International MultiConference Program SIIE'2017 & ISKO-Maghreb'2017

7th. International Conference **SIIE**
on "Information Systems and Economic Intelligence"
&
6th. International Symposium **ISKO-Maghreb**
on "Knowledge Organization in the perspective of Digital Humanities"

May 11th., 12th. and 13th., 2017 in Al-Hoceima (Morocco)
www.siie.fr, www.ciems.ma/siie2017 & www.isko-maghreb.org

Wednesday, May. 10th., 2017 (PM)
14h30-18h00 : Welcome and Registration & Accommodation

Thursday, May. 11th., 2017
8h00-9h00 : Welcome and Registration

9h00-9h30 : Conference opening
Welcome inauguration:

- o **Anass ELHADDADI** (Co-President ISKO-Maghreb'2017 – ENSA Al-Hoceima, Morocco)
- o **Mourad OUBRICH** (Co-President SIIE'2017 – CIEMS, Morocco)
- o **Sahbi SIDHOM,** (President SIIE&ISKO-Maghreb'2017 – University of Lorraine France)
- o **Jonathan CALOF** (Scientific Chair – University of Ottawa, Canada)
- o **Robert BIERWOLF** (Co-Scientific Chair – IEEE-TEMS - Technology & Engineering Management Society)

9h30-11h00 : Plenary Conference
Keynote Chair: Sahbi SIDHOM (University of Lorraine France)

> *Keynote*: "New Paradigm in Speech Recognition and Opinion Classification";
>
> **By:** Dominique FOHR and Irina ILLINIA (INRIA Lab. & University of Lorraine, France).

Discussion with MultiConference audience

11h00-11h15: coffee break

11h15-12H45: Parallel sessions

Session A1:   SIIE - Information system, Data Analysis and Decision-Making
Chair: Mohammed HEYOUNI (University of Mohammed Premier Oujda, Morocco)

Eric Kergosien, Christian Sallaberry, Marie-Noëlle Bessagnet, Annig Lacayrelle and Stéphane Chaudiron. Using a GIR tool in a Business Intelligence Context: the case of EGC conferences
Peyman Bashar Doost. Project Risk Management: Case of quantitative risk analysis in an oil and gas Project
Renqu Tian and Zisheng Yang. Study on the openness, market scale and growth in regional economies

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Fahd Ouatik, Mustapha Raoufi, Belaid Bouikhalene and Mohammed Skouri. Decision Making System for Remote Laboratory using Data Mining Algorithm

Session B1: SIIE - NLP and Speech, Neural Networks and Processing Design
Chair: Dominique FOHR (INRIA Grand-Est - University of Lorraine, France)

Dominique Fohr, Odile Mella and Irina Illina. New Paradigm in Speech Recognition: Deep Neural Networks

Imran Sheikh, Irina Illina and Dominique Fohr. Segmentation and Classification of Opinions with Recurrent Neural Networks

Peyman Bashar Doost. Factors that influence process design of a glass tableware plant

Octavio Salcedo Parra. Survey of Business Perception Based on Sentiment Analysis through Deep Neuronal Networks for Natural Language Processing

Session C1: ISKO-Maghreb - Multimedia Indexing & Information Retrieval
Chair: El Wardani DADI (ENSA Al Hoceïma, Morocco)

El Wardani Dadi, Mohammed Benjelloun and El Mostafa Daoudi. 3D shape retrieval basing on representatives of classes

Wafae Mrabti, Benaissa Bellach and Hamid Tairi. Suivi de mouvement d'une personne à partir d'une séquence d'images

Karima Hammouche, F.Zohra Bessai-Mechmache and Zaia Alimazighi. Intégration de l'utilisateur dans un modèle de recherche sociale

Noureddine Habbak and Meziane Abdelkrim. Les Manuscrits Arabes Anciens En Ligne : Pratiques et Recommandations

Session D1: ISKO-Maghreb - e-Education, Knowledge & Digital Humanties
Chair: Jaber EL BOUHDIDI (ENSA de Tetouan, Morocco)

Abderrahim El Mhouti, Azeddine Nasseh and Mohamed Erradi. Using Web 2.0 Collaboration Technologies for Collaborative Construction and Management of Academic Knowledge in e-learning

Benabou Djilali and Benounissa Leila. Impact of the quality of higher education on human capital development : A Panel Study

Tarik El Haddadi, Taoufik Mourabit and Anass El Haddadi. L'ACHAT PUPLIC DURABLE AU MAROC : DIAGNOSTIC ET DÉVELOPPEMENT D'UN OUTIL D'AIDE À LA DÉCISION

12h45-14h30: Lunch

14h30-16h00 : Plenary Conference

Keynote Chair: Abdelkrim MEZIANE (Vice-President ISKO-Maghreb & CERIST, Algeria)

> *Keynote*: "The Arabic Language, its Processing and the Digital Humanties";
> By: Hassina ALIANE (CERIST Research Center, Algeria).

Discussion with MultiConference audience

16h00-16h15 : coffee break

16h15-17h45 : Parallel Sessions
Session A2:   SIIE - System Development and Community Applications
Chair: Hassina ALLIANE (CERIST Research Center, Algeria)

Amine Aziza and Oubrich Mourad. PLS Modeling of triangular relationship between CRM, Regulation and QoE: Case of Moroccan mobile services industry (February 2017)

Walid Nakara and Annabelle Jaouen. The Dynamics of Business Accelerators: A Multi-Country Study

Ikrame Belabbes and Mourad Oubrich. A theoretical framework for measuring the customer experience

Zhang Xiaoliang, Wu Xiaoyu and Zhang Wuxia. Research and Implementation of RDP proxy proxy-based audit system

Session B2: SIIE - IT Management & Competitive Intelligence Systems
Chair: Irina ILLINA (INRIA Grand-Est University of Lorraine France)

Salma El Bourimi and Mustapha Belaissaoui. Moderating Effect of information culture Between Economic intelligence and Firm Performance: A Conceptual Modeling

Souâd Carpon El Harrassi. Towards the model L.D.D "Learner" "Designer" "Decider": quality e-learning document

Ashok Kurtkoti. Title of the paper- Consumer behaviour of soft drink market in Pune city.

Wadie Berrahal and Rabia Marghoubi. Lean IT Management To Service Operation Processes: Towards An Added Value Without Wastes

Session C2: ISKO-Maghreb - Digital Humanities & Information Technology Applications
Chair: Mourad OUBRICH (President of CIEMS, Morocco)

Yousfi Hayat and Matmar Dalila. Etude de l'impact de l'utilisation d'Internet sur la performance des entreprises algériennes

Zouaimia Nadia and Harouz Samira. La communication à l'ère du Web 2.0

Chaymaa Fakrane and Boubker Regragui. Etude comparative des méthodes d'analyse des risques de la technologie d'information

Fairouze Hamitouche. Le rôle et les spécificités des technologies d'information et de communication dans les PME

Session D2: ISKO-Maghreb - Information Analysis, Watch & Knowledge Organization
Chair: Ahmed EL ALLAOUI (ENSA Al Hoceïma, Morocco)

Carole Henry, Sahbi Sidhom and Imad Saleh. La mise en place d'un statut de prépublication dans le processus de dépôt de brevet: la gestion des informations sensibles, impacts et propositions de solutions.

Tanti Marc. Des grilles de confiance développées par les armées françaises pour évaluer l'information sanitaire de la veille

Lamiae Bentaleb, Saâd El Kabbaj and Mimoun Zouhdi. La Veille Informationnelle au service des Laboratoires de Biologie Médicale :Etude de cas

Teldja Gherib and Tahar Bouhadada. La Collaboration dans le Raisonnement Clinique dans un Environnement e-Santé

18h00-19h00 : General Assembly of ISKO-Maghreb Chapter
Chair of GA ISKO-Maghreb: Sahbi SIDHOM (President of ISKO-Maghreb)

Participants:

Vice-Presidents ISKO-Maghreb (Tunisia, Algeria and Morocco) & Bureau ISKO-Maghreb & (ISKO & ISKO-Maghreb) Members.

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Friday, May. 12th, 2017
8h30-9h00 : Welcome & Registration

9h00-10h30 : Plenary Conference

Chair: Mohamed ADDAM (ENSA Al Hoceïma, Morocco)

> *Keynote*: "Towards a Multi-Agent System approach to manage Organizational Knowledge on the Web".
>
> **By:** Davy MONTICOLO (ERPI Lab. & University of Lorraine, France)

Discussion with MultiConference audience

10h30-10h45: coffee break

10h45-12h15 : Parallel sessions

Session A3: SIIE - Knowledge Management and Quality Process in Entreprise
Chair: Marc TANTI (SESSTIM &University of Marseille, France)

Tanti Marc and Vives Rafael.   Documentaries and informatics aspects of BOUGAINVILLE - a database developed by the French Military Center of Epidemiology and Public Health to manage its sanitary documentation
Peyman Bashar Doost. Selecting integrated CRM/ERP software for a Small and Medium sized Enterprise (SME)
Fahd Ouatik, Mustapha Raoufi, Belaid Bouikhalene and Mohamed Skouri. REMOTE LABORATORIES IN ENGINEERING EDUCATION AND COLLABORATIF WORK.
Zouaimia Nadia. Marketing and Knowledge Management

Session B3: SIIE - Knowledge, Strategy and Economic Intelligence
Chair: Davy MONTICOLO (University of Lorraine, France)

Imane Ahdil, Driss Harrizi and Boujemaa Achchab. Economic Intelligence and Knowledge Management, between divergence and convergence: Case study of Moroccan companies
Fatma Fourati Jamoussi, Pauline Kempf and Marion Pinteaux. Teaching Competitive and Technological Intelligence methodology
Jalil Fatima and Zaouia Abdellah. THE IMPACT OF IMPLEMENTATION OF ERP PERFORMANCE OF MOROCCAN COMPANIES: CASE OF SMES.
Salima El Fadili and Firdaous Gmira. Competitive intelligence and corporate governance: Towards a strategic alignment

Session C3: ISKO-Maghreb - BigData Analysis & DataMining
Chair: Abderahim EL ALLATI (FST Al Hoceïma, Morocco)

Abakouy Redouan, En-Naimi El Mokhtar and El Haddadi Anass. Intégration des algorithmes de BIG DATAMINING pour l'Analyse prédictive des campagnes email marketing
Vladimir Prosvirkin and Nikolay Kazantsev. Analysis of data governance best practices and its impact on large enterprise business
Rabab Zouad, Souad Eddarouich and Ahmed Hammouch. Comparison of the competitive Data Clustering Approaches
Ouafaa Ben Ali, Mohamed El Haddad, Anass Elhaddadi and Zakaria Boulouard. Big Data Visualization: Methods and Design

Session D3: ISKO-Maghreb - Information, Document & Knowledge Organization
Chair: Abdelati HAKMAOUI (Vice-President of CIEMS, Morocco)

Carmina Tsobeng, Sahbi Sidhom and Muriel Frisch. Veille et curation d'informations : Traitement informationnel et documentaire, apports pour la communauté éducative et les pratiques de formation

Hizia Bougchiche. Technological watch and knowledge management

Souhila Boucham and Hassina Aliane. An approach to Arabic Document representation

Sanae Mazouz and Ouçamah Mohammed Cherkaoui Malki. L'intégration des dossiers patients hétérogènes

12h15-14h00 : Lunch

14h00-15h30 : Plenary Conference

Chair: Anass EL HADDADI (Vice-President ISKO-Maghreb & ENSA Al Hoceïma, Morocco)

> *Keynote*: "HyRES and sustainability for Mediterranean Buildings".
>
> **By:** Nacer K. M'SIRDI (LSIS CNRS UMR 7296 & University of Aix Marseille, France).

Discussion

15h30-15h45 : coffee break

15h45-17h45 : Parallel Sessions

Session A4: SIIE - Collaborative and Social Networks, Monitoring and Tools
Chair: Nacer K. M'SIRDI (University of Aix Marseille, France)

Vijay Muralidharan, Pravien M and Janani Balaji. Result Prediction using k-Nearest Neighbor Algorithm for Student Performance Improvement

Reinhold König, Sibylle Gergel, Thomas Mager and Stefanie Engelhard. Empirical research on the application of SW-Tools for Web and Social-Media Monitoring

Ben Slimene Samar and Hagui Abdelhamid. THE ADEQUATION BETWEEN THE AVAILABLE RESOURCES AND THE REAL NEEDS OF A STRATEGIC SCANNING

Fahad Kamal. A PROPOSED MODEL FOR CONNECTIONS IN SOCIAL NETWORK

Session B4: SIIE – Industrial Panel "Compliance, Prevention and Risk Management in companies"
Chair: Jean-Aymon MASSIE (President AFGE www.afge-asso.org, France)

Houssem Rachdi, Professor IHEC Carthage (Tunisia)

Ibtihaj Daddas, IT engineering – Economic Intelligence (Morocco)

Stephane Rosenwald, President RV Conseil (France)

Michel Cojean, General-Director EIFR - ex-Director Banque DEXIA (France)

Session C4: ISKO-Maghreb - Data, Big Data & Visualization
Chair: Bernard DOUSSET (University of Toulouse, France)

Ahmad El Allaoui, Rachid Alaoui and Mohammed Merzougui. Evolutionary Clustering Kmeans
Ammar Es-Said. The best time interval optimal in the prediction of mobile user behavior for the location-based services

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Amine El Haddadi, Zakaria Boulouard, Anass El Haddadi, Abdelhadi Fennan and Bernard Dousset. SDV-XEW: Le big data visualisation au service d'intelligence économique

Addam Mohamed. Smoothing splines Galerkin-characteristic method for Black-Scholes model in Asiatic option

Session D4: ISKO-Maghreb - Data Analytics & Knowledge Models
Chair: Fouzia MOURADI (ENSA Al Hoceïma, Morocco)

Abdeslam Amrane, Abdelkrim Meziane, Houda Boulekrinat and Ali Atik. Fast and smart object proposals for object detection

Said Taarabti and Zakaria El Allali. Existence and Multiplicity of the Solutions for p(x)-Kirchhoff-type Equation with Neumann Boundary Conditions via Genus Theory

Fadwa Bouhafer, Anass El Haddadi and Mohammed Heyouni. Approche incrémental pour SBDA-XEW basée sur la théorie des fourmis

20h30 : Gala Dinner

Saturday, May. 13th., 2017 (A.M)
8h00-9h00 : Welcome & Registration

9h00-10h30 :

Doctoral Symposium

Session : Posters of PhD-candidates
Chair: Amine EL HADDADI (ENSA Al Hoceïma, Morocco)

Session D2: Posters of PhD-candidates
Chair: Fadwa BOUHAFER (ENSA Al Hoceïma, Morocco)

10h30-10h45 : coffee break

10h45-12h15 :

Doctoral Symposium

Session D3: Projects of PhD-candidates
Chair: Ouissam EL ANDALOUSSI (ENSA Al Hoceïma, Morocco)

Session D4: Posters of PhD-candidates
Chair: Sanae MAZOUZE (ENSA Al Hoceïma, Morocco)

12h15-12h45 : Closing Ceremony
- o Gifts to guest speakers and session chairs
- o « Best papers » of the MultiConference

12h45 : Lunch

14h30-18h00 : Extra activities: Excursion

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