

The 5th International Conference on Big Data and Business Intelligence (ICBDBI'24)

Program

(Session Online)

DETAILED PROGRAM

April 23, 2024

Technical Sessions

17H:00 (GMT+1)

ICBDBI-S1: Adaptive Systems, Artificial Intelligence and Applications

Session Chair: Prof. Abdellatif CHAKOR, Mohammed V University, Rabat, Morocco

Prof. Mouna HILMI, Mohammed V University, Rabat, Morocco

Prof. Younes IMMES, ISPITS, Rabat, Morocco

Prof. Ouafae BELHARAR, ISPITS, Rabat, Morocco

Session link: <https://meet.google.com/sqo-dmrg-ewv>

Iterative method of Newton-Raphson for systems with two equations

Serafeim A. Triantafyllou

LoRaWAN-based Smart Irrigation Systems: A literature review

Khaoula Taji, Fadoua Ghanimi

Learning design of lesson plans with LAMS and CADMOS

Serafeim A. Triantafyllou

A Temporal Metadata Management Approach for Data Lakes

Safa Brahmia, Zouhaier Brahmia, Fabio Grandi and Rafik Bouaziz

Artificial Intelligence in Social Media: From Content Personalization to User Engagement

Bakkali Salma, Touhami Fatima, Alouane Sara, Bengrich Merieme

Optimized CNN-BiGRU Intrusion Detection Model with SMOTE Enhancement: Using Optuna for Automated Hyperparameter Tuning

Asmaa Benchama, Khalid Zebbara, Soufiane Elasri, And Mohamed Aftatah

The role of artificial intelligence and collective intelligence in the evolution of the HR function

Mounia Amazian, Zakia Nouira, Mariam Filali

Determinants Of Educational Inequalities A Macroeconomic Approach On Panel Data

Mohammed Eddassi, Driss Mafamane, Saad Elouardirhi

Enhancing Customer Experience and Satisfaction with Chatbots in the Moroccan Banking Sector: A Qualitative Study

Aumaima Wahbi, Karim Khaddouj, El Amrani Lamiae, Hantem Aziz, and Lahlimi Naoufal

The Role of Digitalization in Forecasting Job and Skill Management: Case Study of «AXA Services Morocco Expertise Center»

Lalla Sara Yousfi, Abdellatif Chakor, Hasna Imakor

Integration of Artificial Intelligence in Neuromarketing: Ethical and Regulatory Implications

Seroualia Rania, Rhajbal Zineb

ICBDBI-S2: Smart Environment, Business Intelligence and Applications

Session Chair: Prof. Kaoutar Boushib, Mohammed V University, Rabat, Morocco

Prof. Souhaila Amrani, ISPITS, Rabat, Morocco

Prof. A. N. Arularasan, Department of Artificial Intelligence and Data Science,
Panimalar Engineering College, Chennai - 600 123. Tamil Nadu. India.

Session link: <https://meet.google.com/dvp-mpcc-agm>

The Role of Business Intelligence Systems in an Organization Case of SONACOS, Morocco

Tarmounia Omar and Chakor Abdellatif

Medical Image Compression Using Discrete Wavelet Transform

Hashim Adnan and Ali Obied and Ali Al-Fayadh

Modeling Moroccan consumer behavior: An empirical approach

Idalfahim Mohamed, Assouih Issam, and Elouardirhi Saad

A Comparative Study on the Adoption of Customer Relationship Management Technologies by Family and Non-Family Small and Medium Enterprises.

EL HAIL Chifae

Sustainability and Technology-Driven Marketing Practices in a Post-Pandemic Scenario: The Challenges and Opportunities for the Fashion Industry.

Najib Yousra, Chakor Abdellatif

Human resources manager: agent of change

Ed-Dahhani Mohammed, El Ghmari Imad, El Ghmari Omar

Excel-Based Simulator for a better decision making in a financial market

Kadri Malak, Mrhari Aicha

Understanding and Designing Turing Machines with innovative applications to Computing

Serafeim A. Triantafyllou

Applying the DART Model in Value Co-Creation: The “DYALNA” Case Study

Ouafae Belharar, Abdellatif Chakor

Theoretical Approach Of The Contribution Of Artificial Intelligence Systems In Value Creation In The B2c Sales Funnel

Loubna Hajoui, Mustapha BACHIRI, Ghizlane AZDI

ICBDBI -S3: Big Data & Data Science

Session Chair: Prof. Zouhaier Brahmia, University of Sfax, Tunisia

Prof. A. Gnana Soundari, Saveetha School of Engineering Saveetha Institute of Medical
And Technical Sciences, India

Prof. T. Chitra, Christian College Of Engineering and Technology, India

Session link: <https://meet.google.com/aic-jsmg-auu>

The Effect of Influencers' Humor on Moroccan Consumers' Behavior :Bilateral Analysis

Imane Margom, Mohammed Ben Amar

Assessing COVID-19's impact on passenger perception of bus service quality

Souassi Mohamed Amine, Hnaka Zainab

Big Data Analytics in Supply Chain Management

Sara Nia, Belmaati Hicham

Human Resources Marketing, attractiveness, loyalty and retention of professional talents

Imane Zniber, Abdellatif Chakor, And Fadoua Ktiri

The Use of Big Data Analytics in Ecommerce Marketing : A Case Study of Morocco

El Yousfi Hicham, Zrida Abdelilah, Najih Imane, Imane Abdelghaffar

Digitalization's Influence on Audit: Examining the Implications of Big Data and Blockchain Technology

Vandapuye Sophia, Jabraoui Siham

Big Data and Artificial Intelligence at the Heart of Management Control: Towards an Era of Renewed Strategic Steering

Mounia Amer, Yassine Hilmi, Hamza El Kezazy

Impact Of The Perceived Congruence Between The Dominant Color Of The Ad Banner And The Message On Consumer Attitude To The Brand

Kawtar Oubdi, Ouazzani Touhami Zineb

Transforming hospitality: harnessing artificial intelligence for enhanced guest experience and operational efficiency.

M'hamed El Ghazail, El Idrissi Rkia

ICBDBI -S4: Artificial Intelligence and Applications

Session Chair: Prof. M.Sahaya Sheela, Institute of Science and Technology, Chennai, India

Prof. S.Gopalakrishnan, Institute of Technology and Science, Kelambakkam, India

Session link: <https://meet.google.com/bzr-egzi-xju>

Perspectives on the integration of artificial intelligence in the independent hotel sector of the Rabat-Sale-Kenitra region: An empirical study

Mzali Zineb, Belmourd Loubna

Exploring Consumer Behavior in Emerging Markets Towards Organic Products Through Local Identity, Patriotism, and Trust in Origin: Moroccan Case

Samir Labiad, Saida Marso

The Influence of Behavioral Biases on Portfolio Management Decisions: Deviations from the Efficient Frontier of Modern Portfolio Theory.

El Ghmari Omar, El Ghmari Imad, Ed-Dahhani Mohammed

Resident's Cooperative Behaviors Towards a Place Brand: A Comprehensive Literature Review

Abderrahmane Mousstain, Ezzohra Belkadi

Personal Values as Drivers of Sustainable Behaviors in Moroccan SME Managers

Nassima El moutaouakil, Mohamed M'hamdi

Innovation Strategies and Performance in the Enterprise: An Analysis of Digital Marketing Role

Charef Yasmine, Sbai Sidi Khalid, Chakor Abdellatif, Belmaati Hicham

Drivers of EPS Adoption: Exploring the Influence of Environmental Consciousness, Risk Perception, and Trust

Hilale Hassana, Abdellatif Chakor

A Netnographic Study Of Moroccan Political Marketing In The Era Of Digital Social Networks

Najoua Takaddoumi & Ouazzani Touhami Zineb

Credit Risk Assessment with autoregressive models

Belgada Zainab, Elouardirhi Saad

Technical Sessions

19H:00 (GMT+1)

ICBDBI -S5: Business Intelligence, Artificial Intelligence and Applications

Session Chair: Prof. M. Sambath, Institute of Technology and Science, Kelambakkam, India
Prof. Karpagam Mahalingam, Faculty of Engineering and Technology, Chennai, Tamil Nadu, India

Session link: <https://meet.google.com/tij-sobk-fpw>

Data Modeling Approaches Applied To Marketing And Management

Najib Yousra ,Chakor Abdellatif

Bibliometric analysis of public bus transport service quality and passenger satisfaction.

Souassi Mohamed Amine, Hnaka Zainab

Trust as a catalyzer of political marketing: from dichotomy to confluence

Salma Saifeddine, Abdellatif Chakor

The Impact of Compulsory Health Insurance on Medical Care Expenditure by Moroccan households: A Matching Approach

Ahmed Bouzit, Mariem Liouaeddine, and Said Tounsi

The Contribution of Support Structures in Promoting Youth Entrepreneurship in Morocco

Nadia Sellika, Amina Boumaize

The role of territorial marketing and social media on the city's brand image and loyalty The case of the city of Hammamet

Nabouli Zouhour, Zaiem Imed

The Post-crisis Recovery of Domestic Tourism A Marketing Approach

Saadia Benzaghar, Fadoua Ktiri

ICBDBI -S6: Business Intelligence and Big Data

Session Chair: Prof. Agbotiname Lucky Imoize, University of Lagos, Nigeria
Prof. K.Priyadarsini, Department of Data Science and Business Systems
School of Computing, Faculty of Engineering and Technology, India
Prof..J.Jasmine Hephzipah, R.M.K. Engineering College, RSM Nagar, Chennai, Tamil Nadu, India

Session link: <https://meet.google.com/ttf-hgci-jku>

Systematic literature reviews in political marketing: behavior, influence, and trust in the era of big data and artificial intelligence

Salma Saifeddine and Abdellatif Chakor

Marketing strategies developed by informal production units

El Ghmari Imad, El Ghmari Omar, Ed-Dahhani Mohammed

Role Of The E-Marketing Strategy in The Promotion And Marketing Of Terroir Products: Case Of Moroccan Agricultural Cooperatives

Azdi Ghizlane, Chakor Abdellatif, Loubna Hajoui

Marketing 5.0: A New Approach to Enhance Customer Experience (CX) through the integration of Innovative Technologies into the customer Customer Journey

Mohamed Khalil Majdi, Ichraq Fahim, Fatima Elkandoussi

Unlocking consumer Minds: A Comprehensive Exploration of Neuromarketing Techniques and Consumer Decision Processes

Fahim Ichraq, Majdi Mohamed Khalil , Dr Elkandoussi Fatima

Stakeholders' Involvement In Place Marketing: Theoretical Background L'implication Des Parties

Prenantes En Marketing Territorial : Fondements Theoriques

Nada Khairat, Walid Bernaki, Zineb Tazi Riffi

Service marketing in the performance of service quality

Lamia Zouitni, Abdellatif Chakor

ICBDBI -S7: Adaptive Systems, Artificial Intelligence and Applications

Session Chair: Prof. Serafeim A. Triantafyllou, Greek Ministry of Education and Religious Affairs, Athens, Greece

Prof. E.Arathi, SRM Institute of Science and Technology, Kattankulathur, Tamil Nadu-603 203, India

Session link: <https://meet.google.com/kzb-rjhx-qbj>

Behavioral intention in the digital era

Abdellatif Chakor, Amrani Souhaila

Remote Managerial Efficiency in a Teleworking Context : An Exploratory Study Based on a Moroccan Startup Case

Mouna Hilmi, Salma Louniri

Algorithmic approaches to the Traveling Salesman Problem for the development of Students' Computational Thinking

Serafeim Triantafyllou And Theodosios Sapounidis

An Extension to Single Events of the MongoDB Atlas Trigger Scheduling Mechanism

Zouhaier Brahmia, Fabio Grandi, Safa Brahmia and Rafik Bouaziz

Proposed Architecture for Smart Irrigation System: Leveraging IoT and LoRaWAN

Khaoula Taji, Fadoua Ghanimi

Customer Behavior Tracing And Prediction Using Genetic Algorithm: Review of Literature

Sara Mahdi Aboud, Mustafa Radif

Artificial Intelligence as a Lever for Optimizing Well-Being at Work Analysis in the Moroccan Banking Sector

Chaimae Menane, And Loubna Belmourd

ICBDBI -S8: Adaptive Systems, Artificial Intelligence and Applications

Session Chair: Prof. S.Ravi Chand, Nalla Narasimha Reddy Education Society's Group of Institutions, Hyderabad, Telangana- 500088, India

Prof. G.Amirthayogam, Hindustan Institute of Technology and Sciences, Chennai-603103, India

Prof. Khalid Lali, FPE-UMI, Morocco

Session link: <https://meet.google.com/awm-zcmt-qzr>

Smart street lighting: return on investment for cities of the future

Asbai Mustapha, Ghilane Hind, Alaoui Lalla Latifa

Transforming Morocco's public sector: the synergy of artificial intelligence, big data, and data science

Ahmed Routabi, Bouchra Bennani

Strategic Intelligence as a pillar of Economic Intelligence in the Era of Governance 2.0

Douhid Chaymae, Abid Younes, Chemlal Mohamed

The contributions of digital transformation to local finance management: the example of the electronic visa procedure for territorial collectivities budgets

Ismail Messaou And Hayat Barakate

Shareholder relationship management's impact on value creation in the Casablanca stock exchange

Ibtihal Agoulmam, Mohamed Khalil Boulahsen and Younes Immes

Customer Experience As A Lever For Loyalty: An Investigation Into Orange Morocco

Ibtissam Alla, Nabil Cheriet

Impact Of Consumer Behavior Modeling On The Marketing Performance Of Moroccan Companies

Abdellatif Chakor, Khalid Lali

The digitalization of social influence practices in Morocco and its effect on attitudinal change and purchase behavioral intention

Settou Hind, Aomari Amina

ICBDBI -S9: Adaptive Systems, Artificial Intelligence and Applications

Session Chair: Prof. Yousef FARHAOUI, FST-Moulay Ismail University, Morocco
Prof. Tutut Herawan, STIPRAM Institute, Yogyakarta, Indonesia

Session link: <https://meet.google.com/sak-dfzd-uek>

Artificial Intelligence and Knowledge Management in Business Classification in Latin America

Daniel Cristóbal Andrade Girón , William Joel Marín Rodríguez

Artificial intelligence applied in higher education: a bibliometric analysis.

Carlos Alberto Gómez-Cano and Verence Sánchez-Castillo

Applications of Artificial Intelligence in Marketing: An Approach from the Patent Record

Juan Felipe Callejas and Jenny Paola Lis-Gutiérrez

Designing a Comprehensive Data Security Protection System for Multi-Dimensional Threats in Cloud Computing

M.Sahaya Sheela, D. Hemanand, Amirthayogam.G, S.P.V. Subba Rao, A.Gnana Soundari

Thermal Imaging System for the Detection of Varicose Veins in Adult Patients

Brian Meneses-Claudio

Optimizing Hyperparameters for Fraud Detection: A Comparative Analysis of Machine Learning Algorithms

Md Arshad, and Rejuwan Shamim

Incidence of air pollution on human development in emerging countries: a supervised learning approach

Carolina Henao-Rodríguez, Jenny Paola Lis-Gutiérrez and Melissa Lis-Gutiérrez

Temperature Measurement System to Detect Possible Cases of patients with Diabetic Foot applied to University Professors

Brian Meneses-Claudio, Enrique Lee Huamani and Melissa Yauri-Machaca

An In-Depth Comparative Study: YOLOv3 vs. Faster R-CNN for Object Detection in Computer Vision

Rejuwan Shamim

Artificial Intelligence Capability for Auditing

Rafael Pires de Almeida and Selma Oliveira

Digitally-Enabled Labor Market: The Dark Side of Digital Transformation

Kethellen S. da Silva , Ana Clara N.G. Cardoso , Selma R.M. Oliveira , José Cláudio G. Damaso

Genomic Insights Revealed: Multiclass DNA Sequence Classification Using Optimized Naive Bayes Modeling

Rejuwan Shamim, and Md Arshad

Enhancing Query Processing in Big Data: Scalability and Performance Optimization

M.Sahaya Sheela, C.Kanmani Pappa, N.Ashokkumar, Mohammad Aljanabi

Digitalization, Connectivity, and Smart Cities: The case of Romania

Delia-Raluca Șancariuc and Dragoș Cosmin Lucian Preda

Combining NLP and Generative Models for Predicting Incident Category and Incident Routing in Incidents Management Systems

Sarafudheen M. Tharayil , Alotaibi, Najd M, Muhammad Azmi Idris, and Badr H. Aldhalaan

An Extension to Single Events of the MongoDB Atlas Trigger Scheduling Mechanism

Zouhaier Brahmia, Fabio Grandi, Safa Brahmia and Rafik Bouaziz