



Conference Programme SIIE'2011 / Programme de la conférence
4th. International Conference on "Information Systems & Economic Intelligence"
 February 17-19th, 2011. Marrakech – Morocco. <http://www.siie.fr> or <http://siie2011.loria.fr/>

Wednesday, 16 February 2011 (PM) / Mercredi 16 février 2011

16h00-18h00 : Welcome and Registrations / Accueil et Inscriptions
 18H15 : Welcome Reception / Réception de bienvenue

Thursday, 17 February 2011 / Jeudi 17 février 2011

8h00-9h00 : Welcome and Registration / Accueil et Inscriptions

9h00-9H30 : Conference opening / Ouverture de la conférence

- Welcome speeches / Allocutions de bienvenue :
 - **Malek GHENIMA**, Co-Chair Int. Organizing Committee – Dir. ESCE University la Manouba, Tunisia
 - **Sahbi SIDHOM**, Co-Chair Int. Organizing Committee – Nancy University, France
 - **Khalid BENZAKOUR**, Co-Chair Nat. Organizing Committee – Dir. IGA Casablanca ,Morocco
 - **Jean-Paul HATON**, Chair Scientific Committee – Institut Universitaire de France & Nancy University, France
- Official Opening / Ouverture officielle : **Ministre** de l'Education Nationale, de l'Enseignement Supérieur, de la Formation des Cadres et de la Recherche Scientifique

9h30-11H00 : Plenary Conference / Conférence plénière

Chair: **Jean-Paul HATON**, (LORIA/INRIA - Nancy Université et Institut Universitaire de France)

- **Guest speaker** : Jean-Yves GRESSER, *Vice Chairman, Black Forest Group Inc. New York, USA & Associé gérant GELM Entreprises, Paris, France.*
- **Title:** “ The Key Role of Ontologies in Dealing with (Financial) Risks & Crises. ”

Discussion / Débat



11h00-11h15 : coffee break / pause café

11h15-12H45 : Plenary Tutorial / Tutoriel plénier

Chair: Henda BEN GHEZALA (ENSI - Université de la Manouba & Présidente de l'Université, Tunisie)

- **Guest speaker: Marie-Christine ROUSSET**, Laboratoire d'Informatique de Grenoble (LIG) & University of Grenoble (Joseph Fourier), France.
- **Title: “ Reasoning on Web Data Semantics. ”**

Discussion/ Débat

12h45-14h00 : Lunch / Déjeuner

14h00-16h00 : 3 parallel sessions / sessions parallèles & Posters

Session A1 : [IE] Competitive Intelligence & Decision Supports

Chair: Ismaïl KASSOU, (ENSIAS - Université Mohammed V Souissi de Rabat, Morocco)

Klaus SOLBERG SØILEN. (Blekinge Institute of Technology, Sweden)

Exhibit Intelligence: Competitive Intelligence at Trade Shows

Anass EL HADDADI, Bernard DOUSSET and Ilham BERRADA. (IRIT, University of Toulouse Paul Sabatier, France & ENSIAS, Morocco)

Xplor: The competitive intelligence system based on a multidimensional analysis model

Perrine CHEVAL, Stephane CHAUDIRON and Narcisse EKONGOLO MAKAKE. (Geriico, University Lille3, France)

Information Practices in a business intelligence environment : Findings from an exploratory study of French SMEs

Rachid CHALAL and Lotfi SMAIAH. (LMCS, ESI (National School of Computer Science), Algeria)

Definition of economic intelligence products supported by a Service Oriented Architecture (SOA)

Session B1 : [SI-IE] Content Analysis & Information Retrieval

Chair: María LÓPEZ-HUERTAS, (Universidad de Granada, Spain)

Kaïs KHROUF, Jamel FEKI and Chantal SOULÉ-DUPUY. (MIR@CL Lab. University of Sfax, Tunisia & IRIT, University of Toulouse I, France)

An Approach for Multidimensional Analysis of Documents

Abderrahim EL QADI, Nada BENDAHMAN and DRISS ABOUTAJDINE. (Univ. Moulay Ismail, Meknes & Univ. Mohammed V Agdal-Rabat, Morocco)

Formal Concept Analysis for Query Expansion in Web Information Retrieval



Azza HARBAOUI, Sahbi SIDHOM, Malek GHENIMA and Henda BEN GHEZALA. (ENSI, ESCE, Univ. la Manouba Tunisia & LORIA-Nancy University, France)

Towards an architecture for personalized information retrieval implying the user's profile and votes

Mouna ANIZI, Joseph DICHY and Mohamed HASSOUN. (ICAR, Univ. Lumière-Lyon 2 & ENSSIB Lyon, France)

Improving information retrieval in Arabic through a multi-agent approach and a rich lexical resource

Abdelkrim BOURAMOUL, Mohamed Khieredinne KHOLLADI and Biech-Lien DOAN. (University of Mentouri Constantine, Algeria & SUPELEC., France)

Evaluation of Information Retrieval Systems - Towards A New Context-Based Approach

Session C1 : [SI] Data, Knowledge & Semantic Networks

Chair: Marie-Christine ROUSSET, (LIG – Université de Grenoble, France)

Bernard DOUSSET, Anass EL HADDADI and Josiane MOTHE. (IRIT, University of Toulouse Paul Sabatier, France)

People and semantic networks analysis based on texts in languages we do not understand

Ziani BENAMEUR and Youcef OUINTEN. (University Amar Têlîdji of Laghouat, Algeria)

Index Selection with Minimal Size Using Data Mining Technique

Noureddine BOURKACHE, Mourad LAGHROUCHE and Fatima OULEBSIR BOUMGHAR. (LAMPA Lab. Univ. MMT0 & ParIMed Lab. Univ. STHB, Algeria)

Images Indexing based on the texture parameters and medical information content retrieval

Haifa BEN SABER, Farah HARRATHI and Mohamed Mohsen GAMMOUDI. (High School of Sciences and Technologies & ISSAIT University of Tunis, Tunisia)

An approach to the classification and Knowledge Extraction via microarrays by using Formal Concepts Analysis

Luc GRIVEL and Olivier BOUSQUET. (Paragraphe Lab., University of Paris8, France)

About a discourse analysis methodology based on semantic principles :Application to brands, journalists and consumers discourses

Session POSTERS - A :

Chair: Mounia ABIK, (IEEE Morocco section & ENSIAS - Université Mohammed V Souissi Rabat, Morocco)

Ines BOUJELBEN, Slim MESFAR and Abdelmajid BEN HAMADOU. (MIR@CL Lab. University of Sfax & RIADI Lab. University of Manouba, Tunisia)

Methodological approach of terminological extraction applied to biomedical domain

Youcef AMEROUALI. (RAMYRD Consulting, Algeria)

Sharing of knowledge, collective intelligence and trade communities

Bighrissen BRAHIM, Ettamiri EL MEHDI, Chihab CHERKAOUI and El. MEGDER. (IRF-SIC Lab. ENCG & Faculty of Sciences Agadir , Morocco)



Some Relevant Issues of the Impact of ERP Systems on the Performance of Organizations

Karim DOUMI, Salah BAÎNA and Karim BAÎNA. ([ENSIAS, University Mohamed V - Souissi, Morocco](#))

Strategic alignment: A survey

Lassaâd MEJRI, Cherifa BEN KHELIL and Patrice CAULIER. ([LAMIH Lab. Valenciennes University, France & FST Bizerte, ENSI Tunis, Tunisia](#))

A MODEL FOR KNOWLEDGE REUSING APPLIED TO SEMANTIC WEB SERVICES RETRIEVAL

Mohammad AL-RAWAJBEH and Ahmad HABOUSH. ([Faculty of Administrative and Financial Sciences, Al Isra University & Jerash University, Jordan](#))

ENHANCING THE E-GOVERNMENT FUNCTIONALITY USING KNOWLEDGE MANAGEMENT

Okba KAZAR and Djazia CHAMI. ([University of Biskra, Algeria](#))

A data mining agent-oriented platform

Hammad Sqalli. ([FST. Saint-Jérôme Aix-Marseille & University Paul-Cézanne, France](#))

Strategies actions for knowledge capitalization

Chiraz BOUZID and Naoufel KRAIEM. ([RIADI Lab, ENSI, University of Manouba, Tunisia](#))

Reengineering of CREWS l'Ecritoire approach into methodological services

Rim ZARBOUT and Sami BOUDABBOUS. ([Institute of trade & National College of Business Sfax, Tunisia](#))

Determinants of the strategic alignment of the CRM project: The case of a Tunisian company

16h00-16h15 : coffee break / pause café

16h15-18h15 : 3 parallel sessions / sessions parallèles & Posters

Session A2 : [SI-IE] Heterogeneity of resources & Collaborative accessibility

Chair: **Mabrouka EL-HACHANI & Christian COTE,** ([elico, University of Lyon3, France](#))

Sahbi SIDHOM and Philippe LAMBERT. ([LORIA. Nancy University & VinaLor Nancy, France](#))

Information Design for weak signals' detection in Economic Intelligence

Christian COTE and Mabrouka EL-HACHANI. ([elico, University of Lyon3, France](#))

Reorganization of documentary units in health & social field

Laurence BALICCO and Céline PAGANELLI. ([GRESEC, University Stendhal - Grenoble 3 & University Paul Valéry - Montpellier 3, France](#))

Access to health information : from professional to general public uses



Pascal BADOR. (University of Lyon - Lyon 1, France)

An illustration of the diversity and heterogeneity of the sources of health information on Internet

Michael SCHERER and Sahbi SIDHOM. (Conseil Général de la Moselle & LORIA/KIWI - Nancy University, France)

Progress of concepts and processes in library information system : towards Library 2.0

Session B2 : [SI] e-Technology & Networks

Chair: **Abdelmajid BEN HAMADOU, (Lab. MIRACL Université de Sfax, Tunisia)**

Ahmed KAFIF, Malika ADDOU and Hicham MEDROMI. (ENSEM & Ecole Hassania des Travaux Publics (EHTP) Casablanca, Morocco)

Multi-Agent Model to control mobility in wireless networks

Zaki BRAHMI and Mohamed Mohsen GAMMOUDI. (High School of Commerce & High School of Statistics and Information Analysis of Tunis, Tunisia)

Optimal Service Selection based on Complex Tasks Allocation Approach

Rim JALLOULI and Emna NEHDI. (ESCE – University of Manouba, Tunisia)

Impact of Search Engine Marketing (SEM) on the website success

Fatimazahra BARRAMOU and Malika ADDOU. (National and High School of Electricity and Mechanics - University Hassan II Casablanca & EHTP, Morocco)

Decision making based on multi-agent simulation in space projects

Session C2 : [SI] Data Mining & Information Design

Chair: **Luc GRIVEL, (Université de Paris I Panthéon-Sorbonne, France)**

Ferihane KBOUBI, Anja HABACHA and Mohamed BENAHMED. (RIADI Lab. – ENSI Tunis & University of Manouba, Tunisia)

Enriching the conceptual annotation of textual documents by the analysis of association relations

Jamil DIMASSI and Henda BEN GHEZALA. (ENSI Tunis & University of Manouba, Tunisia)

Data Warehouse Design A Goal-based design approach

Bruno DELPRAT, Mohamed HALLAB, Martine CADOT and Alain LELU. (INALCO, LORIA - Univ. Nancy1, Univ. Franche-Comté France & ESTIC, Tunisia)

Processing a Mayan Corpus for Enhancing our Knowledge of Ancient Scripts

Hanen BEN KHALIFA, Salwa AMRI, Oualid KHAYATI and Henda BEN GHEZALA. (RIADI Lab. – ENSI Tunis & University of Manouba, Tunisia)

A Signature Matching Technique for Component Retrieval Based on FCA



18h30-19h30 : Panel / Table Ronde n°1

Chair: **Jean-Aymon MASSIE** (Président de l'Association Française de Gouvernement d'Entreprise (AFGE). France)

Panel : n°1

(EN) Economic intelligence to improve governance, to control risks and to restore confidence.

(FR) L'intelligence économique pour améliorer la gouvernance, pour maîtriser les risques et pour rétablir la confiance.

Morocco:

Mounir ROCHI. (Dr en IE, Fondateur de "Veille.ma" & Administrateur de l'AMIE)

Fawzy BRITEL. (Président de Deloitte Maroc & Pr. à l'ISCAE de Casablanca)

Tunisia:

Slaheddine GHERISSI. (Professeur des Universités & Président ATTR, Tunis)

Algeria & Canada:

Mohamed BACHA. (DG de l'IE, Étude & Prospective, Ministère de l'Industrie)

Sofiane SAADI. (PhD, DG de NT2S Consulting Inc, Vancouver Canada)

France :

Joël BRUN. (Ingénieur Sanofi Pasteur & membre de l'Académie IE)

Philippe NOËL. (Président fondateur de RVR Systems - progiciels de GRC)

Abdelmalek ALAOUI, Economiste & Conseiller du Gouvernement (Morocco)
Courte présentation de son livre : "Intelligence économique et guerres secrètes au Maroc".

From / à partir de 20h00 : Morocco Dinner / Dîner Marocain



Friday 18, 2011 / Vendredi 18 février 2011

8h00-9h00 : Welcome and Registration / Accueil et Inscriptions

9h00-10h30 : Plenary Conference / Conférence plénière

Chair: **OHLY PETER, (President ISKO Int. & GESIS - Leibniz-Institut für Sozialwissenschaften – Bonn, Germany)**

- **Guest speaker:** Stéphane CHAUDIRON, GERiiCO Laboratory & University of Lille 3 (France).
- **Title:** “ Studying Web Search Engines from User Perspectives. ”

Discussion / Débat

10h30-10h45 : coffee break / pause café

10h45-12h15 : Plenary Tutorial / Tutoriel plénier

Chair: **Marie-Christine HATON, (LORIA/INRIA - Nancy Université Nancy1, France)**

- **Guest speaker:** Bruno CREMILLEUX, GREYC laboratory & University of Caen, France.
- **Title:** “ Discovering useful information in data mining. ”

Discussion / Débat

12h15-14h00 : Lunch / Déjeuner

14h-16h00 : 3 parallel sessions / sessions parallèles & Posters

Session A3 : [IE] Information, Process & Economic Intelligence

Chair: **Mohamed Mohsen GAMMOUDI, (Université de Carthage, Tunisia)**

Ammar BOUKRARA and Rachid CHALAL. (LMCS ESI, Algeria)

An assistance model for the requirements specification in EI

Rim MSEDDEI, Sahbi SIDHOM, Malek GHENIMA and Henda BEN GHEZELA. (ENSI - ESCE - Univ. Manouba, Tunisia & LORIA - Nancy université, France)

From information to decision: Information management methodology in decisional process

Fatma FOURATI-JAMOSSI. (Institut Polytechnique LaSalle Beauvais, France)

Case study: Implementation of An approach of Strategic Intelligence within Six Regional Subsidiaries in France



Nir KSHETRI. (University of North Carolina - Greensboro, USA)

Drivers of Adoption and Internalization of E-Business: Evidence from a Less Developed Economy

Nils-Holger SCHMIDT. (University of Goettingen, Germany)

Search Engines and Social Business – Implications from the Case of Ecosia

Session B3 : [SI-IE] Knowledge Organization & Management (KM)

Chair: Pascal PECQUET, (Université de Montpellier 1, France)

H. Peter OHLY. (President, ISKO Int., Germany)

Information: A Question of Quality?

Radia BERNAOUI, Mohamed HASSOUN and Rosa ISSOLAH. (ENSV d'Alger, Algeria & ENSSIB Lyon, France)

Knowledge management in agricultural research in Algeria. Monitoring tool for the enhancement of scientific production

H. Amina KADRI-MESSAÏD and Sofiane SAADI. (CREAD – University of Alger 2, Algeria & NT2S Consulting Vancouver, Canada)

MANAGEMENT INFORMATION TO KNOWLEDGE MANAGEMENT: DEFINING AN APPROCH FOR ALGERIAN COMPANIES.

Marc TANTI, Christian HUPIN, Georg ROSENMAYR and Xavier DEPARIS. (Institut de Médecine Tropicale du Service de Santé des Armées, France)

Complementary use of media sources and scientific documents in French Medical Intelligence

Nesrine BEN YAHIA, Narjès BELLAMINE and Henda BEN GHEZALA. (RIADI Lab. – ENSI Tunis & University of Manouba, Tunisia)

K-share: a multidimensional knowledge sharing model

Session C3 : [SI] e-Learning & Platform

Chair: Mohamed KHALIDI IDRISSE, (Département de Génie Informatique, Université Mohamed V Rabat, Morocco)

Emna BEN ROMDHANE. (ESC. High School of Business Tunis, Tunisia)

Intention, use and satisfaction: A multidimensional and longitudinal study of the acceptance of e-Learning system by learners

Otman ABDOUN, Abdelhadi FENNAN, Jaber EL BOUHDIDI and Mohamed GHAILANI. (LIST - Faculty of Science and Technology of Tangier, Morocco)

Design of a mediation system for an E-learning platform

Faddoul KHOUKHI, Mustapha EL AMMARI and Saleh M.A. AL-TURKI. (FST. Mohammedia, Morocco & King Faisal University. College CS&IT, Saudia Arabia)

Introduction of indicators CAM in the learning

Wiem ABDERRAZAK. (ESCE - UNIVERSITY OF MANOUBA, Tunisia)

Culture Impacts on Technology Mediated Learning Use: An Introduction To The Structurationnist Analysis



Okba KAZAR and Asma BENDAHMENE. (University of Biskra, Algeria)

An approach based on genetic algorithms for the agent learning

Session POSTERS - B :

Chair: Nacer BOUDJLIDA, (LORIA - Nancy Université/Nancy 1, France)

Samiha CHEMLI and Hassen MZALI. (ESC. High School of Business Tunis & IHEC, Tunisia)

E-Positioning of Tunisia: online content analysis

Feras HANANDEH. (Hashemite University, Jordan)

A methodology to Implement National Spatial Data Infrastructure in Jordan

Houda ZARRAD and Mohsen DEBABI. (ESC. High School of Business Tunis, Tunisia)

ECRM: changes in traditional techniques of CRM

Marwen JABLOUN, Yemna SAYEB and Henda BEN GHEZELA. (RIADI Lab. ENSI Tunis, Univ. Manouba, Tunisia)

Information System Urbanization impacts on Actors Modeling

Rached CHTIOUI and Mohsen DEBABI. (ESCE & ESCE Univ. Manouba, Tunisia)

ECR and the Supplier-Retailer relationship: The case of Tunisia

Heba WAGEEH, Doaa EL-ZANFALY and Mohamed KOUTA. (British University in Egypt & Arab Academy for Science and Technology, Egypt)

Mapping OWL2 Ontologies to Object Role Modeling 2 Schemes

Yemna SAYEB, Imene HAMDOUN, Sihem CHABCHOUB and Henda BEN GHEZALA. (RIADI Lab. ENSI Tunis, Univ. Manouba, Tunisia)

A framework for successful urban development project of an information system

Sanae MOUHIM, Adil EL AOUI, Chihab CHERKAOUI. EI. MEGDER and D. MAMMASS. (Lab. IRF-SIC, Faculté des sciences & ENCG Agadir , Maroc)

An ontology-based knowledge Management System for Tourism

Khaled SELLAMI, Djamila BOUKREDERA, Rachid CHELOUAH and Lynda SELLAMI. (LMA Lab. University of Bejaia, Algeria & Laris. EISTI, France)

Scheduling optimization in virtual enterprises based on the hybridization of a CSP with a genetic algorithm

Khaled Benali, Sidi Ahmed Rahal and Salim Khat. (Univ. des Sciences et de la Technologie d'Oran, Algeria)

Construction and Maintenance of Ontologies from Association Rules

16h00-16h15 : pause café / coffee break



16h15-18h15 : 3 parallel sessions / sessions parallèles & Posters

Session A4 : [SI-IE] Natural Language Processing & Artificial Intelligence

Chair: Mohamed HASSOUN, (ENSSIB de Villeurbanne, France)

Nabil KHEMIRI, Sahbi SIDHOM, Malek GHENIMA and Henda BEN GHEZALA. (ENSI – ESCE - Univ. Manouba, Tunisia & LORIA - Nancy University, France)

Natural ontology representation based on NP's properties and semantic relations

Ines TURKI KHEMAKHEM, Salma JAMOUCSI and Abdelmajid BEN HAMADOU. (MIR@CL Lab. ISIM Sfax Pôle Technologique, Tunisia)

Featured language modeling for French-Arabic statistical machine translation

Stefan BITZER, Fabian JUNG, Iwo RIHA and Matthias SCHUMANN. (Institute of Information Systems & Siemens Energy Muelheim, Germany)

Collaborative Tagging of Technical Content

Nouha MHIMDI and Wahiba BEN ABDESSALEM KARAA. (High Institute of Management, Tunisia)

Resume annotation using ontology

Hatem HADDAD and Ali Chedi BECHIKH. (URPAH - Faculty of Sciences & University of Tunis El Manar, Tunisia)

French long and short queries evaluation based on words occurrences and grammatical tags

Session B4 : [SI] Information System & Decision Tools

Chair: Sofiane SAADI, (NT2S Consulting Inc. - Vancouver, Canada & Cabinet LOGE - Alger, Algeria)

Sonia BEN TICHA, Azim ROUSSANALY, Anne BOYER and Khaled BSAÏES. (URPAH. University El-Manar, Tunisia & LORIA/KIWI-Nancy University, France)

User-Feature Model for Hybrid Recommender System

Saïd GOURRAM. (University of Lille, France & Institut de Génie Appliqué, Morocco)

REMUN: Modeling tool for information systems - from the governance to the physical level

Saâdia LGARCH, Mohammed KHALIDI IDRISSE and Samir BENNANI. (Ecole Mohammadia d'Ingénieurs Rabat, Morocco)

Adoption of a SOA to converge towards a reuse and an interoperability of the semantic classifier of messages

Sihem KLAI and Med TAREK KHADIR. (Dept. Computer Science, University Badji Mokhtar of Annaba, Algeria)

USAGE OF JESS ENGINE FOR ONTOLOGIES ALIGNMENT PROCESSING



Session C4 : [SI-IE] Information and Communications Technology (ICT) & Applications

Chair: Amina KADRI-MESSAID (Université d'Alger - CREAD, Algeria)

Ons HATTAB TRABELSI. (ESCE, University Manouba, Tunisia)

ICT Impact on value creation for NGOs: case of Sustainable Development NGOs in Tunisia

Dorra GHERIB and Pascal PECQUET. (College of Clermont-Ferrand & University of Montpellier 1, France)

Adoption of Internet Banking: The Case of the banking sector in Tunisia

Mohsen DEBABI, Ines HAMIDA and Torkia BOUSSIF. (ESC, University Manouba, Tunisia)

Determinants of Tunisians Online Purchasing Intentions

Kamal MOUMMADI, Rachida ABIDAR and Hicham MEDROMI. (ENSEM, University Hassan II Casablanca, Morocco)

A real time platform to supervise and control climate's parameters and manage drip fertigation in greenhouses based on multi-agents system

18h30-19h30 : Panel / Table Ronde n°2

Chair : Klaus SØLEN SOLBERG, (School of Management, Blekinge Institute of Technology, Sweden)

Thème du Panel : n°2

Competitive Intelligence Society

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Invités du Panel

21h00 : Gala Dinner / Dîner Gala



Saturday 19, 2011 / Samedi 19 février 2011

8h00-9h00 : Registration / Inscriptions

9h00-10h30 : Plenary Conference / Conférence plénière

Chair: Kamel SMAILI, (LORIA/INRIA - Nancy Université/Nancy 2 France)

- **Guest speaker:** Mustapha NADI, Laboratoire d'Instrumentation Electronique de Nancy & Université Henri Poincaré-Nancy 1, France.
- **Title:** “ Interactions between disciplines in research and innovation. ”

Discussion / Débat

10h30-10h45 : coffee break / pause café

10h45-12h15 : Plenary Tutorial / Tutoriel plénier

Chair: Anne BOYER, (LORIA - Nancy Université/Nancy 2, France)

- **Guest speaker :** Mike THELWALL, Statistical Cybermetrics Research Group & School of Technology, University of Wolverhampton, UK.
- **Title:** “ Data Mining Sentiment from the Social Web: Twitter vs. YouTube. ”

Discussion / Débat

12h30-14h00 : President Lunch

- Lunch / Déjeuner
- Gifts for speakers and session chairs / Remise de cadeaux aux conférenciers invités et les présidents de session
- 10 « Best papers » of the conference / Meilleurs papiers de la conférence
- New proposals for the 5th. SIIE / Echanges et propositions de la 5^e conférence internationale SIIE.

14h30 : *Extra activities / Extra activités*

- **Excursion ...**

- **Guided tour of historical monuments and old city / Visite guidée des monuments historiques et vieille ville**

