





IEEE ICTMOD 2023



November 22, 2023 (INPT) Morning



INPT Main Amphitheater Link : https://shorturl.at/eiwDH

Sudeendra Koushik, VP Conferences IEEE TEMS, US Robert Bierwolf, VP IEEE TEMS, US Mourad Oubrich, General Chair, IEEE ICTMOD 2023 Hakmaoui Abdelati, VP CIEMS

Keynote 1 : Industry partnerships in Emerging Technology Systems of Innovation **Nazrul Islam,** Professor of Business & Director of Research Degrees and Associate Director for UEL Centre of FinTech, University of East London, UK **Chair :** Mourad Oubrich

Keynote 2 : Building a Digital Innovation System **Sudeendra Koushik**, VP Conference, IEEE TEMS, US **Chair :** Abdelati Hakmaoui, CIEMS

Coffee break

Link : https://shorturl.at/eiwDH

Keynote 3 : Benefits and challenges of mixed-methods research in business research **Vincent Dutot,** Full Professor, Ecole de Management Normandie, France **Chair :** Hamid Nach, UQAR, Canada 15:00

GMT+1

Sessions

Lunch

November 22, 2023 (ONLINE) Afternoon

Room 1 (ONLINE) Link : <u>https://shorturl.at/gmqy8</u>

SESSION 1 : Sustainability **Chairs** : Simona Grande (Lead), Yousra Chtouki, Rosa Palladino

- Sustainability Challenges in Medical Equipment Donations to Low and Middle-Income Countries
 Olumide O Ojo
- Performance Improvement through Lean System Case of Karachi Shipyard & Engineering Works

Syed Muhammad Umer Abdi; Ali Nawaz Sanjrani; Kamran Iqbal

 Achieving Decarbonization of textile industry through digitization

Arij Lahmar; Areej Aftab Siddiqui

• Coffee as a Service: Embedding Efficiency and Sustainability in Coffee Roasters

Federico Miatton; Laura Amado

 How does green human resource management influence employee engagement through the sustainable organization of air courier services providers?

Thitiwoot Sathapanickaboot; Pittawat Ueasangkomsate

• Spatial Cluster Based Profiling of Funded Sustainability Tech Startups

Sruthi Kannan ; Bhaskar Bhowmick, C S Kumar

Room 2 (ONLINE) Link : https://shorturl.at/ozG49

SESSION 2 : New Business Models **Chairs :** Hamid Nach (Lead), Domitilla Magni

• On the Optimal Placement of Electric Vehicle Charging Stations

Johnny Tiu; Shankar Ramharack; Patrick Hosein

Confirmatory Factor Analysis of Individual Perception towards
 peer-to-peer Lending Platforms

Wisdom Kalabeke; Lan Thi Phuong Nguyen

• Assessment of The Healthcare Providers' Acceptance of Telemedicine : Case of Endocrinology Tele-clinics

Khawlah Alkhalifah; Saeed Alzahrani; Abdulaziz Alhomod

- The Rise of Platform Ecosystems in Healthcare : A Review of the Applications Towards the Development of Patient-centric Care Chibuike Cornelius Mbanefo; Sara S Grobbelaar; Adele Botha
- Decrypting Disruptive Technologies : Review and Research Agenda of Explainable AI as a Game Changer

Vidushi Dabas; Asha Thomas; Puja Khatri; Francesca Iandolo; Antonio Usai

Room 3 (ONLINE) Link : https://shorturl.at/drIPZ

SESSION 3 : Blockchain Technology **Chairs :** Giulia Nevi (Lead), Hassan El Ghazi

 Behavioral Financing and the Adoption of Cryptocurrency in Indonesia

Eirene Jusi Umboh

• Audit in the era of big data and blockchain technology, what implications?

Sophia Vandapuye; Siham Jabraoui

• Blockchain technology in the Greek Supply Chain sector: An empirical examination of adoption patterns

Ioannis Thomaidis; Thomas Dasaklis; Konstantinos Tasias; NNikolaos N Nikolaos Rachaniotis

• Blockchain and CRM Integration in Businesses: a qualitative analysis using the TOE framework

Frances Mer Lim; Jae-Yun Ho

The Blockchain Revolution: Disrupting Derivative Markets with
 Smart Contracts

Megha Jaiwani; Santosh Gopalkrishnan; Vinita Kale; Anish Chatterjee; Ritesh Ashok Khatwani; Nihal Kasam; Pradip Mitra

• Trust Models for Blockchain-Based Applications. An early standardization

Giulio Caldarelli; Cecilia Rossignoli; Alessandro Zardini

Room 1 (ONLINE) Link : <u>https://shorturl.at/fENX4</u>

SESSION 4 : Digital Marketing **Chairs :** Domitilla Magni (Lead), Vimal Bhatt, Razane Chroqui

 Digital Transformation : Approaches and Perspectives in Latin America. A Systematic Review of the Literature 2012 – 2022

Sessions

17:30 GMT+1 Dámaris Elizabeth Burga-Mori; Brenda Saby Trujillo-Valladolid; Miguel Humberto Panez-Bendezú; Cristian Armando Rios-Lama; Jorge Alberto Vargas Merino

How Online Customer Review and Online Customer Rating
 Influence Customer Purchase Decision on E- Marketplace with
 Customer Trust as A Mediator

Selly Novela; Yusvin Sihombing; Scherly Hansopaheluwakan; Cindy Aurellia

Identification of fields of action for validation in Systems
 Engineering

Lynn Humpert; Kristin Zagatta; Harald Anacker; Roman Dumitrescu

- State of the Art and Themes of the Research on Artificial intelligence (AI) Integrated Customer Relationship Management (CRM): Bibliometric Analysis and Topic Modelling Dervis Ozay; Mohammad Jahanbakht; Paul J Componation; Atefeh Shoomal
- The Influence of Consumer Trust on Purchase Intention through
 Influencer Marketing and Brand Attitude for Fashion Product
 Rini Setiawati
- Transforming Advertising: Harnessing AI for Personalised Customer-Centricity
- Tripti Agarwal; Santosh Gopalkrishnan, Vinita Kale, Dipti Periwal, Ashish A. Kulkarni, Dhanashree Tharkude, Megha Jaiwani
- "Why Pay Premium in Freemium Services?" A Study on Perceived Value, Continued Use Intention and Purchase Intention in Free-to-Play Games

Mohammad Rivaldy Mulyawan ; Adilla Anggraeni, Sukma Putra, Ahmad Seiichi Ramadhan

Room 2 (ONLINE) Link : https://shorturl.at/ozG49

SESSION 5 : Smart Education **Chairs :** Yousra Chtouki (Lead), Pradipta Chandra

• Analyzing AHP's Impact on Moodle Activities for Enhanced Sustained Learning in Smart Education

Boumedyen Shannaq

• The Impact of Artificial Intelligence on Academic Writing : A Systematic Literature Review

Hicham Boustane; Razane Chroqui; Abdelkader Sabil

• Distance Learning and Students' Problem-Solving Ability: Case Study of Hassan First University

Saida Tayoub; Abderrahmane Sakouili; Razane Chroqui

• Feasibility to establish Business & Technology interdisciplinary programs in educationally deprived regions of Pakistan

Syed Muhammad Umer Abdi; Mahmail Farooq; Syed Asad H. Bukhari; Kamran Iqbal

• Empowering Learners Through Digital Technologies and Smart Education

Boumedyen Shannaq

 Digital Technology for Natyashastra's "Rasa" Measurement to Interpret Online Learning Engagement

Shrikant Prabhakar Wavre; Sunaina Chetan Kuknor; Pooja Dhaktod

 Adaptive Learning Systems : Comprehensive Overview and Identification of Challenges
 Khadija Hilali

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Room 3 (ONLINE) Link : https://shorturl.at/drIPZ

SESSION 6 : Finance intelligence **Chairs :** Ouarda Dsouli (Lead), Mourad Oubrich

- The impacts of return on assets, return on equity, and political stability on the non-performing loans of the banks in Jordan **Ala Fathi; Waseem Khaled Rawashdeh; Aliya Isiksal**
- A Cost-Minimization approach to Automobile Insurance Fraud Detection
 Navin P Pamesar: Shiva P Pamoudith: Nirvan Sharma: Patrick

Navin R Ramesar; Shiva R Ramoudith; Nirvan Sharma; Patrick Hosein

Optimization of Long-Term Profit when Cross-Selling Insurance
 Policies

Shellyann S Sooklal; Patrick Hosein

- A Cost-Reward Optimization Approach to Bank Loan Approvals
 Kevan Rajaram; Patrick Hosein
- Boolean Programming for Optimal Stopping in American Option
 Pricing with Reinforcement Learning

Sung-woo Cho; Minsun Kyung

Recursive vs. Direct Forecasting of Crop Prices
 Karishma Harrykissoon; Patrick Hosein

November 23, 2023 (Africa Business School)



16:00 GMT+1

Salle Polyvalente C3 - Bloc C Link : <u>https://goo.su/OVzX4</u>

SESSION 7: Analytics

Chairs : Nazrul Islam (Lead), Hamid El Ghazi

- Personality Prediction from Arabic Text: A Machine Learning Approach for Job Candidate Screening
 Khaoula Chraibi; Ilham Chaker; Azeddine Zahi
- Predicting Student Academic Performance and an analysis of the Impact of the Environment

Kem Kadeem Faith Keiser Emmanuel; Patrick Hosein

• Predicting Agricultural Product Unit Production using the K-Nearest Neighbors Algorithm

Mohamed amine Nebri; Abdellatif Moussaid; Belaid Bouikhalene

• A decade of Analysis of Gartner's Reports on Bl&A Capabilities-A Systematic Literature Review

Abdessamad Charkaoui; Siham Jabraoui

- Forecasting the Gross Domestic Product using LSTM and ARIMA
 Sana Hamiane
- BantuLM : Enhancing Cross-Lingual Learning in the Bantu Language Family

Naira Abdou Mohamed; Imade Benelallam; Abdessalam Bahafid; Zakarya Erraji

- Enhancing Transportation Mode Prediction from GPS
 Trajectories using Machine Learning and Feature Engineering
 Hichame Kabiri; Youssef Ghanou
- Investigating the potential of artificial intelligence for the employee from the perspective of AI-experts

Lynn Humpert; Amelie Tihlarik; Harald Anacker; Roman Dumitrescu; Albert Albers; Bruno Albert; Silke Röbenack; Sabine Pfeiffer; Moritz Waeschle (ONLINE)

Amphi Casablanca - Bloc C Link : <u>https://goo.su/i9uO</u>

SESSION 8 : Digital Technologies and Entrepreneurship **Chairs** : Hamid Nach (Lead), David Hayes, Giuseppe Modaffari (Online)

• Challenges of SME Exporting : A Case Study of a Halal Food Manufacturer

Adib Akram Jaafar; Amiruddin Ahamat; Mansor Shah Wahid; Anidah Robani; Albert Feisal Ismail; Amir Aris

• Design options to shape platform success in B2B markets throughout the platform lifecycle

Leon Özcan; Lisa Kirchberg; Christian Koldewey; Roman Dumitrescu

 Exploring the Role of Application Identification and Selection in Technology Push Models: A Comprehensive Analysis

Sarah I Manthey; Michel Scholtysik; Orestis Terzidis

 A digital technologies-based approach to assessing Entrepreneurial Education
 Zeinab Hmama; Nada Rih

 Business strategy taxonomy and solution patterns for the circular economy

Michel Scholtysik; Malte Rohde; Christian Koldewey; Roman Dumitrescu

 Establishing Business Incubation Centers for Social Impacts and Smart Education Fostering Entrepreneurial Mindset

Ali Ahsan; Hina Affandi; Sara Siddique; Ratna Saha (ONLINE)

- Growth models for women-led startups: A structured literature review
 Giuseppe Modaffari; Alejandra Paola Sevilla Guzman (ONLINE)
- R&D Collaboration and Innovation Performance of High-technology Ventures : R&D Partner Type and Venture Stage of Growth Giwon Michael Kim; Junseok Hwang (ONLINE)

Amphi Benguerir – Bloc B Link : <u>https://goo.su/nVwdR</u>

SESSION 9 : Digital transformation **Chairs :** Sudeendra Koushik (Lead), Bisan Abdulkader,

Simona Grande (Online)

 Description And Typification Of Low-Code Use Cases In Manufacturing Companies

Kira Frings; Günther Schuh

- Towards a process framework to guide the development of outcome-based models in a healthcare context
 Grace Tariro Chidavaenzi; Faatiema Salie; Sara S Grobbelaar (ONLINE)
- Exploring data-driven model-based systems engineering: a systematic literature review

Denis Tissen; Ingrid Wiederkehr; Christian Koldewey; Roman Dumitrescu

- Customer Relationship Quality in the Healthcare Industry : Exploring the Influence of Information Technologies and Customer Trust
 Yaprak Anadol; Emna Benouda Sellami (ONLINE)
- Should firms use social media the way they are supposed to be? An affordance perspective

Dutot Vincent; Thomas Stenger; Karina Sokolova

- Factors affecting Moroccan Citizens' intention to use E-Government Services - An Exploratory Analysis Approach
 Imane Abouliatim; Karima Tounsi; Mehdi Achhaiba; Mohammed Torra; Imane Asraoui
- A Reference Process Model for the Evolution of Product Portfolios Ingrid Wiederkehr; Denis Tissen; Christian Koldewey; Michael Schlegel; Albert Albers; Roman Dumitrescu

C4-CR02 - Bloc C Link : <u>https://goo.su/0xXahh</u>

SESSION 10 : Digitalisation and SCM 4.0 **Chairs :** Mourad Oubrich (Lead), Joseph Zammit (Online), Sarath Menon (Online)

• An investigation of the effect of supply chain digitalization and sustainability on food security through improved forecasting capabilities

Maha Aldhaheri; Rohit Sharma; Balan Sundarakani; Ioannis Manikas

• Review of Risk Identification within Engineering, Procurement and Construction (EPC) Projects

Sara Yousefi Roodsari; Syed Hasan; Satya Shah; Elmira Naghi Ganji

• A Review of Assembly Line Balancing Heuristics and Value Stream Mapping

Thawfee Kur Rahman M A Mohamed Salim; Syed Hasan; Satya Shah; Elmira Naghi Ganji

 GIS-based multi-objective sustainable biomass supply chain network design

Masroor Ali, Muhammad Saad Memon, Sonia Irshad Mari, Maqsood Memon

- Reducing Defects in Garment Manufacturing: A DMAIC Approach
 Yahya Adil; Komal Naseem; Syed Hasan; Satya Shah
- Systematic approach for transforming traditional disciplinespecific factory planning to digitally integrated planning Jan-Philipp Disselkamp; Jens Krömer; Jons Cieply; Harald Anacker; Roman Dumitrescu (Online)
- Harvesting Potential: Exploring AI Implementation in the Coffee Industry within the Digitalization and SCM 4.0 Paradigm Tripti Paul; Islam Nazrul; Sandip Rakshit
- Freight Mode Choice Criteria Identification and Prioritization
 Using MCDM and SP Methods
 Churcher Columnia Charles Church Magazan

Shweta Solanki; Satya Shah; Syed Hasan

Amphi El Jadida - Bloc C Link : <u>https://goo.su/xGWy</u>

SESSION 11 : Strategic intelligence **Chairs :** Vincent Dutot (Lead), Abdelati Hakmaoui

- The role of open innovation and competitive intelligence in innovation performance: A theoretical model Zohor Kettani; Amine Belemlih
- Comparison Study of CH Ontologies
 Houria Daoudi; Ilham Chaker; Azeddine Zahi
- Service Innovation of Platform Ecosystem: A Case Study of Smart Campus in China

Mengfei Zhou; Ping Gao

• A Procedure Model for Tailoring the Scenario Process in Scenario Projects

Patrick Ködding; Christian Koldewey; Roman Dumitrescu

- Towards a Data-Driven Product Management Concepts, Advantages, and Future Research
 Timm Fichtler; Khoren Grigoryan; Christian Koldewey; Roman
 Dumitrescu
- The Role of Knowledge Management in Achieving Organizational Ambidexterity" Systematic Literature Review **Oumaima Aithammou; Bisan Abdulkader**







November 24, 2023 (ONLINE)

Room 1 (ONLINE) Link : https://shorturl.at/kBEIJ

SESSION 12: SCM 4.0

Chairs : Emel Aktas (Lead), Satya Shah, Sarath Menon

• A Logistic Provider - Threat Evaluation and Weapon Selection using Analytical Hierarchy Process

Afshan Naseem; Ali Ahsan; Muzamil Mahmood

 The Total Cost of Ownership of A Cold-Chain Vaccine Carrier Technology In Last-Mile Delivery : A Scoping Review

Faatiema Salie; Maureen Dimitria Etuket; Joel Wade Manuel; Louis Louw; Sara S Grobbelaar

 New Digital Technologies In Supply Chain Risk Management: Empirical Results Of Vietnam's Textile Industry

Tuan Thanh Nguyen; Abdelghani Bekrar; Thi Muoi Le; Abdelhakim Artiba; Tarik Chargui; Huong Thi Thu Trinh

 Optimization Proposal in the Operations of a Textile Exporting Small and Medium-sized Enterprise by Implementing Value Stream Mapping, 5S and Kanban

Ana Flavia Urbano; Angie Wen; Rafael Chavez-Ugaz

Project Management Framework for Digitalization of Logistics
 Processes

Satya Shah; Koshini Muthutantrige; Syed Hasan

Room 2 (ONLINE) Link : https://shorturl.at/ozG49

SESSION 13 : Business transformation **Chairs :** Domitilla Magni (Lead), Simona Grande, Antonio Trigo

 Assessing the Impacts of Digital Anti-Corruption Tools in Moroccan Public Administrations: an Exploratory Study

Tarik Talii; Razane Chroqui

• Digitalization, What Contribution for the Public Administration? A Systematic Literature Review

Souaade Hibba; Razane Chroqui

- Leveraging Drone Technology in Agriculture: Acceptance and Intention to Use in Malaysian Paddy Rice Farming in MADA area Mohamed Najib Salleh; Wan Nadzri Osman
- Exploratory study on adoption of Industry 4 technologies by Small and Medium Enterprises (SMEs) in Ireland : Barriers and Opportunities

Acendino Alves da Silva Neto, Sr; Fernando Romero; Daisy Damasceno

Cost Optimization of ERP Project : Practical recommendations

Sessions

GMT+1

Hanane Lyarfi; Noureddine Motaki; Mostafa Derrhi; Imane Lahlou

 Unravelling FinTech Lending : Risks, Transparency and Sustainable Growth in Modern India

Priyansh Mehta ; Vinita Kale ; Santosh Gopalkrishnan ; Ashish A. Kulkarni ; Megha Jaiwani

> **Room 3 (ONLINE)** Link : https://shorturl.at/fiot5

SESSION 14 : HR and AI **Chairs :** Razane Chroqui (Lead), V.Kalaiarasi, Andrejs Cekuls

Factor affecting employee behavioural intention to use artificial intelligence technology

Jati Agus Pratcoyo

 Implementing AI in HRM: Leveraging Machine Learning for Smart Recruitment Systems

Yassine Temsamani Khallouk

• The HR function in Morocco between digitalization and artificial intelligence : Reality and challenges

Imane Louali; Manal El abboubi

 Tech-driven Inclusion: Artificial Intelligence and Technology to Foster Diversity and Inclusion at Workplace
 Shifa Saadan; Sunaina Chetan Kuknor

Room 1 (ONLINE) Link : https://shorturl.at/aciDN

SESSION 15 : IoT and Big Data **Chairs :** Antonio Trigo (Lead), Hassan El Ghazi

• Enhancing QoS in IoT through Big Data-Driven Networking and Computing Technologies

Sara Tahiri; Mouad Choukhairi; Youssef Fakhri; Mohamed Amnai

• A Method for Automatically Generating CAD Shelf Maps Based on Image Processing

Xi Zhong; Min Liang; Sicheng Yu; Zhe Fu

- Effective usage of Big Data analytics in Circular Economy
 Tharindu Weerasinghe; Katerina Beta; Sakthi Shalini Nagaraj;
 Amalsha Amaratunge
- Proposed Agricultural Internet of Things (AIOT) Based Intelligent System of Disease Predictions

Jamshaid Iqbal Janjua

• Study of Measuring Motor Function in Dementia by Tapping Task Using IoT and Image Recognition

Sinan Chen; Atsuko Hayashi; Masahide Nakamura



Room 2 (ONLINE) Link : https://shorturl.at/ozG49

SESSION 16 : Strategic Innovation **Chairs :** Domitilla Magni (Lead), Jamel Gamra, Supachart Iamratanakul

Mediation model of Strategic Foresight influencing Innovation
 Ambidexterity

Abdelati Hakmaoui; Wafaa Harandou

• Exploring patterns of innovation through event history analysis of a rural education ICT4D programme

Berno Maarsingh; Sara S Grobbelaar; Marlien Herselman

- The Effect of Incentive Mechanism on Knowledge Transfer Network: An Agent-Based Model Approach
 Rafi Isakh; Junseok Hwang
- The Moderating Effect of Design-engineering Capability on the Relationship between Firms' Innovation Activity and Performance Jisoo Hur; Giwon Michael Kim; Junseok Hwang; Kyeungoui Kim
- Inter-organizational collaboration and optimal cognitive proximity: Moderating effect of knowledge complexity
 Yeokyung Hwang; Junmin Lee; Junseok Hwang

Room 1 (ONLINE) Link : https://shorturl.at/CXY67

SESSION 17 : Artificial Intelligence **Chairs :** Deven Panchal (Lead), Simona Grande, Francis Bowen

- Artificial Intelligence for Elderly Intelligence
 Giulia Nevi; Giulia Gogiali; Luca Dezi; Federico Matteo Gamma
- A Brief Survey & Findings on Trending Issues in Social Media: Sentiment Analysis Approach
 Oumaima Bellar; Amine Baina; Mostafa Bellafkih
- An Improved Distance Metric for Clustering
 Ken Manohar; Kris Manohar; Patrick Hosein
- MLOps : Creating powerful AI pipelines by stitching together heterogeneous Machine Learning models
 Deven Panchal; Isilay Baran; Dan Musgrove; David Lu
- Guava Fruit Disease Identification Based on Image Processing Antor Mahamudul Hashan; Shaon Md Tariqur Rahman; Rizu Md Rakib Ul Islam; Kumar Avinash; Saha Shekhor; Iftakhairul S m

Room 2 (ONLINE) Link : https://shorturl.at/ozG49

SESSION 18 : Data science **Chairs :** Robert Bierwolf (Lead) & Madan Jagtap, Yousra Chtouki

Temporal Attention Evolutional Graph Convolutional Network
 Xinlong Zhao; Liying Zhang; Yan Zhang



Sessions

Keynote 6

End of the

conference

18:00

GMT+1

19:00

GMT+1

• Decision Support System Offshore Platform Decommissioning : A Review

Rizky Bahtiar Sidiq; Christiono Utomo; Silvianita Silvianita

• Improving Academic Advising by Predicting a Student's GPA given their Chosen Courses

Kris Manohar; Patrick Hosein

- On the Prediction of Polycystic Ovarian Syndrome
 Moesha Danielle Genola Moore, Kevin Baboolal, Patrick
 Hosein
- On the Prediction of Kidney Stone Formers Karishma Harrykissoon; Satyendra Persaud; Kris Manohar; Patrick Hosein
- Revolutionizing business intelligence: Pioneering an enhanced adoption Framework through the Technology-Organization-Environment Paradigm

Radhakrishnan Subramaniam; Prashobhan Palkeel; Manimuthu Arunmozhi

• A Novel Approach to Feature Encoding Kevin Baboolal ; Sabina Gooljar ; Patrick Hosein

Room 1 (ONLINE) Link : https://shorturl.at/cDQ26

Keynote 6 : Emerging Technologies and Risk: Creating a Future Worth Wanting

Charla Griffy-Brown, Vice Dean & Professor Global Digital Transformation, Thunderbird School of Global Management, Arizona State University

Chair: Robert Bierwolf, IEEE TEMS, US

Room 1 (ONLINE) Link : https://shorturl.at/cDQ26

Best paper 2023 Closing IEEE ICTMOD 2023