

# WELCOME TO MENACIS 2020



**VIRTUEL EVENT**

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## From closed to Open Innovation A Game Changer for Value

■ 3&4 DECEMBER, 2020

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### The MENACIS 2020 conference Partners



# From closed to Open Innovation

## A Game Changer for Value



■ Thursday 03 December 2020

Opening session– 09h30 to 12h00 (GMT+1)

- Inaugural speech: Pr KABAILI Hind, ISCAE, Conference co-chair
- Welcome speech: Pr. HARFOUCHE Antoine & Pr. ABASS Tarhini, Founders of MENA-AIS Chapter
- Program Presentation: Pr. EL FIRDOUSSI Selwa, UMP6, Conference co-chair
- Guest Speaker : Dr. HELLE ZINNER Henriksen, AIS VP Membership
- Keynote Speaker: Pr Sherif Kamel, Dean of the School of Business of The American University in Cairo; and, President of The American Chamber of Commerce in Egypt
- Keynote Speaker: Dr. EL QUAMMAH Ali, Director of HEM Business School
- Guest speaker: Mr. BIAZ Yasser, Director of UM6P Ventures, UM6P

Lunch Break

# From closed to Open Innovation

## A Game Changer for Value

■ Thursday 03 December 2020



Session 1.1 : Smart Applications – 13h30 to 15h30 (GMT+1)

**session chair : Pr. Mohamed Amine Issami, ISCAE, Casablanca**

**53:** Benouda Hanane, Mohamed Lachgar, Selwa Elfirdoussi, Charaf Eddine Ait Zaouiat and Hind Kabaili.

IoT devices controlled using mobile apps

**48:** Shadi Almaradi, Marco De Marco, Luigi Laura and Antonio Miloso.

A Sharing Economy Case Study: the Adoption of E-Scooter for Urban Micro Mobility

**21:** Mohamed Benalla, Boujemaa Achchab and Hamid Hrimech.

Smart Mobility: Data-fusion Frameworks under Uncertainty

**54:** Ayoub Charef, Zahi Jarir and Mohamed Quafafou.

Modeling Ambulance Mobility in Monitored Traffic to Achieve Rapid Emergency Response

Coffee Break- Room 1

Session 1.2 : open innovation - 13h30 to 15h30 (GMT+1)

**session chair : Pr. Mourad Oubrich, INPT, Rabat, CIEMS**

**59:** Oumlil Rachid, Hicham Faouzi and Abdelouahab El Boukhari.

Motivations behind the adoption of OI practices: a content analysis approach

**41:** Onur Demirel, Ceren Şahin and Nihan Yıldırım.

A Case Study on the Open Innovation Strategy and Implementation: Vitra Innovates In and Out

**5:** Fortune Chuku and Natasha Edeh.

Hackathon as an Open Innovation Practice: A Literature Review

**39:** Jihane Aayale and Nada Soudi.

Elaborated Frugal Innovation in Pull Mode for Middle- Income African Economies

Coffee Break- Room 2

Session 1.3 : Data collection and Security- 13h30 to 15h30 (GMT+1)

**session chair : Pr Wafa Elgarah, Al Akhawayn, Ifrane**

**46:** Abdelkrim Alahyane, Mohamed El Fakir, Saad Benjelloun and Ikram Chairi.

Open data for Moroccan license plates for OCR applications : data collection, labeling, and model construction.

**44:** Fabrizio d'Amore, Paolo Fantozzi, Luigi Laura and Diego Padovan.

On Enterprise Data Encryption: Good, Bad and Ugly

**55:** Hussain Aldawood.

A Policy Framework to Prevent Social Engineering Attacks

**28 :** Osden Jokonya.

An investigation of factors affecting Cloud Computing adoption of Local Government

Coffee Break- Room 3

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■ Thursday 03 December 2020

Session 2.1 : Digital transformation - 16h00 to 18h00 (GMT+1)

**Session Chair : Pr Wadi Tahri ENCG, ELJADIDA**

**50:** Bemenet Kasahun Gebremeskel, Gideon Mekonnen Jonathan and Sileshi Demesie Yalew. Reconciling Information Security with Digital Transformation

**57:** Gideon Mekonnen Jonathan, King Solomon Hailemariam and Leonardo Maxwell. The Fight Against Misinformation: The Curse of Digital Transformation

**6:** Nada Mallah Boustani, Zaher Boustani and Carla Khairallah. Transformation of The Audit Profession Based on New Regulations In a Developing Country

**62:** Sherin Kalleparambil and Tianxiang Lu Impact of Digital Transformation on the Oil and Gas Upstream Project Management.

Session 2.2 : Organizational development - 16h00 to 18h00 (GMT+1)

**Session Chair : Pr. Dounia Dahab, ISCAE, Casablanca**

**12:** Dina Sidani and Bissane Harb. THE EFFECT OF LEADER INCLUSIVENESS ON INNOVATIVE WORK BEHAVIOR: THE MEDIATOR ROLE OF LEADER-MEMBER EXCHANGE

**43:** Charbel Chedrawi and Gloria Haddad. The Rise of Quasi-Humans in AI Fueled Organizations, an Ultimate socio-materiality approach to the Lens of Michel Serres

**58:** Driss Essabbar, Marc Zolghadri and Selwa El Firdoussi. The impact of organizational behavior in Information Systems Implementation

**20:** Muna Alhammad, Chekfoung Tan, Noha Alsarhani and Izzal Asnira. Factors Impacting Backers' Behavior in Reward-based Crowdfunding: A Systematic Review Study

Session 2.3 : Doctoral Consortium - 16h00 to 18h00 (GMT+1)

**Session Chair : Pr. Sam ZAZA & Pr Nada Mellah Boustany & Pr Jihane Aayale**

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■ Friday 04 December 2020

Session 3.1 : Social Media impact- 10h00 to 12h00 (GMT+1)

**Session Chair : Pr. Ikram CHAIRI, UM6P, Benguerir**

**22:** Leonel Matar and Georges Aoun.  
REASONS FOR THE INTENSIVE EXCHANGE ON SOCIAL MEDIA: THE CASE OF A SMALL COUNTRY

**1:** Mousa Albashrawi, Yousef Asiri, Latifah Alqahtani and Muhammad Binsawad.  
The Impact of Social Media Use on Empathy and Wellbeing

**3:** Yousef Asiri, Turki Alelyani and Abdulmajeed Alqhatani.  
Expert Review on the Use of Social Media to Study the Relationship between Digital Empathy and Wellbeing Issues: Saudi Arabia Context

**38:** Maram Hakami and Daniel Chandran. The role of Social Capital, Communication, Knowledge Transfer, and Intermediary in the University-Private Partnership in Saudi Arabia: A Theoretical View

Session 3.2 : Covid-19 crisis - 10h00 to 12h00 (GMT+1)

**Session Chair : Pr. Saad Benjalloun, UM6P, BenGuerir**

**52:** Safa'A Abujarour and Mohammed Abujarour.  
How Refugees Perceive Digital Learning Systems During The COVID-19 Lockdown

**60:** Oumlil Rachid, Mohamed Oubal, Abdelouahab El Boukhari and Chakib Hamadi.  
Predicting health mobile app acceptance: the case of Wiqaytna app to limit the spread of COVID-19 epidemic in Morocco

**51:** Layla Aziz, Samira Achki, Hanane Aznaoui and Abdelali El Gourari.  
A Survey of the E-learning tools to Fight COVID-19: A Case Study from Morocco

**2:** Mohamed Amine Marhraoui and Abdellah El Manouar.  
Towards a new model linking AI adoption and firm's performance: the intermediary role of organizational agility

Session 3.3: Sustainability & Finance - 10h00 to 12h00 (GMT+1)

**Session Chair : Pr. Rachid Oumlil, ENCG, Agadir**

**14:** May Sayegh and Dina Sidani.  
ICT use for Sustainability in Developing Countries - The case of the Lebanese Private Sector

**11:** Nada Mallah Boustani and Dina Sidani.  
ICT in Higher Education for Sustainable Development The Case of a Private University in a Developing Countries

**40:** Sahbi Missaoui and Nizar Raissi.  
Underpricing process of IPOs in Tunis Stock Exchange: An Agent-based modelling approach

**47:** Marco De Marco, Francesco Gozzo, Luigi Laura and Antonio Miloso.  
The two sides of Libra's coins: perceived risks and opportunities for both companies and users

Lunch Break

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## A Game Changer for Value



Friday 04 December 2020

Session 4.1 : Adoption of ICT – 13h30 to 15h30 (GMT+1)

**Session Chair : Pr. Jihane Aayale, ISCAE, Casablanca**

**4:** Wafa Bouaynaya.

Adoption du Cloud Computing et Gestion de la Relation Fournisseur : une lecture par la théorie d'agence

**42:** Fatine Bouqlila and Dounia Dahab.

Proposition d'un modèle explicatif de l'adoption du Service sans contact

**61:** Wadi Tahri and Abdelmounim Bouziane.

Satisfaction des auditeurs à l'égard des TAAO et leurs impacts sur la qualité d'audit Cas de Deloitte Nearshore - Maroc

**56:** Fadoua El Hajjaji El Idrissi, Abdelhay Benabdelhadi and Hind Kabaili.

ADOPTION AND IMPACT OF ELECTRONIC HUMAN RESOURCE MANAGEMENT: A SYSTEMATIC LITERATURE REVIEW.

Coffee Break- Room 1

Session 4.2 : Machine Learning & Big Data – 13h30 to 15h30 (GMT+1)

**Session Chair : Pr. Mohamed Sabar, ISCAE, Casablanca**

**7:** Mustapha Aatila, Mohamed Lachgar and Ali Kartit.

A survey on artificial intelligence in ophthalmology: keratoconus classification

**8:** El Mehdi Raouhi, Mohamed Lachgar and Ali Kartit.

Transfer Learning for Plants' Disease Classification with Siamese Networks in low data regime

**15:** James Pérez-Morón.

Microfranchising, Robotics & Big Data for Vulnerable Groups The Case of TechOil

**49:** Elmehdi Boujou, Hamza Chataoui, Abdellah El Mekki, Saad Benjelloun, Ikram Chairi and Ismail Berrada. An open access NLP dataset for Arabic dialects : data collection, labeling, and model construction

Coffee Break- Room 2

Session 4.3 : Decision support system: emerging tools – 13h30 to 15h30 (GMT+1)

**Session Chair : Pr. Nada Soudi, ISCAE, Casablanca**

**19:** Leina Haddad and Claude Chammaa.

FINANCE COMPORTEMENTALE : RATIONALITE ET ROLE DES SIAD DANS LA PRISE DE DECISION DES INVESTISSEURS LIBANAIS

**9:** Safia Baali, Abdelaziz Marzak and Hicham Moutachaouik.

Recommendation System- A New Approach to recommend Potential Profile using AHP

**10:** Safia Baali, Abdelaziz Marzak and Hicham Moutachaouik.

Toward a Recommendation System : Matching Job /Resume using K-means Clustering

**31:** Lana Kovacevic-Opacic and Olivera Marjanovic. Emergent Digital Platform Design Through the Lens of Complex Adaptive Systems Theory

Coffee Break- Room 3

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■ Friday 04 December 2020

Closing session– 16h00 to 17h30 (GMT+1)

- Guest Speaker : Prof. OUMLIL Rachid, Deputy Director ENCG-Agadir and President of ARCID
- Conference Awards : Prof. EL FIRDOUSSI Selwa, UMP6, Conference co-chair
- MENACIS2020 Evaluation : Prof. KABAILI Hind, ISCAE, Conference co-chair
- MENACIS2021 : Prof. ZAZA Sam, President Elect, Middle Tennessee State University, USA