

## OCTA'2017 International Multi-Conference Program : SIIE'2017 & ISKO-Maghreb'2017

### 7<sup>th</sup>. International Conference SIIE on "Information Systems and Economic Intelligence" &

### 6<sup>th</sup>. International Symposium ISKO-Maghreb on "Knowledge Organization in the perspective of Digital Humanities"

May 11<sup>th</sup>, 12<sup>th</sup>. and 13<sup>th</sup>, 2017 in Al-Hoceima (Morocco)

[www.siie.fr](http://www.siie.fr), [www.ciems.ma/siie2017](http://www.ciems.ma/siie2017) & [www.isko-maghreb.org](http://www.isko-maghreb.org)

#### Wednesday, May. 10<sup>th</sup>, 2017 (PM)

14h30-18h00 : Welcome and Registration & Accommodation

18H30 : Welcome Reception Cocktail

20h00 : Dinner

#### Thursday, May. 11<sup>th</sup>, 2017

8h00-9h00 : Welcome and Registration

#### 9h00-9h30 : Conference opening

*Welcome inauguration:*

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

#### 9h30-11h00 : Plenary Conference

*Keynote Chair:*

**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**

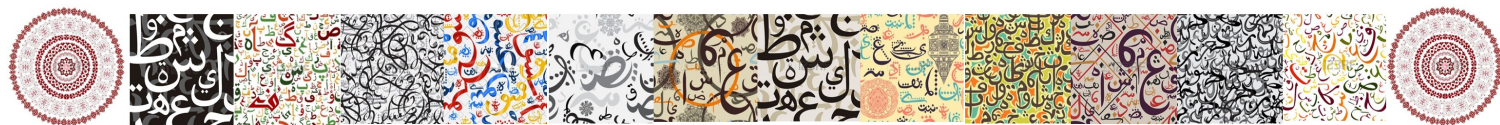
**Session A1: SIIE - Information system, Data Analysis and Decision-Making**

*Chair:*

[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](#)

[Rengu Tian and Zisheng Yang. Study on the openness, market scale and growth in regional economies](#)



[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, 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 - ...

*Chair:*


## Session D1: ISKO-Maghreb - ...

*Chair:*


**12h45-14h30: Lunch**

**14h30-16h00 : Plenary Conference**

*Keynote Chair:*

**Keynote:** "The Arabic Language, its Processing and the Digital Humanities".

**By:** Hassina ALIANE (CERIST Research Center, Algeria).

**Discussion with MultiConference audience**

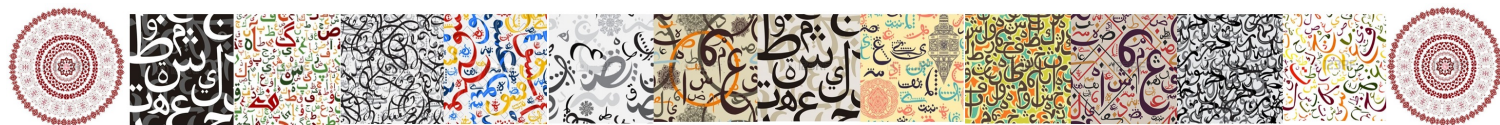
**16h00-16h15 : coffee break**

**16h15-17h45 : Parallel Sessions**

**Session A2: SIIE - System Development and Community Applications**

*Chair:*

[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:*

[Salma El Bourimi and Mustapha Belaisaoui. 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 - ...

*Chair:*


## Session D2: ISKO-Maghreb - ...

*Chair:*

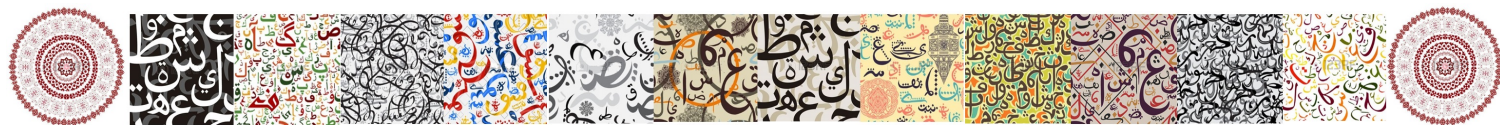

## 18h00-19h00 : General Assembly of ISKO-Maghreb Chapter

*Chair:* Sahbi SIDHOM, (President of ISKO-Maghreb Chapter)

### Participants:

co-presidents Tunisia, Algeria and Morocco & Bureau ISKO-Maghreb Chapter & ISKO & ISKO-Maghreb members

## From 20h00 : Dinner (culinary delights of Morocco)



**Friday, May. 12<sup>th</sup>, 2017**

8h30-9h00 : Welcome & Registration

### 9h00-10h30 : Plenary Conference

*Chair:*

**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:*

[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:*

[Imane Ahdil, Driss Harrizi and Boujemaa Achchab. Economic Intelligence and Knowledge Management, between divergence and convergence: Case study of Moroccan companies](#)

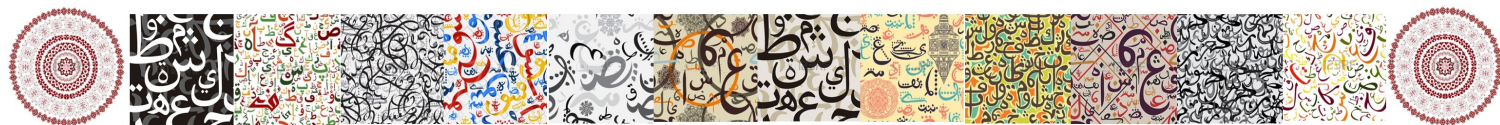
[Fatma Fourati Jamoussi, Pauline Kempf and Marion Pinteaux. Teaching Competitive and Technological Intelligence methodology](#)

[Jalil Fatima and Zaouia Abdellah. THE IMPACT OF IMPLEMENTATION OF ERP PERFORMANCE OF MOROCCAN COMPANIES: CASE OF SMES.](#)

[Salima El Fadili and Firdaus Gmira. Competitive intelligence and corporate governance: Towards a strategic alignment](#)

#### Session C3: ISKO-Maghreb - ...

*Chair:*

## Session D3: ISKO-Maghreb - ...

*Chair:*

**12h15-14h00 : Lunch**

**14h00-15h30 : Plenary Conference**

*Chair:*

**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:*

[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](http://www.afge-asso.org), France)

Housseem Rachdi, Professor IHEC Carthage (Tunisia)

Ibtihaj Daddas, IT engineering – Economic Intelligence (Morocco)

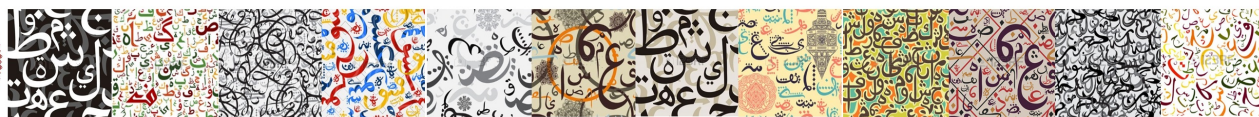
Stephane Rosenwald, President RV Conseil (France)

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

**Session C4: ISKO-Maghreb - ...**

*Chair:*





#### Session D4: ISKO-Maghreb - ...

*Chair:*

#### 20h30 : Gala Dinner

### Saturday, May. 13<sup>th</sup>, 2017 (A.M)

8h00-9h00 : Welcome & Registration

#### 9h00-10h30 :

#### Doctoral Symposium

#### Session D1: Projects of PhD-candidates

*Chair:*

#### Session D2: Posters of PhD-candidates

*Chair:*

#### 10h30-10h45 : coffee break

#### 10h45-12h15 :

#### Doctoral Symposium

#### Session D3: Project of PhD-candidates

*Chair:*

#### Session D4: Posters of PhD-candidates

*Chair:*

#### 12h15-12h45 : Closing Ceremony

- Gifts to guest speakers and session chairs
- « Best papers » of the MultiConference

#### 12h45 : Lunch

#### 14h30-18h00 : Extra activities: **Excursion**