mercatorum, Italy), Nicola Miglietta (University of Turin, Italy)** - Is there a herding behavior in the Moroccan financial market ? A quantile regression approach **Abdelati Hakmaoui (CIEMS, Morocco), Ouael Eljebari (Hassan II University, Morocco)**
17:00 GMT+1		**ROOM 2 :** https://zoom.us/meeting/register/tJUpfu6qqzosGNNH_Hk0SBwjOGsmnLkGOm4w **Sustainability 4.0** **Chairs :** Hamid Allaoui (Artois University, France), Latifa Ibrahimi (INPT, Morocco), Paola De Bernardi (University of Turin, Italy) - Evaluation of sustainability performance in rice manufacturing supply chain environment in Nigeria **Olumide Olajide Ojo (University of Greenwich, UK), Satya Shah (University of Bolton, UK), Stefan Zigan & John Orchard (University of Greenwich, UK)** - Green Vehicle Routing Problem: A Short Survey **Salma Largo and Omar Souissi (INPT, Morocco), Zineb El Akkaoui (INPT, Morocco)** - Supporting disassembly in remanufacturing with augmented reality **Jan Koller & Daniel Kemp (University of Bayreuth, Germany), Frank Döpper (Fraunhofer IPA, Germany)** - Experiential learning for sustainable urban mobility in industrial engineering education **David Ernesto Salinas-Navarro & Claudia Lizette Garay-Rondero (Tecnologico de Monterrey, Mexico)** - Quality management system implementation in The South African Small, Medium and Micro Enterprises **Alice Kabamba Lumbwe, Sambil Mukwakungu, Tshenzhemo Neo Silima & Nita Sukdeo (University of Johannesburg, South Africa)**

| 18:00 GMT+1 | End of the conference | Best paper 2020
Closing IEEE ICTMOD 2020 |

Information : contact@ciems.ma