




International Conference on Sustainable Business Practices in a VUCA World



2ND EDITION International Conference on Sustainable Business Practices in a VUCA World

 May 9th – 10th , 2024

 Rabat, Morocco

 **PLENARY SPEAKERS**



Prof. Manlio Del Giudice

Editor-in-Chief of Journal of Knowledge Management

Knowledge Management emerging hot topics within a global community



Prof. Stefan Minner

Editor-in-Chief of International Journal of Production Economics

The Economics of Digital, Resilient, and Sustainable Manufacturing



Prof. Cleopatra Veloutsou

Editor-in-Chief of Journal of Product and Brand Management

Research on Brand Relationships



Prof. John W. Goodell

Editor-in-Chief of Research in International Business and Finance

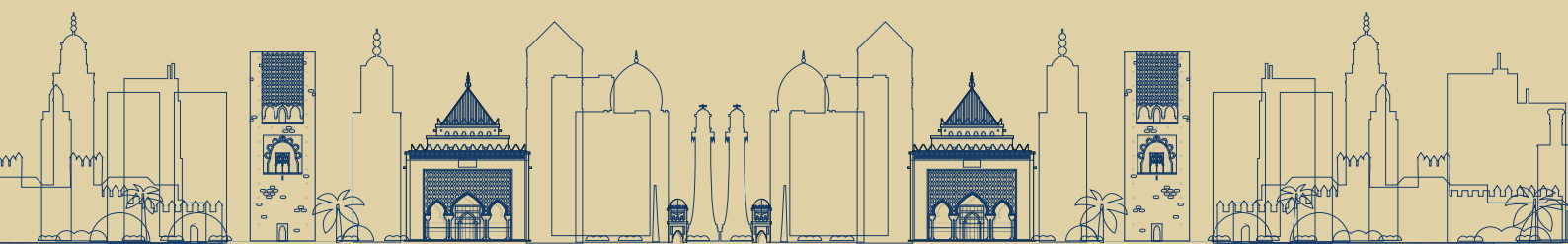
Is ESG pecuniary?



Philippe Defraigne

Founding Director of Cullen International

Decarbonisation and/or Economic Growth





 **ICSBP**

**INTERNATIONAL CONFERENCE ON
SUSTAINABLE BUSINESS PRACTICES
IN A VUCA WORLD**

2nd EDITION

PROGRAM

 **MAY 9 - 10, 2024**

 **RABAT, MOROCCO**

2nd Edition

ICSBP2024



Day 1: Thursday May 9, 2024		
08:30 – 09:00	Registration & Welcome Coffee	Atrium
Conference Opening:		
09:00 – 09:20	<p>Olivier Aptel, Dean of Rabat Business School <i>Rabat Business School, International University of Rabat, Morocco</i></p> <p>Ikram Jebabli, Conference Chair, Associate Dean for Research <i>Rabat Business School, International University of Rabat, Morocco</i></p>	Auditorium
09:20 – 10:10	<p>Stefan Minner, Plenary Speaker 1 Editor-in-Chief of International Journal of Production Economics Professor of Logistics and Supply Chain Management, <i>TUM School of Management, Technische Universität München, Germany</i> Title: The Economics of Digital, Resilient, and Sustainable Manufacturing</p>	Auditorium
10:10 – 11:00	<p>Philippe Defraigne, Plenary Speaker 2 <i>Founding Director, Cullen International, Belgium</i> Title: Decarbonisation and/or Economic Growth</p>	Auditorium
11:00 – 11:20	Coffee Break	Atrium
11:20 – 12:10	<p>John W. Goodell, Plenary Speaker 3 Editor-in-Chief of Research in International Business and Finance Professor of Finance, <i>College of Business, University of Akron, USA</i> Title: Is ESG pecuniary?</p>	
12:10 – 13:00	Lunch Break	Atrium

2 13:00 – 15:00 Parallel Sessions A

A.1. Ethical, Social, Environmental and Behavioral Finance **Hall A**

Session Chairs: Maria Giuseppina Bruna (*IPAG Business School, Paris, France*), Ahmed Imran Hunjra (*Rabat Business School, UIR, Morocco*)

Exploring the Time-Varying Predictability of Global Financial Instability Over the Last Two Decades: The Influence of Climate Change News

Brahim Gaies (*IPAG Business School, France*)

Swings and Roundabouts of Stakeholder Management and Firm Competitiveness: A Dynamic Network Slacks-based Inefficiency Approach

Lotfi Taleb (*University of Tunis, Tunisia*), **Ben Lahouel Béchir** (*IPAG Business School, France*)

Integration of Investor Behavioral Perspective and Climate Change in Reinforcement Learning for Portfolio Optimization

Youssef Bouyaddou (*Rabat Business School, UIR, Morocco*), **Ikram Jebabli** (*Rabat Business School, UIR, Morocco*)

Role of Nonmarket Strategies and The Degree of Internationalization: Evidence from MENA and African Regions

Muhammad Saad Baloch (*University of Southampton, UK*), **Nouhaila Ettalibi** (*Rabat Business School, UIR, Morocco*)

The Impact of Institutional Void on the Internationalization of Emerging Multinational Corporations: The Moderating Role of ISO 14001 Certification and Board Gender Diversity

Nouhaila Ettalibi (*Rabat Business School, UIR, Morocco*), **Ahmed Imran Hunjra** (*Rabat Business School, UIR, Morocco*)

Institutionalization and Development of Socially Responsible Practices in Emerging Countries

Ennajjar Oussama (*Chouaib Doukkali University, Morocco*)

A.2. Disruption, Destruction, De-/Growth: Understanding Innovation-driven Economies **Hall D**

Session Chairs: Albrecht Fritzsche (*Rabat Business School, UIR, Morocco*), Beata Jalocho (*Jagiellonian University, Poland*)

Between Cooperation and Competition: Exploring Coopetition Dynamics in HEI Living Labs

Marta Najda-Janoszka (*Jagiellonian University, Poland*), **Beata Jalocho** (*Jagiellonian University, Poland*)

Knowledge Flows in Open Laboratories: A Qualitative Analysis of Coupled Open Innovation Processes

Anca Clipa (*University Alexandru Ioan Cuza, Romania*), **Catalin Clipa** (*University Alexandru Ioan Cuza, Romania*), **Albrecht Fritzsche** (*Rabat Business School, UIR, Morocco*)

Does Party School Education Facilitate Green Innovation? Evidence from China

Muhammad Ansar Majeed (*Zhejiang Gongshang University, China*), **Ammar Ali Gull** (*Léonard de Vinci Pôle Universitaire, France*), **Tanveer Ahsan** (*Rennes School of Business, France*)

Overcoming Constraints in Formal Accounts of Innovation using Indian Jaina Logic

Eswaran Subrahmanian (*Carnegie Mellon University, USA*), **Albrecht Fritzsche** (*Rabat Business School, UIR, Morocco*)

Navigating Organizational Path Dependence: Insights from Sensemaking Processes

Moritz Martin Brandauer (*University of Kaiserslautern-Landau, Germany*)

Changing the World with Transformative Services: A Systematic Literature Review, Integrative Framework, and Future Directions

Asma Bakrim (*Rabat Business School, UIR, Morocco*), **Albrecht Fritzsche** (*Rabat Business School, UIR, Morocco*)

A.3. HRM and the New Challenges in Post-pandemic World **Hall E**

Session Chairs: Juliet Eyore Ikhide (*Abertay University, UK*), Fedwa Jebli (*Rabat Business School, UIR, Morocco*), Andani Thakhathi (*Rabat Business School, UIR, Morocco*)

Are they really better? Employer Branding in Companies from the Employer Ranking

Dmitry Kucherov (*St. Petersburg State University, Russia*), **Victoria Tsybova** (*Graduate School of Management, St. Petersburg State University, Russia*)

Mediation Moderation Effects of Barrier Awareness, Attitudes, Training Desire, and Job Performance in Fitness Staff

Edward Chavez (*Allen W. and Carol M. Schmidthorst College of Business, Bowling Green State University, USA*), **Swathi Ravichandran** (*Cedar Fair Resort and Attraction Management, Bowling Green State University, USA*)

Managerial Innovation and Organisational Performance of Cameroonian SMEs in the Context of the covid-19 crisis

Lionel Darvin Nsomo (*University of Douala, Cameroon*), **Juliet Eyore Ikhide** (*Abertay University, Dundee, UK*)

Cultivating Sustainability: The Role of Green Inclusive Leadership in driving Green Work Engagement through Green Organizational Climate

Hajar Boutmaghzoute (Rabat Business School, UIR, Morocco), Fedwa Jebli (Rabat Business School, UIR, Morocco)

The Effect of Small and Medium-Sized Enterprises' Corporate Social Responsibility on Human Development in Developing and Emerging Countries

Hind Lebbar (Rabat Business School, UIR, Morocco), Mhamed-Ali El-Aroui (Rabat Business School, UIR, Morocco)

A.4. Resilience in Supply Chains Management

Hall F

Session Chairs: Sofiene Dellagi (University of Lorraine, France), Zied Achour (University of Lorraine, France)

Sustainable Resilience, Navigating Modern Supply Chains in the Era of Industry 4.0

Yazid Aafif (University of Lorraine, France), Sofiene Dellagi (University of Lorraine, France), Ilias Majdouline (Université Internationale d'Agadir, Morocco), Zied Achour (University of Lorraine, France)

Supply Chain Resilience to Demand Variation: Simulation-Based Comprehension

Reda Saib (National School of Business and Management, UAE, Morocco), My Abdelouhab Salahddine (National School of Business and Management, UAE, Morocco)

Assessing the Determinants Enabling for a Sustainable and Resilient Supply Chain Management

Dounia Skalli (FST UHP Settat, Morocco), Charkaoui Abdelkabar (FST University Hassan 1st, Morocco), Cherrafi Anass (Cadi Ayyad Univeristy, Morocco)

Enhancing Agricultural Supply Chain Resilience: A Blockchain Strategies and Risks Analysis

Houda Dahbi (Rabat Business School, UIR, Morocco), Abla Chaouni Benabdellah (Rabat Business School, UIR, Morocco), Amine Belhadi (Rabat Business School, UIR, Morocco)

Quantifying the Blockchain Technology's Effect on the Supply Chain Performance

Yazid Aafif (University of Lorraine, France), Sofiene Dellagi (University of Lorraine, France), Ilias Majdouline (Université Internationale d'Agadir, Morocco), Zied Achour (University of Lorraine, France)

Responses and Approaches of African Corporates to prevent Modern Slavery in the Agrifood Supply Chains

Salma Garra (Rabat Business School, UIR, Morocco)

A.5. Machine Learning and Deep Learning in Finance & Economics

Hall G

Session Chairs: Abdelkader El Alaoui (Rabat Business School, UIR, Morocco), Boujemâa Achchab (Hassan 1st University, Morocco)

Enhancing Financial Resilience: A Machine Learning Approach to Predict Bankruptcy in Chinese Companies with ESG Integration

Mehwish Kaleem (Faculty of Business & Management, UniSZA, Malaysia), Hashim Jusoh (Faculty of Business & Management, UniSZA, Malaysia), **Sumaira Ashraf** (ISEG-Institute of Economics and Management Lisbon, Portugal), Hassan Raza (Shaheed Zulfikar Ali Bhutto Institute of Science & Technology University, Islamabad)

Price Forecasting and Risk Management of Commodities: Leveraging Advanced Machine Learning and Deep Learning Models

Kenza Elkarnighi (National School of Applied Sciences, UIT, Morocco), Malek Sarhani (School of Business Administration, AUI, Morocco), Said Ouatik El Alaoui (National School of Applied Sciences, UIT, Morocco)

Deep Learning-Based Approach for Forecasting Equities in African Financial Markets

Ikram El Azaouzi (Univesité Ibn Tofail, Morocco)

Comparative Analysis of Deep Learning Algorithms in Portfolio Optimization

Hassan Adoch (Univesité Ibn Tofail, Morocco), Abla Chaouni Benabdellah (Rabat Business School, UIR, Morocco), Abdelkader El Alaoui (Rabat Business School, UIR, Morocco)

Analysis of the Indirect Effects of the Coronavirus on the Casablanca Stock Market with MLP Neural Network

Mustapha Bouchekourte (National School of Commerce and Management, UIT, Morocco), **Elmehdi Samed** (Mohammed V University in Rabat, Morocco)

A Systematic Literature Review and Bibliometric Analysis of the Application of Artificial Intelligence in Cryptocurrencies and Blockchain

Achraf Yahia (National School of Applied Sciences, UIT, Morocco), Abdelkader El Alaoui (Rabat Business School, UIR, Morocco), Yassine Mouhssine (University Hassan 1, Settat, Morocco)

A.6. Mathematical Optimization Techniques for Net-Zero Carbon, Sustainable Operations and Logistics (I) **Hall B**

Session Chairs : Imad Elharraki (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*), Abdelbari Redouane (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*), Maria Lebbar (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*)

Integrating Delayed Transport Equations in Manufacturing Systems for Carbon Footprint Reduction in Supply Chains

Mahmoud Essamet (*Institut National de Statistique et d'Economie Appliquée, Morocco*), Imad El Harraki (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*), Abdeslam Kadrani (*Institut National de Statistique et d'Economie Appliquée, Morocco*)

Data-driven Approaches in Assessing Building Energy Consumption, Indoor Environmental Quality, and Occupant Behaviour: A Literature Review

Ghizlane EL MAHIBA (*Ecole Centrale de Lyon, UDL, France*), Myriam Bahrar (*Ecole Centrale de Lyon, UDL, France*), Adeline MÉlois (*CEREMA BPE Research team, France*), Imad El Harraki (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*), Mohamed El Mankibi (*Ecole Centrale de Lyon, UDL, France*)

Design, Optimization, and Environmental Analysis of Hybrid Energy Systems for Integration in Remote Villages: A Case Study in Morocco

Norddine Oubouch (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*), Abdelbari Redouane (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*), Anouar Makhoukh (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*), Imad El Harraki (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*), Abdennebi El Hasnaoui (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*)

A Bibliographic Study on Zero Energy Buildings and a Critical Study of an Existent Autonomous Zero Energy Farm in the Middle Atlas of Morocco

Benchraa Hanane (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*), Abdelbari Redouane (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*), El Hasnaoui Abdennebi (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*)

A Sustainable Robust Mathematical Model for Maritime Quay Area Planning Problem

Kaoutar Chargui (*Rabat Business School, UIR, Morocco*), Tarik Zouadi (*Rabat Business School, UIR, Morocco*)

15:00 – 15:20 Coffee Break

Atrium

15:20 – 17:20 **Parallel Sessions B**

B.1. Green Finance, Energy Finance and Sustainable Accounting & Finance (I) **Hall C**

Session Chair: Foued Saâdaoui (*Rabat Business School, UIR, Morocco*)

Neural Network Regression for Analyzing Geopolitical and Energy-Induced Nonlinearities in Global Food Commodity Markets

Hana Rabbouch (*Rabat Business School, UIR, Morocco*), **Foued Saâdaoui** (*Rabat Business School, UIR, Morocco*), Pierre R. Bertrand (*Université Clermont Auvergne, France*)

Relationship Between Climate Policy Uncertainty and Agriculture and Food Market Indices: TVP-VAR Approach

Samet Gursoy (*Mehmet Akif Ersoy Üniversitesi, Turkey*), Mesut Dogan (*Bilecik Seyh Edebali University, Turkey*), Feyyaz Zeren (*Yalova University, Turkey*), **Ibrahim Halil Eksi** (*Gaziantep University, School of Economics & Admin, Turkey*)

Susceptibility of BRVM Stocks to Local and International Shocks: An Asymmetric Frequency-Dependent Analysis

Emmanuel Asafo-Adjei (*School of Business, UCC, Ghana*), Peterson Owusu Junior (*School of Business, UCC, Ghana*), George Oppong Appiagyei Ampong (*Ghana Communication Technology University, Ghana*), Kan David N'Dri (*School of Business and Social Sciences, IUGB, Cote d'Ivoire*), Ahmed Bossman (*LUT University, Finland*), **Kwame Simpe Ofori** (*School of Business and Social Sciences, IUGB, Cote d'Ivoire*)

Multi-scale Analysis of Asymmetric Nexus between Global Policy Uncertainty and BRVM Stocks

Ahmed Bossman (*LUT University, Finland*), Peterson Owusu Junior (*School of Business, UCC, Ghana*), George Oppong Appiagyei Ampong (*Ghana Communication Technology University, Ghana*), Belinda Priscille Mambo (*School of Business and Social Sciences, IUGB, Cote d'Ivoire*), Charles Fe Doukouré (*Ecole Nationale Supérieure de Statistique et d'Economie Appliquée, Abidjan*), **Kwame Simpe Ofori** (*School of Business and Social Sciences, IUGB, Cote d'Ivoire*)

Data Envelopment Analysis based Volume Approach for Cryptocurrencies Portfolio Optimization

Ismail Jirou (*Rabat Business School, UIR, Morocco*), Ikram Jebabli (*Rabat Business School, UIR, Morocco*)

Tail Risk Connectedness Between DeFi and Islamic Assets and their determinants: Evidence from TVP-VAR and Wavelet Coherence

Mabruk Billah (*Prince Mohammad Bin Fahd University, Saudi Arabia*), **Sinda Hadhri** (*ESDES Lyon Business School, France*), Mohammad Enamul Hoque (*BRAC Business School, BRAC University, Bangladesh*), Hung Do (*School of Economics and Finance, Massey University, New Zealand*)

Investigation of Macro-Economic Factors Affecting Financial Fragility in G-20 Countries

Burak Büyükoğlu (*Gaziantep University, Turkey*), Gülden Kadooğlu Aydın (*Harran University, Turkey*)

B.2. Data-Driven Innovation and Economic Development

Hall A

Session Chair: Jens Soeldner (*Ansbach University of Applied Sciences, Germany*)

Data-Driven Services and Resource Bundling in Healthcare: Evidence from Industry

Alexander Bohnert (*Munich University of Applied Sciences, Germany*), Albrecht Fritzsche (*Rabat Business School, UIR, Morocco*), Carl-Philip Pogoretschnik (*Humanoo, Germany*)

Investigating the Dynamic Linkages Between Economic Growth, Public Health Expenditure and Environmental Quality in Morocco using ARDL Methodology

Johaina Naoufel (*Mohammed V University in Rabat, Morocco*), Ahmed El Ghini (*Mohammed V University in Rabat, Morocco*)

Zones of Proximal Development for Data-Driven Innovation: The Role of Science Fiction

Jens Soeldner (*Ansbach University of Applied Sciences, Germany*), Albrecht Fritzsche (*Rabat Business School, UIR, Morocco*)

Content Analysis of Higher Education Institutions' Statements In Vision Statements: The Case Of Istanbul
Esra Çıkılmaz (*University of Gaziantep, Faculty of Economic and Administrative Sciences, Turkey*), Burak Kılıç (*Işık Üniversitesi, Turkey*), Mehmet Şerif Şimşek (*Düzce University, Turkey*), Nurdane Taş (*GAZİANTEP ÜNİVERSİTESİ, Turkey*)

Exploring the Socio-Technological Factors Influencing Trust in Artificial Intelligence in Digital Agriculture
Jeanne Marie Madeleine Attoungbre (*Rabat Business School, UIR, Morocco*), Albrecht Fritzsche (*Rabat Business School, UIR, Morocco*)

B.3. Marketing, Digitalization & Sustainability (I)

Hall D

Session Chair: Vikas Arya (*Rabat Business School, UIR, Morocco*)

Influencing or Deinfluencing? An Exploratory Study for Promoting Sustainable Consumption in Social Media

Li Qin (*Fairleigh Dickinson University, USA*)

The Effect Of Social Embeddedness On Smes' Proactive Environmental Sustainability: A Comparative Study Of Italian And Russian Smes

Alexandra Sidorenko (*National Research University Higher School of Economics, Russia*), **Anna Veselova** (*National Research University Higher School of Economics, Russia*)

Consumer Preferences and Circular Economy: The Case of Reusable Packages

Hossein Eslami Dizeje (*Lebanese American University, Lebanon*)

Building Customer Relationship: The role of Brand Identification? (Case of Banks)

Latifa Ayoubi (*COM'SUP Groupe Edvantis, Morocco*)

Branding New Universe Investigating the Brand Impact on Customer Engagement and Purchase Intention in the Metaverse

Bouchra Oukhayi (*Rabat Business School, UIR, Morocco*), Vikas Arya (*Rabat Business School, UIR, Morocco*)

Factors influencing Islamic Banking Services Decision Making by Moroccan Students

Amina Dchieche (*Rabat Business School, UIR, Morocco*), Abdelkader El Alaoui (*Rabat Business School, UIR, Morocco*)

B.4. Leadership, HRM, Sustainability and CSR Challenges

Hall E

Session Chairs: Moustafa Abdelmoutaleb (*Rabat Business School, UIR, Morocco*), Laila Fria (*Rabat Business School, UIR, Morocco*), Muzhar Javed (*Rabat Business School, UIR, Morocco*),

How Organizations' Social Sustainability Orientation Enhances its Sustainable Performance? The roles of Green Human Resource Management and Employees' Collective Affective Commitment Towards Environment

Inam Ul Haq (*Emlv Business School, France*), Muhammad Umer Azeem (*ESSCA Business School, France*), Haris Aslam (*The Unviersity of Lahore, Pakistan*), Sami Bajwa (*Superior University, Lahore, Pakistan*)

Exploring the Influence of Green Training on Employee Ecological Behavior: The Mediating Role of Workplace Spirituality

Olawole Fawehinmi (*Faculty of Business, Economics and Social Development, UMT, Malaysia*), Zikri Muhammad (*Faculty of Business, Economics and Social Development, UMT, Malaysia*), Khalid Farooq (*Faculty of Business, Economics and Social Development, UMT, Malaysia*), Mohd Yusoff Yusliza (*Faculty of Business,*

Economics and Social Development, UMT, Malaysia), M. Imran Tanveer (Faculty of Business, Economics and Social Development, UMT, Malaysia), Adedapo Ojo (Coventry University, UK)

Socially Responsible HRM, Employee Well-being and Innovative Work Behaviour: A Conceptual Model
Antonina Lisovskaia (Rabat Business School, UIR, Morocco), Victoria Tsybova (Graduate School of Management, St. Petersburg State University, Russia)

Transformational Leaders and Organizational Citizenship Behaviors in Moroccan SMEs
Chaimaa Zayer (Kenitra National School of Business and Management, UIT, Morocco), Zidane Lamdaghri (Univesité Ibn Tofail, Morocco), Marwa Khouya (Higher Institute of Information and Communication, Morocco), Abdelhay Benabdelhadi (Kenitra National School of Business and Management, UIT, Morocco)

Exploring Mechanisms and Boundary Conditions through which SRHRM Influence Employee Outcomes: A Systematic Literature Review and Future Research Agenda
Youssra Noubli (Rabat Business School, UIR, Morocco), Moustafa Abdelmotaleb (Rabat Business School, UIR, Morocco)

The impact of Digital Technologies on Social Inclusion and Equity in Moroccan Companies
Lamiaa Ait Ben Brahim (UIT, Morocco)

B.5. Digital Transformation

Hall F

Session Chairs: *Lamiae Benhayoun (Rabat Business School, UIR, Morocco), Tarik Zouadi (Rabat Business School, UIR, Morocco), Asmae El Mokrini (Rabat Business School, UIR, Morocco)*

A Systematic Literature Review on Digital Transformation in Manufacturing Sector: Current Trends and Future Research Directions
Ngoc Dang Khoa Nguyen (School of Business and Law, CQUniversity, Australia), Imran Ali (School of Business and Law, CQUniversity, Australia), Thanh Lanh (Faculty of Information Technology, Dong Nai Technology University, Bien Hoa, Vietnam)

Integrating Digital Government Policies and Strategies with Data-Driven Approaches for Enhanced Customer Lifetime Value Analysis, Customer Journey Analysis, and Touchpoint Mapping in Contemporary Marketing Strategies
Sandip Rakshit (Rabat Business School, UIR, Morocco), Tripti Paul (Rabat Business School, UIR, Morocco)

Enhancing Healthcare Access Through Digital Public-Private Partnerships Platforms
Amira Nabli (Gent University, Belgium)

The Role of Technology Providers For Blockchain Adoption in Sustainable Supply Chain
Elhoussaine Wahyana (Rabat Business School, UIR, Morocco), Lamiae Benhayoun-Sadafiyine (Rabat Business School, UIR, Morocco), Néstor Fabián Ayala (Federal University of Rio Grande do Sul, Brazil)

Social media as a Catalyst for Digital Transformation in Moroccan SMEs: A bibliometric analysis and literature review
Chaimae Rachid (University Mohammed V, FSJES Souissi, Morocco), Abdellah Echaoui (University Mohammed V, FSJES SOUISSI, Morocco)

Revolutionizing Education with AI: The Impact and Potential of LLM in Learning Environments
Yasser Aderghal (UIR, Morocco), Abdellatif El Ghazi (UIR, Morocco), Hakim Hafidi (UIR, Morocco)

The Application of Artificial Intelligence in Higher Education: An Exploratory Study based on Bibliometric and Content Analysis
Kerim Karmeni (Rabat Business School, UIR, Morocco), Tariq Ahmed (Rabat Business School, UIR, Morocco), Abdelkader Hammadi (Skema Business School, France), Mvogo Gregory Paulin Mvogo (University of Douala, Cameroon)

B.6. Mathematical Optimization Techniques for Net-Zero Carbon, Sustainable Operations and Logistics (II)

Hall B

Session Chairs: *Imad Elharraki (Ecole Nationale Supérieure des Mines de Rabat, Morocco), Abdelbari Redouane (Ecole Nationale Supérieure des Mines de Rabat, Morocco), Maria Lebbar (Ecole Nationale Supérieure des Mines de Rabat, Morocco)*

Short Food Supply Chains: A Stackelberg Game Analysis
Sanae Ben-Mansour (Ecole Nationale Supérieure des Mines de Rabat, Morocco)

Urban Green Water for Sustainable Development
Houssam Akkaoui (Ecole Nationale Supérieure des Mines de Rabat, Morocco), Imad Elharraki (Ecole Nationale Supérieure des Mines de Rabat, Morocco), Abdelbari Redouane (Ecole Nationale Supérieure des Mines de Rabat, Morocco)

Minimizing Machine Interference on Parallel Machines with a Single Server: An MILP-Based Approach
Noureddine Tlati (Rabat Business School, UIR, Morocco), Abdelhak Elidrissi (Rabat Business School, UIR, Morocco), Qing Lu (Rabat Business School, UIR, Morocco), Rachid Benmansour (Institut National de Statistique et d'Economie Appliquée, Morocco), Imed Kacem (Université de Lorraine, France)

Multi-Visit Truck-and-Drones in The Last-Mile Delivery Distribution with Multiple Packages
Elouali Khayya (*Rabat Business School, UIR, Morocco*), **M. Amine Masmoudi** (*Rabat Business School, UIR, Morocco*), **Yong-Hong Kuo** (*University of Hong Kong, China*)

Mathematical Modeling Techniques for Streamlining the Emergency Departments Operations: Mitigating the Congestion

Ahlam Bahari (*Mohammed V University in Rabat, Morocco*), **Lina Aboueljinane** (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*), **Maria Lebbar** (*Ecole Nationale Supérieure des Mines de Rabat, Morocco*)

B.7. Developmental Session (1)¹

Hall G

Session Chairs: **Mohammad Isleimeyyeh** (*Rabat Business School, UIR, Morocco*), **Ahmed Hamdi** (*Rabat Business School, UIR, Morocco*)

AI in Behavioral Finance: A Bibliometric Review of Applications in Financial Markets

Salma Kabbach (*University of Abdelmalek Essaadi, Morocco*), **Abdelilah Elkharraz** (*University of Abdelmalek Essaadi, Morocco*), **Abdelkader Al Alaoui** (*Rabat Business School, UIR, Morocco*)

AI-Based Credit Risk Assessment: A Bibliometric Analysis

Fatima Zohra Benhayoun (*Univesité Ibn Tofail, Morocco*), **Abdelkader El Alaoui** (*Rabat Business School, UIR, Morocco*), **Lamiae Benhayoun** (*Rabat Business School, UIR, Morocco*), **Said Ouatik El Alaoui** (*UIT, Morocco*)

The Impact of Environmental, Social and Governance Integration on Corporate Credit Ratings: Case of CDP-Rated Firms

Souha Belmahi (*Rabat Business School, UIR, Morocco*)

Systematic Risk and Portfolio Optimization of Canadian Listed Firms: A Comparative Analysis between Conventional and MSCI Islamic Compliant Firms

Oualae Firano (*Rabat Business School, UIR, Morocco*)

Heterogeneous Beliefs Dynamics in Economics and Finance: A Bibliometric Analysis and Literature Review

Dounia Zouggar (*University of Abdelmalek Essaadi, Morocco*), **Bouchaib Ferrahi** (*University of Abdelmalek Essaadi, Morocco*), **Abdelkader Al Alaoui** (*Rabat Business School, UIR, Morocco*)

¹ Presentations in this session are still in the developmental stages and seeking constructive input.

8 Day 2: Friday May 10, 2024

08:30 – 09:00	Registration & Welcome Coffee	Atrium
09:00 – 9:50	<p>Manlio Del Giudice, Plenary Speaker 4 Editor-in-Chief of Journal of Knowledge Management Professor of Management, <i>University of Rome "Link Campus", Italy</i> Title: Knowledge Management emerging Hot Topics within a Global Community</p>	Auditorium
9:50 – 10:40	<p>Cleopatra Veloutsou, Plenary Speaker 5 Editor-in-Chief of Journal of Product and Brand Management Professor of Brand Management <i>Adam Smith Business School, University of Glasgow, UK</i> Title: Research on Brand Relationships</p>	Auditorium
10:40 – 11:00	Coffee Break	Atrium
11:00 – 13:00	Parallel Sessions C	
	<p>C.1. Corporate Finance, Governance, CSR, ESG (I) Session Chair: Ahmed Imran Hunjra (<i>Rabat Business School, UIR, Morocco</i>)</p>	Hall A
	<p>Corporate National Spirit and ESG performance Weijie Tan (<i>Shanghai University of Finance and Economics, China</i>), Xihui Chen (<i>Nottingham Trent University, UK</i>)</p>	
	<p>Climate Change Management Challenge: Improve Financial Performance Through Climate Finance Tools, A Worldwide Analysis Francesco Martielli (<i>University of Turin, Italy</i>), Enrico Battisti (<i>University of Turin, Italy</i>), Antonio Salvi (<i>University of Turin, Italy</i>), Canio Forliano (<i>University of Turin, Italy</i>)</p>	
	<p>Beyond the Balance Sheet: Assessing Corporate Governance through the Lens of Debtholders Bakr Al-Gamrh (<i>Rennes School of Business, France</i>), Umar Farooq (<i>School of Economics and Finance, Xi'an Jiaotong University, China</i>), Tanveer Ahsan (<i>Rennes School of Business, France</i>)</p>	
	<p>Audit Committee Expertise and Perceived Auditor Independence Chaudhry Ghafran (<i>Durham University, UK</i>)</p>	
	<p>Unveiling Determinants of Employee and Asset Retrenchment in SMEs: An Institutional Perspective Rachid Achbah (<i>Université Lumière Lyon 2, France</i>)</p>	
	<p>Evaluating the return on Investments (ROI) in Sustainability: Integration and Challenges of Intangible Impacts in Business Value Analysis Ubiratã Tortato (<i>Pontifícia Universidade Católica do Paraná, Brazil</i>), Hellen Christina de Carvalho (<i>Pontifícia Universidade Católica do Paraná, Brazil</i>), Yan Gabriel Torres Dombek (<i>Pontifícia Universidade Católica do Paraná, Brazil</i>)</p>	
	<p>C.2. Entrepreneurship Session Chairs: Miguel Pérez-Valls (<i>University of Almería, Spain</i>), Ahmed Tariq (<i>Rabat Business School, UIR, Morocco</i>), Yvonne du Plessis (<i>North-West University, South Africa</i>)</p>	Hall B
	<p>Attitudes of Russian SMES' Representatives Towards Barriers and Drivers of Environmentally Responsible Behavior Liudmila Cheglakova (<i>Graduate School of Business, National Research University Higher School of Economics, Russia</i>)</p>	
	<p>The Mediating Effect of Stakeholder Integration over Innovation and SMES Performance Belén Payán-Sánchez (<i>University of Almería, Spain</i>), Miguel Pérez-Valls (<i>University of Almería, Spain</i>), Diego A. Vazquez-Brust (<i>University of Portsmouth, UK</i>), Nestor A. Montalvan-Burbano (<i>Research Group Innovation, Management, Marketing and Knowledge Economy Research, ESPOL, Ecuador</i>)</p>	

The Effect of Digitalization: Exploring the Intersection Between Digital Entrepreneurship and Sustainability
Irene Gea Labella (*University of Almeria, Spain*), Belén Payán-Sánchez (*University of Almería, Spain*), Eva Deseada Carmona Moreno (*University of Almeria, Spain*), Miguel Pérez Valls (*University of Almeria, Spain*)

The Role of Ecosystem For Social and Non-Social Female Entrepreneurship: The case of Russia
Yulia Aray (*Graduate School of Management St. Petersburg University, Russia*), Anna Veselova (*Graduate School of Business HSE University, Russia*)

Examining Career Upheavals Among Freshly Graduated Entrepreneurs
Rachid Boutannoura (*Cadi Ayyad University, Morocco*)

African Business Schools: Do they promote Entrepreneurship?
Tendai Douglas Svtwa (*University of Greenwich, UK*), Yvonne du Plessis (*North-West University, South Africa*)

Strategic Intent and International Corporate Entrepreneurship: Important Roles of Learning Climate and Entrepreneurial Leadership
Muhammad Usman (*University of Sharjah, UAE*), Muhammad Waheed Akhtar (*Rabat Business School, UIR, Morocco*), Adeel Khalid (*School of Economics and Management, Xiamen University Malaysia, Malaysia*)

Informal Entrepreneurship: A Systematic Literature Review on its Determinants and Consequences
Maria Baijou (*Rabat Business School, UIR, Morocco*), Ahmed Tariq (*Rabat Business School, UIR, Morocco*)

C.3. Digital Supply Chain Management in the VUCA World **Hall E**
Session Chair: Abla Chaouni Benabdellah (*Rabat Business School, UIR, Morocco*)

A Sustainable Supply Chain Digital Model under Circular Economy and CSR Constraints
Mustapha Hrouga (*Brest Business School, France*)

Data-Driven Technologies For Digital Circular Supply Chain Performance
Chrifi Alaoui Chaimae (*Ensam, Moulay Ismail University, Morocco*), Imane Bouhaddou (*Ensam, Moulay Ismail University, Morocco*), Abla Chaouni Benabdellah (*Rabat Business School, UIR, Morocco*), Kamar Zekhnini (*University of Picardie Jules Verne, France*)

Impact of Industry 4.0 Technologies on the Product Lifecycle Within the Digital Supply Chain
Hala Hmamed (*ENSAM, Moulay Ismail University, Morocco*), Heba Maliki (*ENSAM, Moulay Ismail University, Morocco*), Chaimae Elbelidi (*ENSAM, Moulay Ismail University, Morocco*), Imane Bouhaddou (*ENSAM, Moulay Ismail University, Morocco*)

A new Supply Chain Model Based on Combination of Blockchain Technology and Game Theoretical: a Conceptual Framework
Mustapha Hrouga (*Brest Business School, France*), Dhaou Said (*University of Ottawa, Canada*)

Revolutionizing the Real Estate Supply Chain: Harnessing AI-Enabled Innovations for Efficiency and Growth
Tripti Paul (*Rabat Business School, UIR, Morocco*), Sandip Rakshit (*Rabat Business School, UIR, Morocco*)

Exploring the Intersection of Digital Twins and Metaverse on Retail through Virtual Try-on
Abla Chaouni Benabdellah (*Rabat Business School, UIR, Morocco*)

C.4. Diversity, Inclusion & Exclusion in Organizations **Hall F**
Session Chairs: Fedwa Jebli (*Rabat Business School, UIR, Morocco*), Jamal El Baz (*University of Ibno Zohr, Morocco*), Diórgenes Falcão Mamédio (*Rabat Business School, UIR, Morocco*)

Navigating Intersectionality in Organizations: An APPIAH-Inspired Socio-Ethical Framework
Andani Thakhathi (*Rabat Business School, UIR, Morocco*)

Women's Empowerment in Educational Institutions
Cintia Tortato (*IFPR BRAZIL, Brazil*)

Management Control: A Job More Suited to Women?
Souhir Khemir (*FSESJ- HEG, France*)

Redefining Professionalism in a Flexible Work Era: Examining the Impact on Specific Demographics
Juliet Eyore Ikhide (*Abertay University, UK*), Oluwatobi A. Ogunmokon (*University of Chester, UK*)

Better Inclusion of Students with Disabilities in the New Normal
Soad Louissi (*Grenoble Ecole de Management, France*), Michelle Mielly (*Grenoble Ecole de Management, France*)

C.5. Advancing Islamic Finance: Unveiling New Frontiers for Research and Practice		Hall D
Session Chairs: Amina Dchieche (<i>Rabat Business School, UIR, Morocco</i>), Abdelkader El Alaoui (<i>Rabat Business School, UIR, Morocco</i>)		
<p>Framed Investors' Awareness and Recognition for Islamic Securities and Instruments: A Case of Pakistan Muhammad Awais (<i>Foundation University Islamabad, Pakistan</i>), Syed Zulfiqar Ali Shah (<i>International Islamic University Islamabad, Pakistan</i>), Ribbat Khan (<i>National Defence University, Pakistan</i>), Anwar Fazil Chishti (<i>CITY University of Science and Technology, Pakistan</i>)</p>		
<p>The Challenges of Sovereign Sukuk for Environment and Social Financing toward Islamic Fiscal Sustainability: Case Study of Green Sukuk and Cash Waqf Linked Sukuk (CWLS) in Indonesia Khairunnisa Musari (<i>Kiai Haji Achmad Siddiq State Islamic University, Indonesia</i>), Abdelbari El Khamlichi (<i>Chouaib Doukkali University, Morocco</i>)</p>		
<p>Comparison of Sovereign Sukuk Diversification: Evidence in Indonesia and Morocco Khairunnisa Musari (<i>Kiai Haji Achmad Siddiq State Islamic University, Indonesia</i>), Abdelbari El Khamlichi (<i>Chouaib Doukkali University, Morocco</i>)</p>		
<p>Islamic Crowdfunding: A Fuzzy-Agent Model for Enhancing Microfinance Practices Youssef Lamrani Alaoui (<i>Mohammadia School of Engineering, Morocco</i>)</p>		
<p>Do Islamic Compliant Firms Get Better ESG Rating? A Multi-Sectoral Analysis of Listed Companies Fadoua El Meslouhi (<i>Faculté des Sciences Juridiques, Economiques et Sociales Souissi, UM5, Morocco</i>), Abdelkader El Alaoui (<i>Rabat Business School, UIR, Morocco</i>)</p>		
<p>A Systematical Literature Review of Islamic Equity Najlae El Haddad (<i>Université Abdelmalek Essaâdi, Morocco</i>), Bouchaib Ferrahi (<i>Université Abdelmalek Essaâdi, Morocco</i>), Abdelkader El Alaoui (<i>Rabat Business School, UIR, Morocco</i>)</p>		
<p>Bibliometric Review on Takaful Insurance: Application of R Biblioshiny Hamid El-Boudaly (<i>Chouaib Doukkali University, Morocco</i>), Abdelbari El Khamlichi (<i>Chouaib Doukkali University, Morocco</i>)</p>		
C.6. Marketing, Digitalization & Sustainability (II)		Hall G
Session Chair: Chris N Osakwe (<i>Rabat Business School, UIR, Morocco</i>)		
<p>Neuromarketing: A New Trend to Understand Consumer Behaviour Ichrak Fahim (<i>National Business and Management School, Morocco</i>), Fatima Elkandoussi (<i>National Business and Management School, Morocco</i>)</p>		
<p>AI-Powered Elevator Pitches: Unravelling the Potential for Brand Voice Consistency and Audience Engagement Houda Elafdel (<i>Rabat Business School, UIR, Morocco</i>)</p>		
<p>Empowering Excellence : Emotional intelligence in Moroccan B2B Sales organizations Imane Ouazzani Touhami (<i>Univesité Ibn Tofail, Morocco</i>), Hassan Azouaoui (<i>Faculty of Economics and Management, UIT, Morocco</i>)</p>		
<p>The Alignment Between AI-Generated and Human-Generated Service Quality and its Impact on the Experience of Hospitality Mohamed Amine Akhatar (<i>Rabat Business School, UIR, Morocco</i>), Najlae Zhani (<i>Rabat Business School, UIR, Morocco</i>), Nacef Mouri (<i>Rabat Business School, UIR, Morocco</i>)</p>		
<p>Digital Deviant Behavior: A Critical Review Redouane Bakrim (<i>Rabat Business School, UIR, Morocco</i>), Martin Yong Ho Hyun (<i>Rabat Business School, UIR, Morocco</i>), Ouidade Sabri (<i>Sorbonne Business School, Paris 1 Panthéon Sorbonne University, France</i>), Seoki Lee (<i>Penn State University, USA</i>)</p>		
<p>Analysing the Influence of Social Marketing Programs in Empowering Men and Boys to Combat Gender-Based Violence: A Global Systematic Review Nkululeko Praisegod Zungu (<i>Durban University of Technology, South Africa</i>)</p>		
13:00 – 14:00	Lunch Break	Atrium

D.1. Green Finance, Energy Finance and Sustainable Accounting & Finance (II)

Hall A

Session Chair: Mhamed-Ali El-Aroui (Rabat Business School, UIR, Morocco)

EU ETS Carbon Price Drivers and Dynamic Modeling

Adnane Moulim (Mohammed V University in Rabat, Morocco), Sid'Ahmed Soumbara (Mohammed V University in Rabat, Morocco), Ahmed El Ghini (Mohammed V University in Rabat, Morocco)

Return Connectedness among International and Moroccan Commodity and Financial Assets during the Covid-19 crisis

Adnane Moulim (Mohammed V University in Rabat, Morocco), Moataz Sabi (Mohammed V University in Rabat, Morocco), Ahmed El Ghini (Mohammed V University in Rabat, Morocco)

Crises and Risk Spillovers in Agricultural Commodities

Imen Mbarki (Esprit School of Business, Tunisia), Muhammad Abu Bakr Naeem (United Arab Emirates University, UAE), Muhammad Shafiullah (Brac University, Bangladesh)

Investigating the relationship between Climate Risks and Systematic Risks: Case of the Dow Jones Sustainability Index

Nouha Belmahi (Rabat Business School, UIR, Morocco)

Climate Risk, Economic Policy Uncertainty, and Investment Inefficiency: A Cross-Country Evidence

Faten Lakhal (Léonard de Vinci Pôle Universitaire, Research Center, France), Hamza Nizar (IHEC- University of Carthage, Tunisia), Imen Ghadhab (Institut Supérieur de Gestion, Tunisia), Tahar Hamza (EM Normandie Business School, France)

Market Risk Evaluation in Morocco in the Context of Crisis: Case of the Covid-19 Crisis

Mariem Bezzaz (National School of Commerce and Management, UIT, Morocco), Sanae Solhi (UM5- Rabat, Morocco), Mustapha Bouchekourte (National School of Commerce and Management, UIT, Morocco), Youstra Serghini (UM5- Rabat, Morocco)

D.2. Corporate Finance, Governance, CSR, ESG (II)

Hall B

Session Chair: Ahmed Imran Hunjra (Rabat Business School, UIR, Morocco)

On the Legal Foundations of Green Bonds

Mohammed Benlemlih (EM Normandie, France), Imane El Ouadghiri (Léonard de Vinci Pôle Universitaire, Research Center, France), Jamil Jaballah (Grenoble Ecole de Management, France), Jonathan Peilex (ICD International Business School, France)

The Optimization of the Financial Reporting Quality in Morocco: Determinants and Consequences

Hicham Chbihi Kaddouri (Moulay Ismail University, Morocco), Mohamed Kadous (Moulay Ismail University, Morocco)

Corporate Social Responsibility in Morocco: Forms of CSR Strategies

Ouissal El Aziz (ENCG Casablanca, Morocco), Abdelkarim Asdiou (ENCG Casablanca, Morocco)

Measuring the Relationship Between ESG Rating and Financial Performance: The Case of the Banking Industry in Africa

Khalid Allam (ENCG Kenitra, Morocco), Abdelkader El Alaoui (Rabat Business School, UIR, Morocco), Adil El Fakir (Sheffield Hallam University, UK)

Corporate Social Responsibility and Corporate Performance: A Bibliometric Review

Asmae Ouffa (Chouaib Doukkali University, Morocco), Abdelbari Elkhamlichi (Chouaib Doukkali University, Morocco)

Transparency or Mirage? Unravelling corporate sustainability reporting practices in the African Mining Sector- A case study of ORANO group Subsidiaries in Niger

Hamida Chihi (Rabat Business School, UIR, Morocco)

D.3. Intelligent Decision-Making in Operations and Supply Chain Management

Hall D

Session Chairs: Mustapha Oudani (International University of Rabat, Morocco), Anass Sebbar (International University of Rabat, Morocco)

Reduction of Building Sector Carbon-Footprint: Review of Cement Green Manufacturing Practices, Ecofriendly Designs and Energy Consumption in Buildings

Houda Bajja (Ecole Nationale Supérieure des Mines de Rabat, Morocco)

Design and Optimization of an Affordable and Clean Energy System for Laabada Village in Eastern Morocco

Anouar Makhoukh (Ecole Nationale Supérieure des Mines de Rabat, Morocco), Abdelbari Redouane (Ecole Nationale Supérieure des Mines de Rabat, Morocco), Norddine Oubouch (Ecole Nationale Supérieure des Mines de Rabat, Morocco), Abdennebi El Hasnaoui (Ecole Nationale Supérieure des Mines de Rabat, Morocco)

Methodology and Example of Application for Neural Network Based Cellular Automata for Modeling Urban Growth

Hicham Amrani (*Abdelmalek Essaadi University, Morocco*), Abdellatif El Ghazi (*International University of Rabat, Morocco*), Bouchaib Ferrahi (*Abdelmalek Essaadi University, Morocco*), Omar Jellouli (*International University of Rabat, Morocco*)

The Mixed Fleet Optimization Problem for Green Cyclic Inventory Routing

Anass Kajji (*Rabat Business School, UIR, Morocco*), Tarik Aouam (*UGent, Belgium*), Asmae El Mokrini (*Rabat Business School, UIR, Morocco*), Birger Raa (*UGent, Belgium*)

S&OP Process as a Tool to Deploy ESG Strategy at Operational Level

Anderson Faria Reno Ramos (*Pontifícia Universidade Católica do Paraná – PUCPR, Brazil*), **Ubiratã Tortato** (*Pontifícia Universidade Católica do Paraná – PUCPR, Brazil*), Osiris Cancilieri Júnior (*Pontifícia Universidade Católica do Paraná – PUCPR, Brazil*)

D.4. Survivability, Resilience, and Sustainability of Supply Chains

Hall E

Session Chairs: Anass Cherrafi (*Cadi Ayyad University, Marrakech, Morocco*), Said Elfezazi (*Cadi Ayyad University, Marrakech, Morocco*), Abla Chaouni Benabdellah (*Rabat Business School, UIR, Morocco*)

Blockchain Technology for Resilient Digital Sourcing Process: A Case Study

Azz-Eddine Meafa (*Rabat Business School, UIR, Morocco*), Abla Chaouni Benabdellah (*Rabat Business School, UIR, Morocco*), Kamar Zekhnini (*University of Picardie Jules Verne Saint Quentin, France*)

Optimizing Reverse Logistics with AI and Sentiment Analysis

Hanae Assbai (*ENCG, Morocco*), **Abdellatif El Ghazi** (*International University of Rabat, Morocco*), Otheman Nouisser (*ENCG, Morocco*)

Analyzing Factors Enhancing Supply Chain Survivability during Long-term Disruptions

Khadija Echefaj (*Hassan First University of Settat, Morocco*), Abdelkabar Charkaoui (*FST University Hassan 1th, Morocco*), Anass Cherrafi (*Cadi Ayyad University, Marrakech, Morocco*)

Rethinking Supply Chain Resilience: A systematic Literature Review

Oumayma El Bouchtaoui (*Rabat Business School, UIR, Morocco*), Ahmed Hamdi (*Rabat Business School, UIR, Morocco*)

Leveraging Blockchain Technology in Geopolitical Disruptions: A Social Media Study

Zakaria El Hathat (*Rabat Business School, UIR, Morocco*), Tarik Zouadi (*Rabat Business School, UIR, Morocco*), V. Raja Sreedharan (*Cardiff School of Management, Cardiff Metropolitan University, UK*)

D.5. Innovation in Africa and in the Global South

Hall G

Session Chairs: Kerim Karmeni (*Rabat Business School, UIR, Morocco*), Amegbe Hayford (*Rabat Business School, UIR, Morocco*)

Prospects for the Introduction of Decentralized Finance (DeFi) to Increase the Sustainability of the Economies of Developing Countries

Ansel Shaidullin (*HSE University, Russia*)

Innovation in African Enterprises: The Mediating Role of Technology and the Influence of Formal Training

Omar Ayouni (*Faculty of Law, Economics and Social Sciences Agdal, Mohammed V University Rabat, Morocco*), Zouiri Lahboub (*Faculty of Law, Economics and Social Sciences Agdal, Mohammed V University Rabat, Morocco*), Nasser Khan Jamalkhan (*Hertfordshire Business School, University of Hertfordshire, UK*)

Second-best Socially Optimal R&D under Output Spillovers

Yassine Badra (*CRED Université Paris-Panthéon-Assas, France*), Damien Gaumont (*CRED Université Paris-Panthéon-Assas, France*), Christine Halmenschlager (*CRED Université Paris-Panthéon-Assas, France*)

Innovation, Know-how and Technology Transfer from University to Industry: Insights from the International University of Rabat

Mohamed Tahiri (*International University of Rabat, Morocco*)

Efficiency of Social Entrepreneurship Incubators: An Analysis through the DEA Method

Younes El Maaqil (*National School of Business and Management of Fez, Sidi Mohamed Ben Abdellah University of Fez, Morocco*), Abdessamad Ouchen (*National School of Business and Management of Fez, Sidi Mohamed Ben Abdellah University of Fez, Morocco*)

A Revolutionized Food Ecosystem post Covid: Online Food Delivery Platforms Impacts

Faouz Ben Adada (*Rabat Business School, UIR, Morocco*), Albrecht Fritzsche (*Rabat Business School, UIR, Morocco*)

D.6. Developmental Session (II) ²		Hall F
Session Chairs: Martin Yong Ho Hyun (<i>Rabat Business School, UIR, Morocco</i>), Mesay Sata Shanka (<i>Rabat Business School, UIR, Morocco</i>)		
Enhancing Supply Chain Resilience through the Integration of Metaverse and ChatGPT Technologies Youssef Lahlou (<i>Rabat Business School, UIR, Morocco</i>), Douaa El Hamouyi (<i>Rabat Business School, UIR, Morocco</i>), Abla Chaouni Benabdellah (<i>Rabat Business School, UIR, Morocco</i>)		
Shaping Sustainable Futures: A Framework for Product Development in the Metaverse Hajar Belmehti (<i>Rabat Business School, UIR, Morocco</i>), Abla Chaouni Benabdellah (<i>Rabat Business School, UIR, Morocco</i>)		
Couture Through the Virtual Glass: The Rise of Immersive Technologies in Luxury Fashion Shopping Issrae Ejjelthi (<i>Rabat Business School, UIR, Morocco</i>), Najlae Zhani (<i>Rabat Business School, UIR, Morocco</i>), Tarik Zouadi (<i>Rabat Business School, UIR, Morocco</i>)		
Dimensions of Customer satisfaction and dissatisfaction towards e-grocery apps An Instacart case analysis Adnane Ait Hamou (<i>Rabat Business School, UIR, Morocco</i>)		
Premium Pricing for Green Flights: Unveiling the Role of Environmental Consciousness and Greenwashing Skepticism Mariagabriella Cantone (<i>Rabat Business School, UIR, Morocco</i>), Vianny Dinorin (<i>Rabat Business School, UIR, Morocco</i>), Hiba Aghamm (<i>Rabat Business School, UIR, Morocco</i>), Amine Jdira (<i>Rabat Business School, UIR, Morocco</i>)		
Digital Technologies to Bridge Knowledge Divide: Mapping Trends and Gaps through Semi-Systematic Literature Review Chaimae Bouha (<i>Rabat Business School, UIR, Morocco</i>), Lamiae Benhayoun Sadafiyine (<i>Rabat Business School, UIR, Morocco</i>)		
16:00 – 16:20	Coffee Break	Atrium
16:20 – 17:00	Closing, Awards, Group Photo	Auditorium

² Presentations in this session are still in the developmental stages and seeking constructive input.

Plenary Speakers



Prof. Stefan Minner

TUM School of Management, Technische Universität München, Germany

Editor-in-Chief of International Journal of Production Economics

Stefan Minner is a Professor for Logistics and Supply Chain Management at the School of Management, Technical University of Munich (TUM). His research interests are in global supply chain design, transportation optimization and inventory management using Operations Research and Machine Learning methods. His work was published in many peer reviewed journals, including Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management, Transportation Science, Transportation Research Part B, European Journal of Operational Research, Computers and Operations Research and OR Spectrum. He serves on several editorial boards of logistics and operations journals. Stefan Minner is the Editor-in-Chief of the International Journal of Production Economics and of Sustainable Manufacturing and Service Economics. He is a fellow of the International Society for Inventory Research (ISIR) and is currently vice-chairman of the scientific advisory board of the German Logistics Association (BVL), and a member of the Research Committee of the European Logistics Association (ELA).



Prof. John W. Goodell

University of Akron, USA

Editor-in-Chief of Research in International Business and Finance

John W. Goodell is a Professor of Finance in the College of Business of The University of Akron. His research interests focus on the impact on financial systems of national culture, and institutions. In 2011, he received the Stockholm School of Economics/Women in the Academy of International Business Award for Increased Gender Awareness in International Business Research. His research has been highlighted in numerous media outlets including the Washington Post, PBS NewsHour, and Bloomberg Businessweek, as well as the blogs of the Columbia University and Duke University law schools. He is formerly Assistant Editor of the Journal of Teaching in International Business, and formerly served on the Board of the Southwestern Finance Association. He is currently Editor-in-Chief of Elsevier's Research in International Business and Finance; as well as an Associate Editor for several leading finance journals. He is frequently invited to speak at international conferences and events.



Prof. Cleopatra Veloutsou

Adam Smith Business School, University of Glasgow Glasgow, UK

Editor-in-Chief of Journal of Product and Brand Management

Cleopatra Veloutsou is a Professor of Brand Management with the Adam Smith Business School, University of Glasgow, U.K., a Visiting Professor with the Aristotle University of Thessaloniki, Greece; Hellenic Open University, Greece; the University of Coimbra, Portugal; and the University of West Attica, Greece; and the Head of the Marketing Research Unit, Athens Institute of Education and Research (ATINER), Greece. Her primary research interest is on brand management. She has been editing the Journal of Product and Brand Management since 2014, serving as an Associate Editor for the Journal of Business Research since 2019 and an editorial board member of various academic journals, while she has been involved in the organization of many international academic conferences in marketing and brand management.



Prof. Manlio Del Giudice

University of Rome "Link Campus", Italy

Editor-in-Chief of Journal of Knowledge Management

Manlio Del Giudice is Professor of Management at the University of Rome "Link Campus", where he serves as Deputy Chancellor of the LCU Campus of Naples and Director of the CERMES Research Centre. He serves as Editor in Chief of the Journal of Knowledge Management and he holds key editorial positions in several international mainstream scientific journals on management. His articles are published on top tier journals like MIS Quarterly, Journal of Organizational Behavior, Journal of World Business, Long Range Planning, IEEE Transactions on Engineering Management, Journal of Technology Transfer, Journal of Business Research, R&D Management, Technological Forecasting and Social Change, Production, Planning & Control, International Marketing Review. His studies had been internationally recognized by significant impact and his main research interests deal with knowledge management, technology transfer, innovation, and technology management.



Philippe Defraigne

Founding Director of Cullen International, Belgium

A founding director of Cullen International in 1988, Philippe has worked extensively on EU regulation affecting the telecoms and internet sectors and the implementation at national level across Europe. He is widely regarded in the industry as one of the leading experts in the field. Philippe pioneered the practice of cross-country benchmarking of national regulation – the core methodology used across all of Cullen International's intelligence services. He leads business development activities for the company – focusing on building Cullen International's business outside of Europe, in particular in Latin America, the Middle East & North Africa. Philippe frequently presents Cullen International research at industry conferences, client briefings and training courses.

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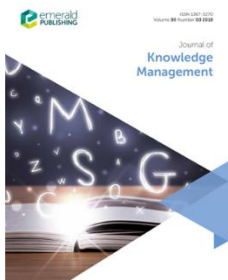
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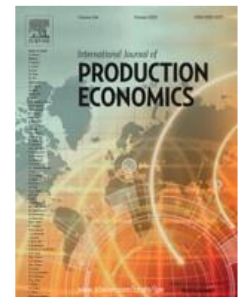
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