

IEEE ICTMOD Program 2021

November 24, 2021

09:00 GMT+1	Welcome conference	<p>Room 1 https://zoom.us/meeting/register/TJwoc-GrrjojHNQgAjDO1cXDK8AggQgjoLWl</p> <p>Mourad Oubrich, President of CIEMS & President of Steering committee IEEE ICTMOD</p> <p>Robert Bierwolf, Former VP Conferences IEEE TEMS & General Chair IEEE ICTMOD 2021</p> <p>Abdelati Hakmaoui, Vice president of CIEMS & Co-General Chair IEEE ICTMOD 2021</p> <p>Manlio Del Giudice, Co-General Chair IEEE ICTMOD 2021</p> <p>Stefano Fontana, President of KMICA, Italy</p>
09:30 GMT+1	Webinars	<p>Room 1 https://zoom.us/meeting/register/TJwoc-GrrjojHNQgAjDO1cXDK8AggQgjoLWl</p> <p>Webinar ICTMOD 1: Decision Making in a VUCA world</p> <p>Babette Bensoussan, The MindShifts Group, Australia</p> <p>Chair : Mourad Oubrich, President of CIEMS, Morocco</p>
		<p>Room 1 https://zoom.us/meeting/register/TJwoc-GrrjojHNQgAjDO1cXDK8AggQgjoLWl</p>
11:00 GMT+1		<p>Webinar ICTMOD 2 : Digital Transformation – How to make it your own and evolve to intelligent enterprise in a disruptive era?</p> <p>Iraqi Houssaini, Hicham, CEO SAP Morocco</p> <p>Chair : Robert Bierwolf, Former VP – Conferences IEEE TEMS</p>
14:00 GMT+1	Web-sessions	<p>Room 2 https://zoom.us/meeting/register/TJlkd-itrDorHdc7c_YU_IQ8T5mO35GaCqIP</p> <p style="text-align: center;">WEB-SESSION 1 Artificial Intelligence</p> <p>Chairs : Gabriele Santoro (Lead), Roberto Chierici, Hamid El Ghazi</p> <ul style="list-style-type: none"> • Assessing the significance and impact of artificial intelligence and machine learning in placement of advertisements <p>Vimal Kamleshkumar Bhatt</p> <ul style="list-style-type: none"> • Prediction of perishable goods deliveries by GRU neural networks for reduction of logistics costs <p>Ivana Basljan; Naomi Frida Munitic; Nikica Peric; Vinko Lešić</p> <ul style="list-style-type: none"> • Anomaly detection of marine seismic airgun signatures using semi-supervised learning <p>Gregory Ollivierre; Inzamam Rahaman; Patrick Hosein</p> <ul style="list-style-type: none"> • On the prediction of automobile insurance claims: The personalization versus confidence trade-off <p>Patrick Hosein</p> <ul style="list-style-type: none"> • Current research landscape of machine learning algorithms in online identity fraud prediction and detection

14:00 GMT+1	Web-sessions	<p>Bradley J Conlin; Umar Ruhi</p> <ul style="list-style-type: none"> Machine learning for the predictive maintenance of a jaw crusher in the mining industry <p>Mariya Guerroum; Mourad Zegrari; Ait elmahjoub Abdelhafid; Mouna Berquedich; Malek Masmoudi</p> <ul style="list-style-type: none"> Predicting which households will redeem coupons <p>Michael Indar-Persad; Patrick Hosein</p>
16:00 GMT+1	Web-sessions	<p>Room 1 https://zoom.us/join/joinMeeting?url=meeting/register/tJwoc-Grrj0jHNQgAjDO1cXDK8AggQgjoLWL</p> <p style="text-align: center;">WEB-SESSION 2 Blockchain Technology</p> <p>Chairs : Jean-Michel Sahut (Lead), Robert Bierwolf</p> <ul style="list-style-type: none"> Blockchain and sustainability: An overview of challenges and main drivers of adoption <p>Xaver Neumeier; Kangning Cheng; Yanru Chen; Keith Swartz</p> <ul style="list-style-type: none"> Using blockchain technologies to facilitate international trading <p>Afef Saihi</p> <ul style="list-style-type: none"> Citizens' engagement in urban development through blockchain : a human-centered design approach <p>Beatrice Ietto; Jochen Rabe; Federica Pascucci; Robert Muth; Kerstin Eisenhut</p> <ul style="list-style-type: none"> The blockchain and the art market: Current applications and future opportunities <p>Edoardo D'Andrassi; Francesca Ventimiglia</p> <ul style="list-style-type: none"> Blockchain as a strategic enabler of agri-food sustainability <p>Gaetano della Corte; Federica Ricci; Giuseppe Modaffari; Vincenzo Scafarto</p> <ul style="list-style-type: none"> Main resources for blockchain adoption in supply chain management <p>Bruna Lima; Moacir Godinho Filho; Gilberto Ganga; Luis Antonio Santa Eulalia</p>
18:00 GMT+1	Web-sessions	<p>Room 2 https://zoom.us/join/joinMeeting?url=meeting/register/tJlkd-itrdorHdc7c_YU_IQ8T5mO35GaCqIP</p> <p style="text-align: center;">WEB-SESSION 3 Business and social transformation</p> <p>Chairs : Valentina Cillo (Lead), Alberto Bertello</p> <ul style="list-style-type: none"> A dynamic viewpoint of institutional logics multiplicity in entrepreneurial universities <p>Canio Forliano ; De Bernardi Paola; Francesca Ricciardi</p> <ul style="list-style-type: none"> Study of emergent strategy implementation during global pandemic <p>Richard Rutherford; Satya Shah</p> <ul style="list-style-type: none"> Examine the impact of technology and industry 4.0 for student performance in higher education <p>Ibtisam Yakub Mogul; Satya Shah</p>

18:00 GMT+1	Web-sessions	<ul style="list-style-type: none"> • How students perceived emergency remote teaching - An analysis of the first Covid confinement wave in France Sylvaine Castellano; Sarah Alves • CSR strategies, investment efficiency and sustainable growth Daniela Di Berardino; Manuel De Nicola; Umair Anees • Ownership structure variation and firm investment inefficiency Faisal Faisal; M. Shabri Abd. Majid; Hamdi Harmen
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November 25, 2021

09:00 GMT+1	Web-sessions	Room 1 https://zoom.us/meeting/register/TJwoc-Grrj0jHnQgAjDO1cXDK8AggQgjoLWL
		WEB-SESSION 4 Business Models Transformation
		<p>Chairs : Enrico Battisti (Lead), Mattei Giorgia, Ouarda Dsouli</p> <ul style="list-style-type: none"> • Linking technology management capabilities perspective with the management of technology platforms: a literature review and preliminary framework Stian Venter; Sara S Grobbelaar • 3D technology-based servitization: an explorative study of business model innovation Chiara Ancillai; Federica Pascucci • The emerging signalling effect of an emerging hybrid organizational and business model. Do benefit companies obtain more external finance? Antonio Prencipe; Danilo Boffa • Building relational capital in cooperative banks of Italy: role of effective communication, relationship age and social impacts Manuel De Nicola; Umair Anees; Daniela Di Berardino • How relational capital affects the company's reactive resilience during the pandemic crisis Giorgia Mattei; Valentina Santolamazza

11:00 GMT+1	Web-sessions	Room 2 https://zoom.us/meeting/register/tJlkd-itrdorHdc7c_YU_IQ8T5mO35GaCqIP
		WEB-SESSION 5 Customer Experience
		<p>Chairs : Insaf Khelladi (Lead), Giuseppe Cappiello, Gabriele Baima</p> <ul style="list-style-type: none"> • Why do people buy virtual clothes? Insaf Khelladi; Catherine Lejealle; Saeedeh Rezaee Vessal; Sylvaine Castellano • Elderly experience of Smart Objects: how technology and family support can make senior users overcome their limits Luigi Monsurrò; Luca Dezi • Digital technologies and phygital strategies in luxury fashion brands

11:00 GMT+1	Web-sessions	<p>Rosa Palladino, Elisa Arrigo</p> <ul style="list-style-type: none"> Challenges and obstacles of trusted elements for mobile health records management <p>Fatin Nur Zulkipli; Nurussobah Hussin; Saiful Farik Mat Yatin, Ts.; Azman Ismail</p> <ul style="list-style-type: none"> Which online channel approach suits best for brands' strategies? An affordance approach <p>Jacopo Ballerini; Ferraris Alberto; Mirko Gorla</p>
14:00 GMT+1	Webinars	<p>Room 1 https://zoom.us/join/zoom/register/tJwoc-Grrj0jHNQgAjDO1cXDK8AggQgj0LWL</p> <p>Webinar ICTMOD 3 : The impact of Covid19 on competitive intelligence</p> <p>Christophe Bisson, SKEMA Business School, France</p> <p>Chair : Nisha Sewdass, Professor, University of South Africa, South Africa</p>
16:00 GMT+1		<p>Room 2 https://zoom.us/join/zoom/register/tJlkd-itrDorHdc7c_YU_IQ8T5mO35GaCqIP</p> <p>Webinar ICTMOD 4 : Fintech growth and opportunities with focus in MENA</p> <p>Mohamed Roushdy, Founder Fintech Bazaar, United Arab Emirates</p> <p>Chair : Abdelati Hakmaoui, Vice President of CIEMS, Morocco</p>
18:00 GMT+1		<p>Room 1 https://zoom.us/join/zoom/register/tJwoc-Grrj0jHNQgAjDO1cXDK8AggQgj0LWL</p> <p>Webinar ICTMOD 5 : The use of artificial intelligence for competitive intelligence : Promises and Issues</p> <p>France Bouthillier, Associate Dean & Associate Professor, McGill University, Canada</p> <p>Chair : Mourad Oubrich, President of CIEMS, Morocco</p>
End of the day 2		

November 26, 2021

08:30 GMT+1	Web-sessions	<p>Room 1 https://zoom.us/join/zoom/register/tJwoc-Grrj0jHNQgAjDO1cXDK8AggQgj0LWL</p> <p style="text-align: center;">WEB-SESSION 6 Smart ecosystem</p> <p>Chairs : Alice Mazzucchelli (Lead), Satya Shah</p> <ul style="list-style-type: none"> Smart homes adoption in India - Value-based adoption approach <p>Bhuvanesh Kumar Sharma; Sunaina Chetan Kuknor</p> <ul style="list-style-type: none"> Evaluating CMMN execution capabilities: An empirical assessment based on a smart farming case study <p>Mara Nikolaidou; Sotiris Koukoumtzis; Ioannis Routis; Cleopatra Bardaki</p> <ul style="list-style-type: none"> Effectiveness and efficiency of smart ecosystems applied to the health sector. Implications and challenges from the non-profit sector
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08:30 GMT+1	Web-sessions	<p>Paola Paoloni; Antonietta Cosentino</p> <ul style="list-style-type: none"> • A decision procedure for the selection and roadmapping of industry 4.0 technologies <p>Reginaldo Carreiro Santos; Edson Pinheiro de Lima; Elias Ribeiro da Silva; Sergio E. Gouvea da Costa</p>
10:00 GMT+1	Webinars	<p>Room 2 https://zoom.us/meeting/register/tJlkd-itrDorHdc7c_YU_IQ8T5mO35GaCqIP</p> <p>Webinar ICTMOD 6 : Digital resilience in business and society</p> <p>Alexeis Garcia-Perez, Professor, Information Systems and Knowledge Management, Coventry University, UK.</p> <p>Chair : Sudeendra Koushik, VP Conferences IEEE TEMS</p>
11:30 GMT+1	Web-sessions	<p>Room 1 https://zoom.us/meeting/register/tJwoc-GrrjojHnQgAjDO1cXDK8AggQgjoLWL</p> <p style="text-align: center;">WEB-SESSION 7 Digital transformation</p> <p>Chairs : Domitilla Magni(Lead), Mourad Oubrich</p> <ul style="list-style-type: none"> • Digitalization of manufacturing enterprises : A maturity model for emerging economies <p>Olugbenga Ayo Ojubanire; Hicham Sebti; Sabrina Berbain</p> <ul style="list-style-type: none"> • Applicability of digital tracking system on third party logistics (TPL) services <p>Satya Shah; Hng Hue See; Sepideh Samadi</p> <ul style="list-style-type: none"> • Accessibility and adoption of industry 4.0 technologies for small manufacturing firms <p>Toh Fe Lin; Satya Shah; Sepideh Samadi</p> <ul style="list-style-type: none"> • Does implementation of a human resource information system influence employee's turnover intention in developing country? <p>Nurina Putri Handayani; Melissa Indah; Nabila Shabrina</p> <ul style="list-style-type: none"> • Enabling circularity of EV batteries - the need for appropriate traceability <p>Tarun Kumar Agrawal; Jannis Angelis; Jagruti Thakur; Magnus Wiktorsson; Ravi Kalaiarasan</p> <ul style="list-style-type: none"> • Poverty, entrepreneurship, and digitalization: A review and future research agenda <p>Xaver Neumeyer; Susana Santos; Allison Garrell</p>
14:00 GMT+1	Web-sessions	<p>Room 2 https://zoom.us/meeting/register/tJlkd-itrDorHdc7c_YU_IQ8T5mO35GaCqIP</p> <p style="text-align: center;">WEB-SESSION 8 Knowledge Management</p> <p>Chairs : Armando Papa (Lead), Wafa Elgarah, Abdelati Hakmaoui</p> <ul style="list-style-type: none"> • Surfacing tensions in inter-organizational R&D projects <p>Alberto Bertello; De Bernardi Paola; Ferraris Alberto; Brescia-ni Stefano</p> <ul style="list-style-type: none"> • How to avoid knowledge sabotage: A motivational model and empirical evidences

14:00 GMT+1	Web-sessions	<p>Francesco Antonio Perotti; Santoro Gabriele; Pietro Cali</p> <ul style="list-style-type: none"> • How do digital platforms can be a catalyst to strengthen the open innovation dynamics? <p>Sahut Jean-Michel; Wissal Ben Arfi; Lubica Hikkerova</p> <ul style="list-style-type: none"> • Knowledge Management and Innovation as critical success factors. An Italian case study <p>Paola Paoloni; Antonietta Cosentino</p> <ul style="list-style-type: none"> • Corporate governance and corporate philanthropy during COVID-19: Mediating role of Knowledge Management <p>Muhammad Ishfaq Ahmad; Muhammad Akram Naseem; Enrico Battisti; Alam Gazi</p>
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15:30 GMT+1	Web-sessions	<p>Room 1 https://zoom.us/meeting/register/TJwoc-GrrjoiHNQgAjDO1cXDK8AggQ9joLWL</p> <p style="text-align: center;">WEB-SESSION 9 SCM 4.0</p> <p>Chairs : Elaine Mosconi (Lead), Luis Antonio De Santa-Eulalia, Elias Ribeiro da Silva, Francesco Caputo</p> <ul style="list-style-type: none"> • A data driven approach to identify hidden critical suppliers in complex multi-tiers multi-level supply networks <p>Francis Bowen; Janaina Siegler</p> <ul style="list-style-type: none"> • Go digital or remain Covidsecure: pressures for global supply chain manufactures <p>Satya Shah; Siew Chen</p> <ul style="list-style-type: none"> • Investigation on the emergent role and impacts of industry 4.0 on global logistics <p>Satya Shah; Sven Kuemmerer</p> <ul style="list-style-type: none"> • Overview of procurement practices in supplies shortage of healthcare environment <p>Satya Shah; Simran Singh</p> <ul style="list-style-type: none"> • Optimizing transportation for a centralized sterilization service in a multi-hospital network <p>Ons Saidi; Malek Masmoudi; Koffi Cobbold; Edgar Alfonso-Lizarazo; Pascal Albert</p> <ul style="list-style-type: none"> • Modeling the role of 4IR technologies in accelerating the integration of South African SME agro-processors into the larger supply chains <p>Linda Njomane; Arnesh Telukdarie</p>
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17:00 GMT+1	Web-sessions	<p>Room 2 https://zoom.us/meeting/register/TJlkd-itrDorHdc7c_YU_IQ8T5mO35GaCqIP</p> <p style="text-align: center;">WEB-SESSION 10 Competitive intelligence</p> <p>Chairs : France Bouthillier (Lead), Mourad Oubrich</p> <ul style="list-style-type: none"> • What is competitive intelligence today? Empirical construct validation using an in-depth expert interviews study <p>Luis Madureira;Aleš Popovič; Mauro Castelli</p>
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17:00 GMT+1	Web-sessions	<ul style="list-style-type: none"> • Exploring the relationship between digital transformation intelligence and organizational agility Christophe Bisson; Nabila Boukef • Social media technologies' Use for the competitive information and informational trust and its effects on industrial SMES' innovation Hussam Al Halbusi; Abdeslam Hassani; Elaine Mosconi • Dynamic interactions between competitive intelligence maturity, absorptive capacity and competitive advantage Abdelati Hakmaoui; Nouha Berrada
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19:00 GMT+1	Web-sessions	Room 1 https://zoom.us/join/zoom/register/tJwoc-Grrj0jHNQgAjDO1cXDK8AggQgjoLWl
		WEB-SESSION 11 Disruptive innovations
		<p>Chairs : Assunta Di Vaio (Lead), Giuseppe Modaffari, Alexeis Garcia-Perez</p> <ul style="list-style-type: none"> • Sustainable disruptive innovations: grassroots innovations for social and circular entrepreneurs, Simone Gibellato • Collaborative innovation and dynamic capabilities: A systematic literature review Jamel Gamra; Elaine Mosconi; Abdeslem Hassani • Enhancing innovative behavior at the workplace: The moderating role of entrepreneurial orientation and web 2.0 Asha Thomas • Recovery and resilience of innovative start-up the pink side of the Agri-food Niccolò Paoloni; Martina Manzo • Development of a Gen-Z based extended technology acceptance model for augmented reality in E-commerce Alfia Sayed; Lewlyn Lester Raj Rodrigues; Asish Oommen Mathew

20:30 GMT+1	End of the conference	Room 1 https://zoom.us/join/zoom/register/tJwoc-Grrj0jHNQgAjDO1cXDK8AggQgjoLWl Best paper 2021 Closing IEEE ICTMOD 2021
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