ICTO2018

Information and Communication Technologies for an inclusive world

MENACIS2018

Industry 4.0 – Towards the smart enterprise

Université Paris Nanterre

UPN, Pole Léonard de Vinci,
March 22d and 23d, 2018

ICT for an inclusive world

http://icto2018.webs.com/

ICTO 2018 scope:

Today, the role of Information and Communication Technologies (ICTs) in shaping human activity in organizations and in society has become more and more prominent. But many decades after their introduction, the question remains:

What do we know about their design, their usage, and their impact? What have we learned after all these years of research?

ICTO conference is concerned with these ICTs, shedding light on how they were, how they are, and how they will be understood, adopted, adapted, and used within organizations and more generally, within the society as a whole.

The main focus will be on how actors understand the potential of ICTs to support organizational activities and hence how they adopt and adapt these technologies to achieve their goals.

ICTO is interested in different areas of the organization's strategy through new business models, competitive strategies, knowledge management, etc. Specific areas are concerned such as information systems, data analytics, marketing, human resource management, project management, operation management, innovation management, etc.

These questions can be addressed both in private and public sector either national or international e.g. though development policies, in industry and services. ICTO is also interested in how organization impact society through sustainable development and social responsibility. And finally, how ICTs use social media networks in the process of value co-creation.

ICTO2018 is the fourth version of ICTO international conference that attracts multidisciplinary contributions on information systems from the areas of business and management, strategy, marketing, human resources, accounting, logistics, finance, supply chain, economics, computer science, and information engineering mainly submitted by international scholars.

Middle East & North Africa CONFERENCE FOR INFORMATION SYSTEMS

Industry 4.0 - Towards the smart enterprise

http://menacis2018.webs.com/

MENACIS 2018 scope:

MENACIS2018 is the first international conference organized by the MENA chapter of the AIS. MENA - AIS is an official chapter of the Association for Information Systems. It is the premier academic association for individuals and organizations who lead the research, teaching, practice, and study of information systems, e-business, e-commerce, and e-Marketing in the MENA region.

http://mena-ais.webs.com/

MENACIS 2018 invites academics and researchers, from all over the world but also especially from the MENA region, to reflect on innovative research in information systems, from the point of view of a rapidly changing world.



MENACIS2018 attracts multidisciplinary contributions on information systems from the areas of business and management, strategy, marketing, human resources, accounting, logistics, finance, supply chain, economics, computer science, and information engineering mainly submitted by international scholars.

Middle East & North Africa
CONFERENCE FOR INFORMATION SYSTEMS
MENACIS 2018
Paris March 22d and 23d. 2018

AFFILIATED CONFERENCE

MENACIS 2018

http://menacis2018.webs.com

Industry 4.0 -Towards the Smart Enterprise

Paris March 22 and 23, 2018

MENACIS2018 is the first international conference organized by the MENA-AIS chapter of the AIS. MENACIS 2018 invites academics and researchers, from all over the world but also especially from the MENA region, to reflect on innovative research in information systems, from the point of view of a rapidly changing world.

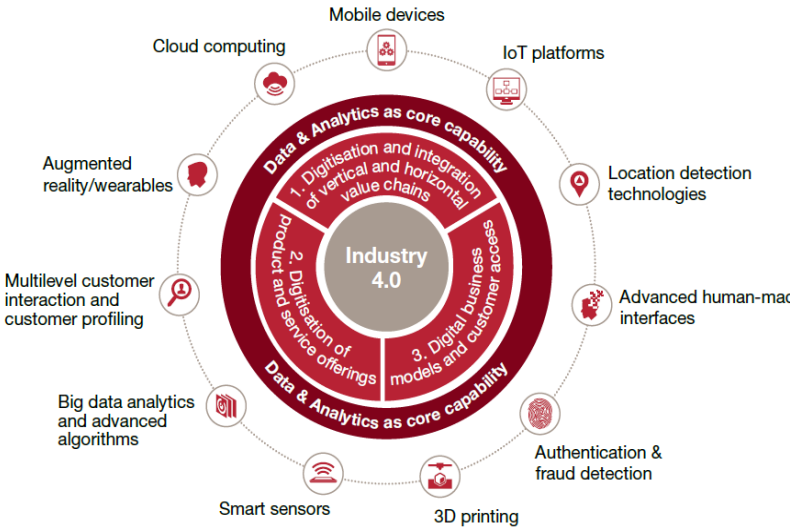
All papers must be original and not simultaneously submitted to another journal or conference. The following paper categories are welcome:

- Research Papers are full-length papers (up to 12 pages, excluding references).
- Research-in-Progress papers are promising but incomplete research projects that will benefit from the feedback of other MENACIS participants (up to 7 pages, excluding references).

Deadline for paper submission: Dec 30, 2017 Questions about submissions harfoant@yahoo.com

MENACIS 2018 welcomes your submissions of completed research and research in progress to the following topic:

- ICT usage for managing or disrupting the tensions, contradictions and paradoxes in complex social problems
- Affordance and constraints of ICT that create or worsen complex social problems
- The role of Big data in socio and economic development
- e-Government and democracy
- Open disaster risk data and minimization of the effect of disaster
- ICT and urban service delivery
- Social networking and health care
- ICT and consumer well-being
- The vulnerable as producers and innovators with ICTs
- Telecenters as paths for affordable computing
- ICT and workplace inclusion of the vulnerable within society
- Acquisition and absorption of knowledge with ICT
- Public/private partnerships, job creation, and economic growth
- Bridging the digital divide
- Peer-to-peer technology for knowledge sharing
- Using ICT to enforce proper security against terrorism
- Gender discrimination and ICT
- ICT for different aspects of development
- ICT4D and mobile technologies
- ICT-enabled business models for social entrepreneurship and social problems
- National ICT policies and how they shape the societal environment for ICT acceptance and diffusion
- How ICT-enabled platforms help NGOs achieve social missions
- Usage of ICT for energy efficiency
- Improving productivity and quality of products in agriculture using ICT
- ICT in information seeking behavior of users
- ICT in life sciences
- ICT for community development
- Use of ICT in education for learning effectiveness
- ICT in epidemics detection
- Impact of rapidly expanding technologies on technology management structures



source: PwC, 2015 Global Digital IQ Survey, September 2015.http://www.pwc.com/us/en/advisory-services/digital-iq.html

Co-chairs of Inaugural Plenary Session

	
Pr. Marco De Marco Dean of the Università Telematica Uninettuno	Pr. Alice Robbin Indiana University Bloomington

Keynote speakers

	
Pr Dove Te'eni Editor in Chief of the European Journal of IS Past President of AIS	Pr Frantz Rowe Editor in Chief of the Système d'Information and Management Co-founder and Past President of AIM

ICTO2018 & MENACIS2018

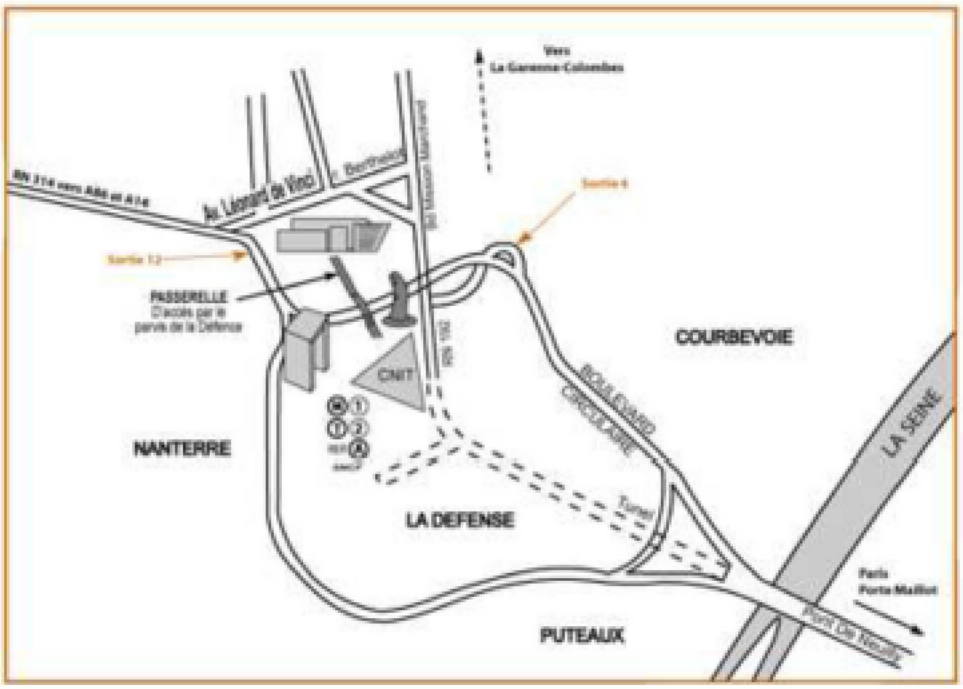
	ICTO2018	MENACIS2018
Accepted papers	31 (Acceptance rate 70%)	15 (Acceptance rate 75%)
Countries	**17 countries:** Algeria, Cameroon, Canada, France, India, Iran, Italy, Japan, Latvia, Lebanon, Morocco, Oman, Saudi Arabia, Spain, Switzerland, United Arab Emirates, United States	**14 countries:** Algeria, Australia, Austria, Egypt, France, Indonesia, Iran, Lebanon, Liechtenstein, Morocco, New Zealand, Saudi Arabia, United Arab Emirates, United States
Dedicated websites:	www.icto2018.webs.com	www.menacis2018.webs.com

The conference Adress:
University of Paris Nanterre – Pole Léonard de Vinci
12 Avenue Léonard de Vinci
92400 Courbevoie

PLAN D'ACCES AU PÔLE LEONARD DE VINCI

2/12 AVENUE LEONARD DE VINCI

92400 COURBEVOIE



Transports en commun :

- RER : Ligne A station "Grande Arche de la Défense"
- Métro : Ligne 1 station "Grande Arche de la Défense"
- SNCF : Ligne L station "La Défense"

Tram : Ligne T2 station "La Défense"

- Sortie E ou côté CNIT
- Sur le parvis de la Défense, suivre le fléchage et emprunter la passerelle qui enjambe le boulevard circulaire (accès Place Carpeaux, à côté du pouce de César)

Véhicule :

- Boulevard circulaire de la Défense par le Pont de Neuilly
- Sortie la Défense 6 - Direction La Garenne-Colombes
- 1er feu à droite, boulevard de la Mission-Marchand
- 2ème rue à gauche, rue Alexis Séon puis 1ère à gauche avenue Léonard de Vinci

ou

- Boulevard Circulaire de la Défense par le Pont de Neuilly
- Sortie la Défense 12 - Faubourg de l'Arche
- Continuer tout droit, et à droite traverser le pont au-dessus de la voie ferrée
- Continuer après le feu, avenue Léonard De Vinci



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Program
Programme

PROGRAM

First day

Thursday March 22d, 2018 Morning / Jeudi, 22 Mars 2018 Avant-midi

TIME / HEURE	EVENT / ÉVÉNEMENT	LOCATION / LIEU
09:00AM - 09:30AM **9h00 – 9h30**	Registration and welcome coffee / Accueil des participants	Pole Léonard de Vinci - Entrance
09:30AM - 10:45AM **9h30 – 10h45**	Parallel Sessions 1 / Sessions Parallèles 1	Pole Léonard de Vinci – 6th floor (R608 – R609 – R611)
10:45AM - 11:00AM **10h45 – 11h00**	Coffee Break / Pause Café	Pole Léonard de Vinci -6th floor (Foyer)
11:00AM - 12:30PM **11h00 – 12h30**	Parallel Sessions 2 / Sessions Parallèles 2	Pole Léonard de Vinci - 6th floor (R608 – R609 – R611)
12:30PM - 01:30PM **12h30 – 13h30**	Lunch / Déjeuner	

Parallel sessions 1 / Sessions Parallèles 1

Thursday March 22d, 2018 from 09:30 AM to 10:45 AM

SESSION 1.1 – TIC ET LE CHANGEMENT DANS LE SECTEUR DES SERVICES **CHAIR: *PR. CECILE GODE (THURSDAY MARCH 22D, 9:30AM – 10:45 AM)*** **LOCATION: ROOM 608 – 6TH FLOOR**	**SESSION 1.2 – ICT AND AGILITY** **CHAIR: *PR. TETSUO NODA (THURSDAY MARCH 22D, 9:30AM – 10:45 AM)*** **LOCATION: ROOM 609 – 6TH FLOOR**
Paper N° 15. Bissane Harb and Mariam Saleh. Les profils d'utilisateurs de l'e-banking au Liban : Exploration du role des facteurs socio-démographiques.	Paper N° 10. Nizar Raissi and Henda Matoussi. The influence of ICT adoption on the development of managerial modes of consulting firms in France
Paper N° 28. Bessem Boubaker and Tatiana Dauxert. La communication via les médias sociaux dans le secteur de l'hôtellerie : le cas des hôtels parisiens	Paper N° 13. Abdellah El Manouar and Mohamed Amine Marhraoui. Organizational agility and the complementary enabling role of IT and Human resources: Proposal of a new Framework
Paper N° 30. Nada Mallah Boustani. Banques traditionnelles et FinTech: survie, avenir et menaces	Paper N° 16. Abdellah El Manouar and Wail El Hilali. Creating shared value through information technologies

SESSION 1.3 – (MENACIS2018) – ICT AND RISK MANAGEMENT **CHAIR: *PR. ABBAS TARHINI (THURSDAY MARCH 22D, 9:30AM – 10:45 AM)*** **LOCATION: ROOM 611 – 6TH FLOOR**
MENACIS - Paper N° 9. Farnaz Farzadnia and Ahmad Alibabaei. Risk Assessment in ERP Implementation in Banking
MENACIS - Paper N° 15. Ali Shirazi, Mozaffar Kazemi and Mahdi Kazemi. A New Framework for Information Security Risk Management
MENACIS - Paper N° 4. Neda Azizi and Bruce Rowlands. Developing an IT Risk Management Culture Framework

Parallel sessions 2 / Sessions Parallèles 2

Thursday March 22d, 2018 from 11:00 AM to 12:30 PM

SESSION 2.1 – TIC, EQUIPE VIRTUELLE ET LEADERSHIP **CHAIR: *PR. SELWA ELFIRDOUSSI (THURSDAY MARCH 22D, 11:00AM – 12:30 PM)*** **LOCATION: ROOM 608 – 6TH FLOOR**	**SESSION 2.2 – OPEN DATA AND SMART ORGANIZATION** **CHAIR: *PR. WESLEY PALMER (THURSDAY MARCH 22D, 11:00AM – 12:30 PM)*** **LOCATION: ROOM 609 – 6TH FLOOR**
Paper N° 9. Dina Sidani and Bissane Harb. Les TIC au service du Leadership - Cas du Secteur Public Libanais	Paper N° 35. Akio Yoshida, Tetsuo Noda and Masami Honda. Regional Binding in Information networks of Open Data promotion in Local Governments of Japan
Paper N° 25. Salma Droussi and Karim Gassemi. L'impact du travail en Equipe Virtuelle vs Equipe Traditionnelle sur la Performance de Groupe	Paper N° 38. Ali Al-Badi, Yousuf Salim Alhinai, Ali Tarhini and Hajer Al-mawali. The Challenges Faced During the Implementation of Smart Schools in Oman
Paper N° 22. Yassine Jadil and Karim Gassemi. Confiance en Ligne: Étude sur les Déterminants et Conséquences sur le Comportement du Consommateur Marocain.	Paper N° 42. Mauro Romanelli. Cities as communities towards sustainability

SESSION 2.3 – (MENACIS2018) – INDUSTRY 4.0 **CHAIR: *PR. ALI TARHINI (THURSDAY MARCH 22D, 11:00AM – 12:30 PM)*** **LOCATION: ROOM 611 – 6TH FLOOR**
MENACIS - Paper N° 7. Dina Rateb, Hoda Hosny, Fayza Haikal and Nahed Azab. Using Immersive Virtual Reality in Ancient Egypt's Giza Plateau
MENACIS - Paper N° 14. Djamil Rezki, Mouss Hayet, Abdelkader Baaziz and Nafissa Rezki. Rate of penetration (ROP) prediction in oil drilling based on ensemble machine learning
MENACIS - Paper N° 19. Milen Ivanov. Digital Innovation in Manufacturing Firms: Why smart connected products become a challenge?

Thursday March, 22d, 2018 Afternoon / Jeudi, 22 Mars 2018 Après-midi

TIME / HEURE	EVENT / ÉVÉNEMENT	LOCATION / LIEU
01:30PM - 02:00PM **13h30 – 14h00**	Opening Session / Ouverture de la conférence	
02:00PM - 03:30PM **14h00 – 15h30**	Inaugural Plenary Session / Session Inaugurale Plénière	
03:30PM - 04:00PM **15h30 – 16h00**	ICTO general meeting / Réunion générale ICTO	
04:00PM - 04:30PM **16h00 – 16h30**	Coffee Break / Pause Café	Pole Léonard de Vinci -6th floor (Foyer)
04:30PM - 06:00PM **16h30 – 18h00**	Parallel Sessions 3 / Sessions Parallèles 3	Pole Léonard de Vinci - 6th floor (R608 – R609 – R611)

Inaugural Plenary Session / Session Inaugurale Plénière

Thursday March 22d from 01:30 PM to 04:00 PM

THURSDAY MARCH 22D – 01:30PM – 04:00PM	**INAUGURAL PLENARY SESSION & ICTO GENERAL MEETING** **CO-CHAIRS: *PR. ALICE ROBBIN & PR. MARCO DE MARCO***
01:30PM – 02:00PM	**Opening: Pr. Alice Robbin & Pr. Marco De Marco**
02:00PM – 03:30PM	**Keynotes: Pr. DOVE TE'ENI & Pr FRANTZ ROWE**
03:30PM – 04:00PM	**ICTO General Meeting** : Annual Report and ICTO election

Parallel sessions 3 / Sessions Parallèles 3

Thursday March 22d, 2018 from 04:30PM to 06:00 PM / 16h30-18h00

SESSION 3.1 – ADOPTION FACTORS OF E & M COMMERCE IN DC ***CHAIR: PR. MARIO SABA (THURSDAY MARCH 22D, 04:30PM – 06:00PM)*** **LOCATION: ROOM 608 – 6TH FLOOR**	**SESSION 3.2 – SOCIAL MEDIA AND MANAGEMENT** **CHAIR: *PR. FRANTZ ROWE (THURSDAY MARCH 22D, 04:30PM – 06:00PM)*** **LOCATION: ROOM 609 – 6TH FLOOR**
Paper N° 4. Paul Cedric Nitcheu Tcheuffa, Samuel Fosso Wamba and Jean Robert Kala Kamdjoug. Moderating Effects of Age and Gender on Social Commerce Adoption Factors the Cameroonian context	Paper N° 29. Aarthy Chellasamy and Jessy Nair. Antecedent Factors in Adolescents Consumer Socialization Process through Social Media
Paper N° 5. Frank Wilson Ntsafack Dongmo, Jean Robert Kala Kamdjoug and Samuel Fosso Wamba. Mobile Commerce Adoption in a Developing Country: Driving Factors in the Case of Cameroon	Paper N° 32. Roberta Pinna, Marta Musso, Pier Paolo Carrus and Giuseppe Melis. SOCIAL MEDIA PATIENTS ENGAGEMENT IN HEALTHCARE: AN ITALIAN CASE STUDY
Paper N° 6. Dina Sidani and Maryann Barbour El Rassi. What are the Factors that Influence Online Shopping Attitudes? The Case of Lebanese University Students	Paper N° 36. Ali Al-Badi, Yousef Al-Hinai, Ali Tarhini and Hajer Al-Bolushi. Adoption of Social Media for Public Relations Professionals in Oman

SESSION 3.3 – (MENACIS2018) – E-HEALTH **CHAIR: *PR. NADA MALLAH BOUSTANI (THURSDAY MARCH 22D, 04:30PM – 06:00PM)*** **LOCATION: ROOM 611 – 6TH FLOOR**
MENACIS - Paper N° 6. Fathul Wahid, Teduh Dirgahayu, Almed Hamzah and Hari Setiaji. Surviving the disconnections: The use of information systems in Indonesian public health facilities
MENACIS - Paper N° 17. Peyman Badakhshan and Ahmad Alibabaei. Using Process Mining for Process Analysis Improvement in Pre-Hospital Emergency
MENACIS - Paper N° 20. Abbas Tarhini, F. Jordan Srour and Nabil Badr. Emergency Management System Design for Accurate Data: A Case Study

Social Dinner

Le Chalet des Iles (Lac du bois de Boulogne – 75016 Paris)

Thursday March 22d, 2018 starting from 07:00PM / 19h00



Second day

Friday March 23d, 2018 Morning / Vendredi 23 Mars 2018 Avant-midi

TIME / HEURE	EVENT / ÉVÉNEMENT	LOCATION / LIEU
09:00AM - 10:30AM **9h00 – 10h30**	Parallel Sessions 4 / Sessions Parallèles 4	Pole Léonard de Vinci – 6th floor (R609 – R610 – R611)
10:30AM - 11:00AM **10h30 – 11h00**	Coffee Break / Pause Café	Pole Léonard de Vinci -6th floor (Foyer)
11:00AM - 12:30PM **11h00 – 12h30**	Parallel Sessions 5 / Sessions Parallèles 5	Pole Léonard de Vinci – 6th floor (R609 – R610 – R611)
12:30PM - 02:00PM **12h30 – 14h00**	Lunch / Déjeuner	

Parallel sessions 4 / Sessions Parallèles 4

Friday March 23d, 2018 from 09:00AM to 10:30 AM / 09h00-10h30

SESSION 4.1 – (MENACIS2018) – TECHNOLOGIE ET GOUVERNANCE **CHAIR: *PR. CHARBEL CHEDRAWI (FRIDAY MARCH 23D, 09:00AM – 10:30AM)*** **LOCATION: ROOM 609 – 6TH FLOOR**	**SESSION 4.2 – ICT, INCLUSION, AND ACCESSIBILITY** **CHAIR: *PR. CINZIA DAL ZOTTO (FRIDAY MARCH 23D, 09:00AM – 10:30AM)*** **LOCATION: ROOM 610 – 6TH FLOOR**
MENACIS - Paper N° 12. Wafa Bouaynaya. Gouvernance de la sécurité SI dans un écosystème cloud computing : une approche longitudinale	Paper N° 20. Giuseppe Perna, Luisa Varriale and Maria Ferrara. “Assistive Technology” for the social inclusion at school: A portrait of Italy
MENACIS - Paper N° 16. Karim Bouakaz. États des lieux de la recherche support ERP	Paper N° 21. Sabrina Bonomi, Nicola Piccinelli, Cecilia Rossignoli and Francesca Ricciardi. Web Platform and Corporate Welfare: An Organizational Inclusive Solution.
MENACIS - Paper N° 39. Fatima Laassiri, Mohamed Moughit and Noureddine Idboufker. Evaluation des performances de Handover et les paramètres de la QoS sur 3G utilisant SDN	Paper N° 19. Giuseppe Perna, Luisa Varriale and Maria Ferrara. Internet for supporting and promoting accessible tourism: Evidence from Italy

SESSION 4.3 – DC INTELLECTUAL CAPITAL AND LEARNING ORGANIZATION **CHAIR: PR. CECILIA ROSSIGNOLI** ***(FRIDAY MARCH 23D, 09:00AM – 10:30AM)*** **LOCATION: ROOM 611 – 6TH FLOOR**
Paper N° 8. Chiara Meret, Michela Iannotta, Desiree Giacomelli and Mauro Gatti. A Multi-Method Approach for Managing Intellectual Capital Inside Communities of Practice
Paper N° 27. Nadia Tebourbi. Exploring the leveraging effect of Information and Communication Technologies on the link between the Learning Organization and Corporate Social Responsibility implementation
Paper N° 43. Teresina Torre and Daria Sarti. Innovative approaches to work organization and new technologies. Which trends? Which challenges?

Parallel sessions 5 / Sessions Parallèles 5

Friday March 23d, 2018 from 11:00AM to 12:30 PM / 11h00-12h30

SESSION 5.1 – (MENACIS2018) – TECHNOLOGIE ET LOGISTIQUE **CHAIR: *PR. BESSEM BOUBAKER (FRIDAY MARCH 23D, 11:00AM – 12:30PM)*** **LOCATION: ROOM 609 – 6TH FLOOR**	**SESSION 5.2 – BIG DATA and BLOCKCHAIN** **CHAIR: *PR. LEAH DAVIS (FRIDAY MARCH 23D, 11:00AM – 12:30PM)*** **LOCATION: ROOM 610 – 6TH FLOOR**
MENACIS - Paper N° 5. Selwa Elfirdoussi, Hamid Hrimech and Frederic Fontane. Industrie 4.0 : impact des nouvelles technologies sur les enjeux de la logistique	Paper N° 18. Cinzia Dal Zotto and Aicha Hammami. The FDI-Economic Growth Nexus from a Human Resource Management Perspective: The case of the ICT sector in Sub-Saharan Africa
MENACIS - Paper N° 10. Merouane Bouhrouje and Gassemi Karim. Les facteurs déterminants l'acceptation et l'usage des technologies par les utilisateurs finaux dans le contexte de l'entreprise marocaine, cas de SAP comme progiciel de gestion intégrée (ERP).	Paper N° 40. Charbel Chedrawi and Pierrette Howayeck. Audit in the blockchain era within a principal-agent approach
MENACIS - Paper N° 11. Mohamed Amine Issami. Un système dynamique de prévision des instabilités	Paper N° 41. Charbel Chedrawi, Yara Atallah and Souheir Osta. Big Data and ICT in the Lebanese Banking Sector from a Transactional Cost Theory (TCT) Perspective - the Case of top Lebanese Banks

SESSION 5.3 – SERVICE ORIENTED ARCHITECTURE, OPEN DATA & PERFORMANCE **CHAIR: *PR. AZ-EDDINE BENNANI (FRIDAY MARCH 23D, 11:00AM – 12:30PM)*** **LOCATION: ROOM 611 – 6TH FLOOR**
Paper N° 2. Amna Al-Shereiqi and Youcef Baghdadi. An Approach to Mine Business Processes for Service Oriented Architecture
Paper N° 26. Run Duan and Tetsuo Noda. The Classification and Potential of Business Archetypes by Using Open Data
Paper N° 33. Amal Dabbous. ICT and the Performance of Lebanese Banks: A Panel Data Analysis

Friday March 23d, 2018 Afternoon / Vendredi 23 Mars 2018 Après-midi

TIME / HEURE	EVENT / ÉVÉNEMENT	LOCATION / LIEU
02:00PM - 03:30PM **14h00 – 15h30**	Parallel Sessions 6 / Sessions Parallèles 6	Pole Léonard de Vinci – 6th floor (R609 – R610 – R611)
03:30PM - 04:00PM **10h30 – 11h00**	Coffee Break / Pause Café	Pole Léonard de Vinci -6th floor (Foyer)
04:00PM - 05:00PM **16h00 – 17h00**	Conference conclusion / Cérémonie de clôture	Pole Léonard de Vinci – 6th floor (R611)

Parallel sessions 6 / Sessions Parallèles 6

Friday March 23d, 2018 from 02:00PM to 03:30 PM / 14h00-15h30

SESSION 6.1 – (MENACIS2018) – **CHAIR: *PR. TERESINA TORRE (FRIDAY MARCH 23D, 02:00PM – 03:30PM)*** **LOCATION: ROOM 609 – 6TH FLOOR**	**SESSION 6.2 – INFRASTRUCTURE AND TECHNOLOGY TRANSFER** **CHAIR: *PR. YOUCEF BAGHDADI (FRIDAY MARCH 23D, 02:00PM – 03:30PM)*** **LOCATION: ROOM 610 – 6TH FLOOR**
MENACIS - Paper N° 18. Ananth Chiravuri. Understanding Social Media Usage using a Two Theory Approach based on Flow and Dissonance	Paper N° 03. Viktorija Ponomarenko. An Insight into Concepts of Technology Transfer and Its Role in the National Innovation System of Latvia
MENACIS - Paper N° 02. Mousa Albashrawi and Tawfiq Alashoor. Individual Intention to Become an Entrepreneur: Technological Perspective	Paper N° 11. Hafiz Imtiaz Ahmad and Khaled Aljifri. The Role of Company Specific Information in Valuation Models used in the UAE.
MENACIS - Paper N° 13. Az-Eddine Bennani, Youness Lafraxo and Larbi Sidmou. Acceptance of Information Systems in Higher Education: Which Model for the Moroccan Context?	Paper N° 23. Wesley Palmer. Information Technology Infrastructure: A Source of Entrepreneurs' Economic Challenges

SESSION 6.3 – ICT AND DECISION MAKING **CHAIR: *PR. MARCO DE MARCO (FRIDAY MARCH 23D, 02:00PM – 03:30PM)*** **LOCATION: ROOM 611 – 6TH FLOOR**
Paper N°31. Alice Robbin and G. Leah Davis. The Problematic of Governance under Conditions of Catastrophic Disaster: Theoretical Frames for Understanding the Response to the Hurricane Season in the United States, 2005-2017
Paper N° 45. Antoine Harfouche, Charbel Chedrawi and Bachir Zoghbi. Value co-creation in the cloud era: The strategic role of IT service providers
Paper N° 01. Antoine Harfouche, Peter Bou Saba and Mario Saba. Artificial Intelligence and Decision making in Hospitality management

Closing session / Session de clôture

Friday March 23, 2018 from 04:00PM - 05:00PM

CONFERENCE CONCLUSION / CÉRÉMONIE DE CLÔTURE **SESSION CHAIR: *PR. ANTOINE HARFOUCHE*** **(FRIDAY MARCH 23, FROM 04:00PM TO 05:00PM)** **LOCATION: ROOM 611**
PR. Tetsuo Noda: English session conclusion
PR. Cecile Godé: French session conclusion
PR. Antoine Harfouche: Conclusion of ICTO2018
PR. Charbel Chedrawi: From ICTO2018 to ICTO2019

Papers Abstract

Parallel sessions 1 / Sessions Parallèles 1

Thursday March 22d, 2018 from 09:30AM - 10:45AM

SESSION 1.1 – TIC ET LE CHANGEMENT DANS LE SECTEUR DES SERVICES
CHAIR: *PR. CECILE GODE (THURSDAY MARCH 22D, 9:30AM – 10:45 AM)*
LOCATION: ROOM 608 – 6TH FLOOR

Paper N° 15. ***Les profils d'utilisateurs de l'e-banking au Liban : Exploration du role des facteurs socio-démographiques.***

Bissane Harb, Saint Joseph University, bissan.harbbaghdadi@usj.edu.lb
Mariam Saleh, Saint Joseph University, Mariam_saleh@hotmail.com

Abstract

En se référant au modèle développé par Rogers (1995) sur la diffusion des innovations et à celui de Venkatech et Morris (2000), cet article vise à explorer et à identifier le rôle des facteurs socio-démographique dans l'adoption de l'e-banking par la clientèle d'une grande banque commerciale opérant au Liban. L'analyse et le traitement des données émanant de la banque par le logiciel SPSS nous permet de dresser des profils représentatifs des clients en se basant sur leurs critères socio-démographiques. Les résultats obtenus sont consistants avec les recherches antérieures et ont confirmé l'impact de l'âge, du revenu, du niveau d'instruction et de la profession sur l'adoption de l'e-banking par le consommateur Libanais. Ces résultats permettent de comprendre en profondeur le rôle des caractéristiques sociodémographiques dans l'utilisation des canaux de distribution électronique et d'aider les institutions bancaires libanaises à mieux établir les stratégies de promotion des services bancaires en ligne dans le futur.

Keywords: diffusion des innovations, e-banking adoption, caractéristiques socio-démographiques, secteur bancaire au Liban.

Paper N° 28. ***La communication via les médias sociaux dans le secteur de l'hôtellerie : le cas des hôtels parisiens***.

Bessem Boubaker, Chercheur associé - Institut Supérieur de Management - Université Paris Saclay, bessemboubaker@gmail.com
Tatiana Dauxert, EDMPS - Laboratoire PRISM, Université Paris 1 Panthéon-Sorbonne, tatiana.dauxert@gmail.com

Abstract

Les médias sociaux représentent des moteurs d'un changement commercial fondamental, car leur caractère innovant permet une communication interactive entre les clients et les entreprises. Cette communication est particulièrement importante pour les hôtels et les entreprises touristiques, car de nombreux consommateurs préparent leurs voyages en ligne et cherchent des informations provenant de différentes sources, y compris les médias sociaux. Pour cette étude, nous avons réalisé vingt entretiens semi-directifs exploratoires avec des professionnels de l'hôtellerie, des experts du marketing et des médias sociaux en France. Notre objectif est de connaître le point de vue de ces experts à l'égard des stratégies adoptées ou pouvant être adoptées par des hôtels français (notamment à Paris et en région parisienne), au sujet de la communication via les médias sociaux dans le secteur de l'hôtellerie, ainsi que l'efficacité de ces stratégies, notamment pour l'engagement des consommateurs. Des implications managériales, des limites et des voies de recherche ultérieures sont aussi présentées.

Keywords:.blogueurs, communication, engagement du consommateur, France, hotel, lurkers, médias sociaux.

Paper N° 30. ***Banques traditionnelles et FinTech: survie, avenir et menaces***

Nada Mallah Boustani, Saint Joseph University, nada.mallahboustany@usj.edu.lb

Abstract

Les FinTech, représentent une industrie économique composée d'entreprises qui utilisent la technologie pour rendre les services financiers plus efficaces. Ces startups perturbent le système financier et spécialement les banques en modifiant le système des paiements, des prêts …Leur mise en place offre des opportunités : amélioration du service financier existant, augmentation du choix pour les consommateurs qui disposent dorénavant d'une disparité de services financiers plus rapides et moins onéreux. L'auteur étudie les conditions de survie du métier bancaire traditionnel face à l'émergence des Fintech dans le monde et spécialement au Liban. L'article présente en premier l'émergence et la place des Fintech puis en se basant sur les théories de la finance comportementale et de l'innovation financière, l'auteur élabore un modèle de recherche, suivi par des entrevues

auprès de cadres de banques et une recherche quantitative dans la partie finale.

Keywords: Fintech, Innovation financières, institutions financières.

SESSION 1.2 – ICT AND AGILITY
CHAIR: *PR. TETSUO NODA (THURSDAY MARCH 22D, 9:30AM – 10:45 AM)*
LOCATION: ROOM 609 – 6TH FLOOR

Paper N° 10. ***The influence of ICT adoption on the development of managerial modes of consulting firms in France***

Nizar Raissi, UMM AL QURA UNIVERSITY, Saudi Arabia, raissinizar1510@gmail.com
Henda Matoussi, UMM AL QURA UNIVERSITY, Saudi Arabia, matoussi.henda@gmail.com

Abstract

This study seeks to understand the nature of relationships between components of information and communications technology (ICT) adoption and managerial modes. The paper focuses on the experience of consulting firms, how they perceived the role of ICT tools on the management fashion. Participants in this study consisted of 30 consultants of a major management consulting firm in France. The analysis was conducted with qualitative method which is the correspondence factor analysis (CFA) using SPSS software. From the study, firstly, we found that reengineering influenced by internet, software and website access more than other ICT tools. Secondly, the innovation has a high correlation with communications technology. Thirdly, the coaching connects more with EDI, cloud computing, transactions and Data. Finally, partnership as managerial fashion determinants has very strong relationships with hardware and procedures.

Keywords: ICT, managerial modes, EDI, cloud computing, coaching, reengineering.

Paper N° 13. ***Organizational agility and the complementary enabling role of IT and Human resources: Proposal of a new Framework***

Abdellah El Manouar, ENSIAS Engineering School, Mohammed V University in Rabat, Morocco, a.elmanouar@um5s.net.ma
Mohamed Amine Marhraoui, ENSIAS Engineering School, Mohammed V University in Rabat, Morocco, mohamed-amine_marhraoui1@um5.ac.ma

Abstract

Nowadays, companies' environment is characterized by a rapid and continuous change. This includes economical, social, political and environmental aspects. Firms should be able to sense risks and opportunities in their environment. Changes become thus a source of sustainable competitive advantage. The agile characteristics are enabled by a set of enablers including particularly information technology and human resources. In this work, we explore how IT infrastructure and human resources practices can have a direct and complementary effect through IT acceptance and developed IT skills. We highlight also the role of human resources information systems (HRIS) in enhancing organizational agility which plays an intermediary role in firm's sustainable performance.

Keywords: Information technology resources, Human resources practices, HRIS, IT acceptance, IT skills, Organizational agility, Sustainable performance

Paper N° 16. ***Creating shared value through information technologies***

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Wail El Hilali, ENSIAS, Université Mohammed V, Morocco, wailelhilali@gmail.com

Abstract

Shared Value is a concept that incites business corporations to invest in solving social and societal needs while seeking to increase their revenues. The concept is based on finding a win-win situation that will create a value for both the society and the economy, hence the term of "shared value".
This paper is an attempt to revisit this business concept. It reviews its definition, the motivation behind adopting it, and what differs it from corporate social responsibility and sustainability. Further, we summarize three ways to create shared value and we discuss how information technologies could bring a contribution to create and capture this kind of value. We introduce a framework that summarizes and shows the necessary steps to create a shared value through information technologies.

Keywords: Shared value, Information technology, Social and societal needs.

SESSION 1.3 – (MENACIS2018) – ICT AND RISK MANAGEMENT
CHAIR: *PR. ABBAS TARHINI (THURSDAY MARCH 22D, 9:30AM – 10:45 AM)*
LOCATION: ROOM 611 – 6TH FLOOR

MENACIS - Paper N° 9. ***Risk Assessment in ERP Implementation in Banking***

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Ahmad Alibabaei, Shahid Beheshti University of Medical Sciences, Iran, a.alibabaei@sbmu.ac.ir

Abstract

Enterprise resource planning (ERP) are complicated information systems. Implementation of these systems are very difficult and expensive, therefor many of organizations face a failure in this way. Enterprise resource planning system is appropriate for organizations in all economic sectors. However, there are not many studies bout ERP implementation in Banking. This research presents a general risks taxonomy to classify and rank the risks and to propose the best ways in managing success and failure factors in implementation process. The research also identifies the relations between critical risks and implementation phases by applying a process quality management method. It gathers allthe risks affecting the performance of ERP implementation. In this paper by using FMEA, and fuzzy AHP, uncertain conditions were formulized. Data is gathered by questionnaire and weight of risk factors are calculated and ranked. Findings of the research shows the first two phases of implementation have the strongest impact of risks. Finally, efficient ways in management of ERP implementation are proposed. The results of the research will help managers, vendors, consultants; users and IT staff to handle the implementation of ERP and control failures.

Keywords: AIM, AHP, Banking, Enterprise Resource planning (ERP), Fuzzy, FMEA, Implementation, Risk management

MENACIS - Paper N° 15. ***A New Framework for Information Security Risk Management***

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Abstract

This article introduces a new risk management method for information security risk management, proposed and applied for the first time in the IT department of a telecommunication company in Iran. According to legal requirements and security strategic plan, the mentioned company implemented information security risk management (ISMS). So one of the main phases of ISMS is the risk management. The results show that the methodology of the information security risk management containing the risk identification, risk analysis, risk evaluation and risk treatment, uses the frameworks of ISO 27005, ISO 27002, ISO 27011, OCTAVE and NIST 800-30 and OWASP standards. This new method is practical and accurate and is suitable for large-scale organizations.

Keywords: Information security, Risk assessment framework, Security risk management, ISMS risk management

MENACIS - Paper N° 4. ***Developing an IT Risk Management Culture Framework***

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Bruce Rowlands, Griffith University, Australia, b.rowlands@griffith.edu.au

Abstract

The concept of IT risk management culture is an important topic in IS research because culture helps facilitate the successful implementation / adoption of ITRM frameworks. In this paper we develop an IT risk management (IT-RM) framework based on Cameron and Quinn's model involving four dimensions of culture. Each cultural dimension is described in terms of how they relate to the implementation of IT-RM initiatives. Our contribution is to illustrate the utility of the framework by linking the four general cultural dimensions to propose a conceptual model of IT-RM values and beliefs. By doing so we present a necessary step in developing the concept of IT-RM culture and moving frameworks such as COBIT5 towards a more comprehensive framework based on systemic empirical research.

Keywords: IT risk management, Culture, Conceptual Research/study

Parallel sessions 2 / Sessions Parallèles 2

Thursday March 22d, 2018 from 11:00 AM to 12:30 PM

SESSION 2.1 – TIC, EQUIPE VIRTUELLE ET LEADERSHIP
CHAIR: *PR. SELWA ELFIRDOUSSI (THURSDAY MARCH 22D, 11:00AM – 12:30 PM)*
LOCATION: ROOM 608 – 6TH FLOOR

Paper N° 9. ***Les TIC au service du Leadership - Cas du Secteur Public Libanais***

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Bissane Harb, Saint Joseph University, Lebanon, bissan.harbbaghdadi@usj.edu.lb

Abstract

Le management est à la fois un produit et un processus de et dans son environnement. La pensée managériale évolue et se développe pour s'adapter aux nouveaux défis à la fois culturels et technologiques afin de répondre aux différents besoins de la société (Wren et Bedian, 2009). Le leader est aujourd'hui caractérisé par sa capacité à être en interaction avec son environnement pour mieux le servir. A travers une étude qualitative menée auprès de 7 hauts responsables du secteur public libanais, cet article cherche à analyser comment évolue le rôle du leader du secteur public au vu des transformations technologiques auxquelles fait face notre société. Pour faire face à ces nouveaux défis technologiques, le responsable du secteur public doit envisager de dépasser son rôle de manager traditionnel pour un rôle de leader transformationnel. D'où la nécessité d'une adaptation, voire une mutation dans la structure organisationnelle pour donner un rôle intermédiaire aux informaticiens spécialistes des données et informations au sein des institutions publiques.

Keywords: Leadership, Secteur public, Technologies de l'information et de la communication, Leader transformationnel, Servant Leader, Service public, Changement organisationnel

Paper N° 25. ***L'impact du travail en Equipe Virtuelle vs Equipe Traditionnelle sur la Performance de Groupe***

Salma Droussi, Université Hassan II – Casablanca, Morocco, salma.droussi@gmail.com
Karim Gassemi, Université Hassan II – Casablanca, Morocco, gassemik@gmail.com

Abstract

Les études réalisées pour comprendre le fonctionnement des équipes virtuelles et l'impact d'une telle collaboration sur la performance des équipes ont révélé des résultats contradictoires, confirmant dans certains cas, la viabilité des équipes virtuelles et consacrant dans d'autres, leur infériorité par rapport aux équipes traditionnelles. L'objectif de cet article est d'essayer de comprendre l'origine de cette incohérence, en passant en revue la littérature sur le sujet. Nous introduirons également un modèle exploratoire basé sur l'AST (Adaptive Structuration Theory) et la CVA (Competing Values Approach), en vue d'explorer l'impact du travail en équipe virtuelle sur la performance et les résultats du groupe.

Keywords: Equipes virtuelles, virtualité, Performance, Résultats de groupe (group outcomes), Equipes traditionnelles (Face to face)

Paper N° 22. ***Confiance en Ligne: Étude sur les Déterminants et Conséquences sur le Comportement du Consommateur Marocain****.*

Yassine Jadil, ENCG - Ecole Nationale de Commerce et de Gestion de Casablanca, Morocco, jadil.yassine@gmail.com
Karim Gassemi, ENCG - Ecole Nationale de Commerce et de Gestion de Casablanca, Morocco, gassemik@gmail.com

Abstract

L'émergence d'Internet comme nouveau canal d'échange commercial a modifié considérablement les habitudes d'achat des consommateurs Marocains. L'environnement numérique au Maroc a positionné la confiance et le risque perçu au cœur des rapports d'échanges entre vendeurs et acheteurs. L'objet de la présente étude est de tester empiriquement les déterminants et les effets de la confiance sur le comportement des consommateurs Marocains à l'égard d'un site e-commerce. Le modèle de Jarvenpaa et al. (2000) visant à expliquer l'intention comportementale en ligne est une adaptation de la Théorie du Comportement Planifié (TCP) d'Icek Ajzen (1991)

au monde électronique. Ce modèle de recherche a été utilisé comme base théorique pour l'élaboration du cadre conceptuel et les différentes hypothèses de recherche de notre étude. Pour valider notre modèle théorique, une étude transversale est réalisée par le biais d'une enquête sur Internet, sous forme de questionnaires auto-administrés auprès de 207 consommateurs Marocains en ligne. Les données recueillies ont été analysées au moyen de l'approche PLS. Les résultats statistiques ont permis de souligner (1) une relation significative et positive entre la taille perçue, la réputation perçue et la confiance électronique; (2) une corrélation positive et significative entre la confiance numérique et les attitudes. Aussi nous avons pu montrer (3) une relation significative et négative entre la confiance numérique et le risque perçu et (4) un lien non-significatif et négatif entre le risque perçu et l'intention d'achat en ligne.

Keywords: Théorie du comportement planifié (TCP), Confiance en ligne, Comportement des consommateurs, E-commerce, Taille perçue, Réputation perçue, Risque perçu, Maroc

SESSION 2.2 – OPEN DATA AND SMART ORGANIZATION
CHAIR: *PR. WESLEY PALMER (THURSDAY MARCH 22D, 11:00AM – 12:30 PM)*
LOCATION: ROOM 609 – 6TH FLOOR

Paper N° 35. ***Regional Binding in Information networks of Open Data promotion in Local Governments of Japan***

Akio Yoshida, Jawaharlal Nehru University, Japan, akio.yoshida@gmail.com
Tetsuo Noda, SHIMANE UNIVERSITY, Japan, nodat@soc.shimane-u.ac.jp
Masami Honda, Tokyo Institute of Technology, Japan, honda.m.ah@m.titech.ac.jp

Abstract

Public data collected or possessed by administrative agencies and subsequently released as Open Data is expected to bring about positive economic effects. The purpose of this study is to obtain findings contributing to the Open Data promotion in Japanese local governments. We conducted WEB questionnaire survey and obtained information networks of Open Data promotion in local governments. Network in the open data personnel had different characteristics from those of the WEB reference relationship network in Social Network Analysis. It shows those two networks have different structures. This result can be indicative that the regional binding plays an important role in the information network.

Keywords: Local Governments, Open Data, Information Network, Regional Binding

Paper N° 38. ***The Challenges Faced During the Implementation of Smart Schools in Oman***

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Yousuf Salim Alhinai, Department of Information Systems, Sultan Qaboos University, Oman, yalhinai@squ.edu.om
Ali Tarhini, Department of Information Systems, Sultan Qaboos University, Oman, ali.tarhini@hotmail.co.uk
Hajer Al-mawali, Sultan Qaboos University, Oman, aalbadi@gmail.com

Abstract

Teaching today relies a great deal on IT resources and there are many schools opting to digitize they curriculum i.e. change the traditional style to what has recently been coined as "Smart School" style, in which ICT plays a significant role. The Smart School initiative seeks to enhance education in a smarter and more innovative way using ICT. The purpose of this study is 1) to explore the challenges faced during the implementation of smart schools from the perspectives/viewpoints of the service provider, teachers and school IT administrators; and 2) to provide a set of recommendations to minimize such challenges. In order to achieve the research objectives two case studies were conducted among schools that had already started implementing the process of becoming smart schools. Both case studies included a set of interviews with schoolteachers, the people in charge of the proposed project, school IT administrators and a service provider. In addition, there were sets of classroom observations conducted in the respective schools. Study results and the examination of data analysis revealed that there are many challenges faced by the perspective parties and these challenges are discussed in some detail. The researchers then provided a set of recommendations to minimize, or indeed to overcome the challenges encountered in becoming a Smart School in Oman.

Keywords: Smart School, Information and Communication Technology, Technology adoption, Oman

Paper N° 42. ***Cities as communities towards sustainability***

Mauro Romanelli, Università degli Studi di Napoli Parthenope, Italy, mauro.romanelli@uniparthenope.it

Abstract

Cities of tomorrow should be sustainable cities that are oriented to develop knowledge and innovation using technology to sustain urban development and value creation. Cities becoming smart communities should adopt a smart approach to driving social and economic urban growth using technology to develop innovation designing smart governance and promoting opportunities for education and learning.

Keywords: smart city, smart community, sustainable city, smart governance, innovation, information technology

SESSION 2.3 – (MENACIS2018) – INDUSTRY 4.0
CHAIR: *PR. ALI TARHINI (THURSDAY MARCH 22D, 11:00AM – 12:30 PM)*
LOCATION: ROOM 611 – 6TH FLOOR

MENACIS - Paper N° 7. ***Using Immersive Virtual Reality in Ancient Egypt's Giza Plateau***

Dina Rateb, AUC, Egypt, dfr@aucegypt.edu
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Fayza Haikal, AUC, Egypt, fhaikal@aucegypt,edu
Nahed Azab, AUC, Egypt, nazab@aucegypt.edu

Abstract

The aim of this research study is to adopt an innovative IT means for presenting the ancient Egyptian heritage to both the academics and tourists, remotely. Academic staff and students, tourists, tour agents/guides, and historians can all benefit from an online access to major Egyptian monuments using an advanced Immersive virtual reality (IVR) package, such as Second Life (SL). IVR is a form of technology that creates computer generated worlds or immersive environments which people can explore and interact with. SL is a virtual game environment that has been used successfully in education and tourism.
We had reported on the preliminary results of this research project in [35]. With the success of the first stage of the research in the Giza plateau, we expect it to lead the way for further integration between IT and cultural heritage. It may very well be replicated for other historical locations in Egypt.

Keywords: Immersive virtual reality, Tourism education, ICT, Second life, Ancient Egypt virtual monuments

MENACIS - Paper N° 14. ***Rate of penetration (ROP) prediction in oil drilling based on ensemble machine learning***

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Nafissa Rezki, University of Batna, Algeria, nafissa_rezki@yahoo.fr

Abstract

This work presents the prediction of the rate of progression in oil drilling based on random forest algorithm, which is part of the family of ensemble machine learning. The ROP parameter plays a very important role in oil drilling, which has a great impact on drilling costs, and its prediction allows drilling engineers to choose the best combination of input parameters for better progress in drilling operations. To resolve this problem, several works have been realized with the different modeling techniques, in particular machine learning: RNAs, Bayesian networks, svm etc. The random forest algorithm chosen for our model is better than the other MLS techniques. in speed or precision, following what we found in the literature and tests done with the open source machine learning tool on historical oil drilling logs from fields of Hassi Terfa located in southern Algeria.

Keywords: Oil drilling, Rate of penetration, Prediction, Random forest, SVN, ANN, Machine learning, KNIME

MENACIS - Paper N° 19. ***Digital Innovation in Manufacturing Firms: Why smart connected products become a challenge?***

Milen Ivanov, Vienna University of Economics and Business, Austria, milen.s.ivanov@gmail.com

Abstract

Digitalization is a phenomenon impacting all areas of our life. It opens a variety of opportunities for firms and individuals. At the example of manufacturing firms with a long tradition in physical product development, digitization is used to enhance product characteristics, to move the focus of the firm towards user-centricity and to integrate services into physical products. The research examines the emerging role of digital innovation in the context of traditional manufacturing firms. Throughout this paper, digital innovation refers to the innovation of smart connected products evolved from the symbiosis of physical products and digital components (digitization). The paper follows a case-study design with in-depth analysis of how

manufacturing firms react on and define digital innovation. The study is exploratory and interpretative in nature and adopts the grounded theory approach. This research provides an important opportunity to advance the understanding of how digital innovation emerges in manufacturing firms.

Keywords: Digital innovation, Manufacturing firms, Grounded theory, Smart connected products

Parallel sessions 3 / Sessions Parallèles 3

Thursday March 22d, 2018 from 04:30PM to 06:00 PM / 16h30-18h00

SESSION 3.1 – ADOPTION FACTORS OF E & M COMMERCE IN DC
CHAIR: *PR. MARIO SABA (THURSDAY MARCH 22D, 04:30PM – 06:00PM)*
LOCATION: ROOM 611 – 6TH FLOOR

Paper N° 4. ***Moderating Effects of Age and Gender on Social Commerce Adoption Factors the Cameroonian context***

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Abstract

The popularity and massive adoption of Web-based social networking has given rise to new opportunities for online commerce. Researchers and companies have been recently paying much attention to social commerce, which can be seen as a combination e-commerce and social media. And such euphoria has spanned virtually all regions of the world, including African countries. It is in this light that this paper aims to determine the factors influencing the adoption of social commerce in Cameroon. To this effect, the authors have designed a research model inspired by TAM2 and the trust theory. Data were collected from 404 internet users in Cameroon. Our results found that the perceived ease of use, perceived usefulness and trust have a significant effect on the intention to use social commerce. In contrast, concerning the moderating effect, only the group age is being proved to have a significant effect specifically on the relationship between perceived usefulness and the intention to use social commerce. This study ends with the implications for practice and research.

Keywords: Social commerce, Trust, TAM2, Cameroon

Paper N° 5. ***Mobile Commerce Adoption in a Developing Country: Driving Factors in the Case of Cameroon***

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Abstract

In line with steady improvements in wireless communications, the number of people using mobile devices has skyrocketed globally while bringing about a veritable breakthrough in the use of mobile commerce (m-commerce). Against a backdrop of fast-evolving mobile commerce (including in developing countries), this study seeks to investigate factors predicting the consumer's intention to adopt m-commerce in Cameroon, but also the moderating effects of the demographic variables on such prediction. Data were collected from 262 Cameroonian respondents aged less than 45, as this age category accounts for the bulk of unconditional IT users in the country. Then, a quantitative approach analysis based on the PLS-SEM algorithm was used to test the research model. Results showed no significant moderation effect of gender and age when verifying the following hypotheses: (1) A variety of services positively influence the consumer intention to adopt m-commerce; and (2) Behavioural intention positively influences the consumer intention to adopt m-commerce. Findings of this research are expected to help companies and organizations dealing with m-commerce to better develop marketing strategies, applications and services likely to attract more users.

Keywords: m-commerce, Consumer intention, Demographic variables, UTAUT, TAM, Adoption factors, Cameroon

Paper N° 6. ***What are the Factors that Influence Online Shopping Attitudes? The Case of Lebanese University Students***

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Abstract

Just until recently, the online shopping has become the future trend in developing countries despite the fact that it has been very advanced in most of the developed countries. It has become of a major interest for scholars and practitioners as well. However, examining the effect of gender in the online purchasing attitude and investigating the factors that could influence the university students attitude that have same educational level to shop online in developing countries have been disregarded. This paper aims at presenting a framework that could help to fill this gap in knowledge and this is by integrating attributes from the diffusion of innovation theory, theory of reasoned action and the perceived risk factors. This three-factor framework could help in understanding the perceptions and the attitudes of Lebanese university students concerning online shopping through an exploratory study within this population.

Keywords: ICT, TRA model, DOI model, Perceived risk, Online shopping attitude

SESSION 3.2 – SOCIAL MEDIA AND MANAGEMENT
CHAIR: *PR. FRANTZ ROWE (THURSDAY MARCH 22D, 04:30PM – 06:00PM)*
LOCATION: ROOM 609 – 6TH FLOOR

Paper N° 29. ***Antecedent Factors in Adolescents Consumer Socialization Process through Social Media***

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Abstract

The research paper is an attempt to find the antecedent factors that influence in adolescents consumer socialization process through social media and its impact on family purchase. Consumer socialization of adolescents through social media has become a key indicator in the area of marketing because of predominant online interaction of consumer. Socialization process framework is adopted to investigate among 252 respondents. The results show there is positive influence of antecedent variables like gender, family size, number of peers, social class, age, position in family and consumer socialization process in family decision making. The outcome of this research benefits the academicians and marketers to explore the impact of social media on adolescents in their family decision making.

Keywords: Consumer, Socialization process, Social media.

Paper N° 32. ***SOCIAL MEDIA PATIENTS ENGAGEMENT IN HEALTHCARE: AN ITALIAN CASE STUDY***

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Abstract

The purpose of this paper is to analyse how health organizations use social media to engaging patients in the process of their health, care and treatment and how this platform can facilitate the value co-creation processes in healthcare context. In order to understand how healthcare organizations are adopting social media technologies to address the challenges they face, the paper presents the results of a content analysis of comments, information and videos posted on the Facebook pages of an Italian healthcare organization. Although there are high expectations that the use of social media will provide more patient centred care, there is currently little evidence within the academic literature showing the health benefits of the use of social media by patients and healthcare institutions. The findings of this study have important implications for public healthcare organizations in order to understand how implement social media engagement and establish procedures to facilitate the process.

Keywords: Value cocreation, Social media, Patients engagement, Public health communication.

Paper N° 36. ***Adoption of Social Media for Public Relations Professionals in Oman***

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Abstract

Social media is considered a powerful business communication tool in nowadays businesses. Most businesses are trying to utilize this tool in order to enlarge their customer outreach. Therefore, using social media networks will provide excellent opportunities and building relationships for Public Relation Professionals. Hence, this study aims to identify the main factors that encourage Omani public relations professionals to adopt and use social media based on the Unified Theory of Acceptance and Use of Technology (UTAUT). The proposed model of social media acceptance by public relations consists of seven variables, namely, six (demographic information, performance expectancy, effort expectancy, social influence, facilitating conditions and perceived enjoyment) are independent variables and seventh (behavioral intention) is dependent variable. Data was collected using an online survey from public relations professionals from both public and private sectors in Oman. The findings show that the tendency and general awareness of social media by public relation professionals is high and many organizations use or plan to use social media for the purpose outreaching target audience.

Keywords: Social media, Public relations, UTAUT, Behavioral intentions, Technology adoption.

SESSION 3.3 – (MENACIS2018) – E-HEALTH
CHAIR: *PR. NADA MALLAH BOUSTANI (THURSDAY MARCH 22D, 04:30PM – 06:00PM)*
LOCATION: ROOM 611 – 6TH FLOOR

MENACIS - Paper N° 6. ***Surviving the disconnections: The use of information systems in Indonesian public health facilities***

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Abstract

The vast majority of previous studies found that the absence of information systems to properly manage the data as one of the main challenges in improving public health management. This study offers an alternate perspective by revealing other emerging problems when many information systems are in place without sufficient orchestration. Coercion from the national government in implementing various information systems without involving the users at the public health facilities (Puskesmas) has created problems on the ground. The identified problems relate to the quality of the disconnected information systems in use, the lack of human resources, unclear procedures, and uncoordinated reports, and the absence of incentive scheme. We conceptualize the problems of disconnections among three elements: actors, context, and information systems. These lead to different types of disconnections: between government agencies at national level, between information systems, between information systems and the context, between government agencies at national and local level, and between information systems and available staff capacity. This study also highlights some practical implication, which includes the use of more holistic perspective in designing and developing the information systems, to develop an integrated public health information infrastructure.

Keywords: System integration, Silo thinking, Health information system, Information infrastructure, Indonesia, Developing countries

MENACIS - Paper N° 17. ***Using Process Mining for Process Analysis Improvement in Pre-Hospital Emergency***

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Abstract

Process management has been considering in many organizations. Finding improvement opportunities is an important part of process management. Process mining technique can be used for analyzing the processes and extracting improvement opportunities. Healthcare systems includes one of complicated processes between industries. In this paper, process mining technique used in order to analyze pre hospital processes in emergency room. The process Discovery phase is implemented based on 4 different states, which are introduced in this study to increase the accuracy of process analysis. After discovering the process model, Conformance checking and Enhancement are following steps that were done in this study. The data is extracted from automation system of pre-hospital emergency room, which used as input event logs for Process mining. Statistical records including control sheet of one year were provided by the organization. Control sheet and in consequence the P-control chart are used as supplement of Conformance checking phase. Enhancement phase is based on two states, and used performance analysis considering factors of output, cycle time/duration and costs, which helps the pre-hospital emergency room to improve their processes.

Keywords: Process mining, Conformance checking, Enhancement, Healthcare, Pre-Hospital emergency

MENACIS - Paper N° 20. ***Emergency Management System Design for Accurate Data: A Case Study***

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Abstract

In any city – smart or not – emergency response is a critical service. In smart cities, the use of technology to manage access to and dispatching of emergency vehicles is particularly important. However, when a system must manage processes spanning multiple computers, clock drift becomes a prominent issue. We show the impact that clock drift can have in a prototype emergency management dispatch system along with a complete description of design techniques that can remedy this issue.

Keywords: Emergency Management Dispatch, Time Synchronization, Clock Drift

Parallel sessions 4 / Sessions Parallèles 4

Thursday March 23d, 2018 from 09:00AM to 10:30 AM / 09h00-10h30

SESSION 4.1 – (MENACIS2018) – TECHNOLOGIE ET GOUVERNANCE
CHAIR: *PR. CHARBEL CHEDRAWI (FRIDAY MARCH 23D, 09:00AM – 10:30AM)*
LOCATION: ROOM 609 – 6TH FLOOR

MENACIS - Paper N° 12. ***Gouvernance de la sécurité SI dans un écosystème cloud computing : une approche longitudinale***

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Abstract

Ce travail de recherche propose une lecture de la gouvernance SI pré-adoption, durant l'adoption et post-adoption du cloud computing. Cette approche temporelle explicative permet de mettre en lumière les différents artéfacts et concepts clés de la gouvernance sécurité dans un écosystème cloud computing. Il est nécessaire de se poser la question : Quelle solution choisir ? Il est aussi primordiale de différencier trois artéfacts clés: les données en tant qu'actif, la solution cloud en tant que système et le prestataire de service en tant qu'acteur et d'appréhender leur rapport avec l'entreprise.

Keywords: Cloud computing, Gouvernance de la sécurité SI, réversibilité cloud, externalisation des données

MENACIS - Paper N° 16. ***États des lieux de la recherche support ERP***

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Abstract

Les entreprises font d'importants investissements dans les technologies de l'information qui, dans de nombreux cas, ont une sous-performance suite à leur adoption, car les fonctionnalités sont sous-utilisées. Dans la recherche en Systèmes d'Information (SI), il nous semble nécessaire de comprendre le rôle joué par les fonctions support des Progiciels de Gestion Intégrés (PGI ou en anglais ERP pour Entreprise

Resouce Planning) dans le but d'une stabilité d'usage de la technologie ERP. Cette recherche repose sur l'analyse de 78 articles académiques francophones et anglo-saxons publiés dans les principales revues en Sciences de Gestion entre 2000 et 2017 traitant les problématiques liées aux supports ERP. Pour cette étude, nous mobilisons un cadre théorique qui repose sur le modèle théorique de Markus et Tanis (2000). L'objectif de cette revue de la littérature est de proposer un examen exhaustif et détaillé du rôle des fonctions support ERP qui sont à l'origine des échecs ou réussites des projets ERP dans leurs différentes phases de cycle de vie. Le document propose l'élaboration d'un cadre pour traiter chaque rôle du support ERP et mettre le point sur l'importance de la formation dans la stabilité d'usage des projets ERP. Il fournit aussi une visibilité plus claire du soutien de la haute direction qui contribuera à l'accumulation des connaissances et à la diversité des recherches en SI. Nous proposons enfin des perspectives de recherches futures permettant à la discipline SI des voies d'investigation renouvelées dans le champ de recherche ERP

Keywords: Projet ERP, Support ERP, Revue de la littérature ERP, Changement organisationnel, Centres de compétences

MENACIS - Paper N° 39. ***Evaluation des performances de Handover et les paramètres de la QoS sur 3G utilisant SDN***

Fatima Laassiri
Mohamed Moughit
Noureddine Idboufker

Abstract
This paper presents a performance evaluation study of the quality of service (QoS) parameters (end-to-end delay, latency, jitter, packet loss, Mean Opinion Score MOS, and Handover) under Universal Mobile Telecommunications System (UMTS) networks utilizing software defined networks (SDN) paradigm SDN for better QoS improvement.
This work is based on the UMTS mobility, which is adopted by the interface S1, with a macro mobility of level 3 based on MIPv6. SIP protocol is used between two end users to evaluate the performance of 3G networks with SDN network paradigm applied

Keywords: SDN, 3G, QoS, OpenFlow, MIPv6

SESSION 4.2 – ICT, INCLUSION, AND ACCESSIBILITY
CHAIR: *PR. CINZIA DAL ZOTTO (FRIDAY MARCH 23D, 09:00AM – 10:30AM)*
LOCATION: ROOM 610 – 6TH FLOOR

Paper N° 20. ***"Assistive Technology" for the social inclusion at school: A portrait of Italy***

Giuseppe Perna, Parthenope University, Naples, Italy, giuseppe.perna@uniparthenope.it
Luisa Varriale, Parthenope University, Naples, Italy, luisa.varriale@uniparthenope.it
Maria Ferrara, Parthenope University, Naples, Italy, maria.ferrara@uniparthenope.it

Abstract

A modern and inclusive school has the primary goal of accepting and enhancing differences, ensuring that every student is fully involved in the learning process and social dynamics. New technologies, and in particular the so-called "Assistive Technologies", can provide a valuable contribution to responding appropriately to these needs. In particular, they can support and assist the full participation of students with disabilities in the learning process, either by allowing them to overcome the damage or impairment, and by overcoming the barriers created by traditional educational methods. Thus, Assistive Technologies are, or may become, one of the most important elements for the realization of truly inclusive pedagogy. This paper focuses on two main objectives: to present the main aids for the various types of disabilities (cognitive, sensory, motoric) offered by the computer and multimedia technologies in the field of didactics; analyse the use of technology in Italian schools to foster the integration process of students with disabilities.

Keywords: disability, school, technology, inclusive, ICT, Italian school, educations, pedagogy, teaching, assistive technology

Paper N° 21. ***Web Platform and Corporate Welfare: An Organizational Inclusive Solution.***

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Abstract

The economic trend of the last years has made necessary a reconsideration of welfare, were public authorities and private companies collaborate to satisfy social needs that increase in number and differentiation. Companies become protagonists of this new welfare system, the so-called "Second Welfare", by adopting the model of corporate welfare that combines the logic of corporate social responsibility and the concept of welfare society. Firstly, those practices seemed to be prerogative of the bigger companies but slowly even the workers of the smaller companies were included in this win-win-win model that allow the Government to satisfy needs more efficiently and effectively, the people to increase their well being and the companies to obtain numerous benefits (e.g. increase in productivity, improvement of the business climate, control of labor cost, retention of collaborators and absenteeism reduction). The role of ICT is fundamental both because ICT platform are a vital tool to coordinate the supply of corporate welfare services and because ICT services allows the inclusion of small and medium companies that through those services are able to catch opportunities that would otherwise be difficult to reach for them.

Keywords: Corporate welfare, web platform, information systems, collaborative innovation, organizational change, better life

Paper N° 19. ***Internet for supporting and promoting accessible tourism: Evidence from Italy***

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Abstract

"Accessible tourism" represents a topic that has been become world-class in the last 10 years, not only because the society is moved from the civic and social sense, but also and above all because this tourism constitutes an undoubted economic opportunity that can create added value over time and consequently also increase profits. First, this study provides a deep conceptual analysis of "accessible tourism" and a broad description of the evolution process of the regulatory system. Second, this paper investigates the contribution of the internet and new technologies to the dissemination of information analyzing tourist websites, taking into account the Italian context.

Keywords: accessible tourism, disability, technology, internet, IC, Italian tourism, websites

SESSION 4.3 – INTELLECTUAL CAPITAL AND LEARNING ORGANIZATION
CHAIR: *PR. CECILIA ROSSIGNOLI (FRIDAY MARCH 23D, 09:00AM – 10:30AM)*
LOCATION: ROOM 609 – 6TH FLOOR

Paper N° 8. ***A Multi-Method Approach for Managing Intellectual Capital Inside Communities of Practice***

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Michela Iannotta, Sapienza University of Rome, Italy, michela.iannotta@uniroma1.it
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Abstract

The increasingly pervasive use of social online services has contributed to raising interest in studying the active participation of individuals to business development processes. Starting from a validated framework for intellectual capital analysis, the aim of this research project is to perfect and implement a multi-step approach of intellectual capital management and assessment. The unit of analysis upon which the integrated step-by-step methodology is based will be an online community of practice operating within an Italian telecommunication company. The basic assumption underlying this study is that communities of practice (CoPs) play a fundamental role in innovation dynamics because of their ability to shape the organizational knowledge base. An integrated approach will provide both academics and practitioners an effective tool for assessing intellectual capital, its creation and the effectiveness of implementation plans conceived as a result of its application.

Keywords: Intellectual Capital, Communities of Practice, Multi-Step Approach, Intellectual Capital Assessment

Paper N° 27. ***Exploring the leveraging effect of Information and Communication Technologies on the link between the Learning Organization and Corporate Social Responsibility implementation***

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Abstract

This research in progress paper puts a focus on Corporate Social Responsibility implementation based on three stages: decision-making, adoption and commitment stages. The aim is to answer the central question: How can a Learning Organization enhance CSR implementation? This communication shows off that mobilizing the concept of Learning Organization enlarges the scope of studies in the field of CSR. Indeed, both the individual and the collective levels are taken into account. This study wants to deepen the understanding by asking the following sub-questions: What is the potential of Information and Communication Technologies (ICTs) as a leveraging effect on the five disciplines of a Learning Organization in the case of CSR implementation? How to adopt and adapt these technologies to achieve different stakeholders' goals? The intersection between these two concepts, Learning Organization and CSR implementation, is going to be analyzed through ICTs as a leveraging effect.

Keywords: ICTs, Learning Organization, Corporate Social Responsibility, Qualitative Research

Paper N° 43. ***Innovative approaches to work organization and new technologies. Which trends? Which challenges?***

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Abstract

Innovative approaches to work organization find an essential basis in information and communication technologies (ICTs) and their most recent evolution. Our paper focuses its attention on the role played by ICTs, in supporting the development of new ways to work and to perform, promising a better balance between work and life. Through the experiences of some Italian enterprises, among the first users of these approaches and, more exactly of smart working (SW), the paper analyses conditions and implications of this deep change in work organization.

Keywords: Information and communication technologies advances information technologies, work organization, innovative approaches to work organization, smart working

Parallel sessions 5 / Sessions Parallèles 5

Thursday March 23d, 2018 from 11:00AM to 12:30 PM / 11h00-12h30

SESSION 5.1 – (MENACIS2018) – TECHNOLOGIE ET LOGISTIQUE
CHAIR: *PR. BESSEM BOUBAKER (FRIDAY MARCH 23D, 11:00AM – 12:30PM)*
LOCATION: ROOM 609 – 6TH FLOOR

MENACIS - Paper N° 05. ***Industrie 4.0 : impact des nouvelles technologies sur les enjeux de la logistique***

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Abstract

Dans le contexte de l'industrie 4.0, Les nouvelles technologies ont permis d'affronter les enjeux du secteur logistique. Elles ont intégré des modèles intelligents pour améliorer la traçabilité et la prise en charge des processus logistiques en temps réel tout en assurant une haute précision et une flexibilité. Dans cet article, nous proposons une étude concernant l'impact des nouvelles technologies sur les enjeux de la logistique dans le contexte de l'industrie 4.0. Nous nous sommes basés sur un ensemble des travaux visant à transformer le processus logistique en processus intelligent, doté d'une capacité de communication, perception, d'action, et de gestion des informations propres disponibles localement ou à travers un réseau.

Keywords: Industrie 4.0, SMART Logistique, Nouvelles technologies

MENACIS - Paper N° 10***. Les facteurs déterminants l'acceptation et l'usage des technologies par les utilisateurs finaux dans le contexte de l'entreprise marocaine, cas de SAP comme progiciel de gestion intégrée (ERP).***

Merouane Bouhrouje, Hassan II University of Casablanca, National School of Commerce and Management,

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Gassemi Karim, École Nationale de Commerce et éd. Gestion, Morocco, gassemik@gmail.com

Abstract

Derrière notre travail, nous cherchons à mettre en évidence les facteurs qui influencent l'acceptation de l'ERP par l'utilisateur final dans le contexte Marocain tout en cherchant à donner le poids relatif de chaque facteur et famille de facteurs pour aboutir à leur classification. Pour ce faire, nous allons capitaliser sur l'effort exploratoire des recherches menées dans l'orbite de l'ERP en contexte Marocain pour construire un modèle d'acceptation et d'usage des ERP autour du cadre de référence TAM3 qui est le dernier aboutissement des évolutions du modèle TAM issu principalement de la Théorie de l'Action Raisonné et de la Théorie du Comportement Planifié

Keywords: TAM3, ERP, Acceptance, Use, Technology, Morocco

MENACIS - Paper N° 11. ***Un système dynamique de prévision des instabilités***

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Abstract

La problématique de la stabilité financière constitue une préoccupation majeure pour les économies avancées et émergentes. Cette thématique influe sur la croissance économique et renforce les mécanismes de confiance. De plus, un environnement financier solide représente une garantie pour l'intégration du financier au réel.

En effet, la capacité d'un système financier à absorber les chocs dépend principalement de la résilience de ses différents compartiments. Afficher une éventuelle vulnérabilité au cours des épisodes de turbulences et en période de crise est cependant lourd de conséquences. Par ailleurs, les fluctuations cycliques et la fragilité des institutions et des marchés se révèlent une dure épreuve à surmonter afin d'assurer la réussite d'une politique de ciblage de la stabilité.

En définitive, ce papier se base sur la possibilité holistique pour la résilience de l'ensemble. À cet égard, les conclusions formulées confirment l'aspect complémentaire entre cette piste et l'approche macroprudentielle. De ce fait, la convergence vers un modèle intégré, où l'autorité centrale et toute partie prenante se fédèrent pour maintenir la stabilité financière systémique suscite un vif intérêt.

Keywords: Stabilité financière, Supervision prudentielle, filets de sécurité, autorité centrale, approche preventive et holistique, mode intégré, modèles multi-agents

SESSION 5.2 – ICT AND PERFORMANCE
CHAIR: *PR. LEAH DAVIS (FRIDAY MARCH 23D, 11:00AM – 12:30PM)*
LOCATION: ROOM 610 – 6TH FLOOR

Paper N° 18. ***The FDI-Economic Growth Nexus from a Human Resource Management Perspective: The case of the ICT sector in Sub-Saharan Africa***

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Abstract

FDI is considered as the engine of today's globalization game and the current challenge consists on how to contribute to global governance and to ensure common interest for both home and host economies. In this regard, while considering foreign telecommunication companies' ownership and information control, our concern is to determine the critical success factors of FDI in Sub-Saharan Africa (SSA) and to find out whether FDI has considerable, effective and sustainable impacts on human capital development, and thus indirectly on the economic and democratic development of African countries. This paper focuses on the literature review on the FDI-economic development nexus from a human resource management perspective in the ICT sector in SSA countries.

Keywords: FDI, ICT, Human Ressource Management, Africa

Paper N° 40. Audit in the blockchain era within a principal-agent approach

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Abstract

Created in 2008, Blockchain is a novel solution to the problem of trust (Voshmgir 2017) by the fact that the continuously growing distributed database are hardened against tampering and revision, even by operators of the data store's nodes (Fanning & Centers 2016). For Voshmgir (2017), blockchain could disrupt traditional governance structures by reducing bureaucracy through lower transaction costs, solving principal-agent issues and moral hazard; thus, the impact of blockchain on the Audit function through the principal agent problem (Eisenhardt, 1989). This article is a contribution to the little research made in this field; it will provides insight into how “Blockchains” work while exploring the common ground with the audit function through a principal agent approach. By doing so, we aim to initiate a scholar curiosity of the potential of blockchain in audit, one of the core function corporate governance and organizational environment.

Keywords: Blockchain, Audit, Principal-Agent theory

Paper N° 41. ***Big Data and ICT in the Lebanese Banking Sector from a Transactional Cost Theory (TCT) Perspective - the Case of top Lebanese Banks***

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Abstract

Voluminous data are being exchanged during banking transactions internally and externally (Saxena and Al-Tamimi, 2017). In the current information era, big data can help firms reveal hidden information and achieve competitive advantages (Chong and Shi, 2015), translating into higher productivity, lower operating costs, and a greater supply curve shift. In fact, the integration of big data analytics in the banking operations in England (Bholat, 2015) and Singapore (Ng, 2012), enhanced customer services' efficiency (Saxena and Al-Tamimi, 2017), reduced transaction costs, increased number of users and boosted demand (Davie and Hasan 2014). This article discusses the effect of ICT and Big Data in the banking sector through the transaction cost theory approach of Williamson (1975). Following a qualitative approach, this paper reveals the actions currently undertaken by the first two leading banks in the Lebanese market in order to optimize big data and ICT integration in their internal and external transactions.

Keywords: Big Data, ICT, Transactions Cost Theory, Banking sector

SESSION 5.3 – SERVICE ORIENTED ARCHITECTURE, OPEN DATA ET BLOCLCHAIN
CHAIR: *PR. AZ-EDDINE BENNANI (FRIDAY MARCH 23D, 11:00AM – 12:30PM)*
LOCATION: ROOM 611 – 6TH FLOOR

Paper N° 2. ***An Approach to Mine Business Processes for Service Oriented Architecture***

Amna Al-Shereiqi, Sultan Qadoos University, Oman, m084074@student.squ.edu.om
Youcef Baghdadi, Sultan Qadoos University, Oman, ybaghdadi@squ.edu.om

Abstract

The main purpose of this research is to propose an approach to mine business process for SOA, an architecture that enables the flexibility of the business processes and ultimately the agility of the business to cope with business requirement change. The proposed approach combines mining techniques with a suitable service identification method that uses business process as input artifacts. The approach first uses a business process mining discovery technique to discover the business process model. Then, it clusters the activities into tasks and organizes tasks into an initial set of services. Finally, it checks the compliance of the resulted services with the service orientation principles, specifically the granularity of the services that is very crucial in attaining the flexibility. It is validated by a case study. The proposed approach helps enterprises to mine their business processes, develop them and identify services.

Keywords: Business Process, Business Process Mining, Service Oriented Architecture, Service Identification Methods

Paper N° 26. ***The Classification and Potential of Business Archetypes by Using Open Data***

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Abstract

Public data collected or possessed by administrative agencies and subsequently released as Open Data is expected to bring about positive economic effects. The purpose of this paper is to summarize the business

archetypes of using Open Data to establish whether this expectation holds true, and to classify Open Data business archetypes into 7 types to predict their commercial potential.

Keywords: Open Data, Open Innovation, Business Archetypes, Classification

Paper N° 33. ***ICT and the Performance of Lebanese Banks: A Panel Data Analysis***

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Abstract

This study explores the impact of information and communication technology (ICT) on the performance of 25 Lebanese commercial banks for the period between 2000 and 2014. Unlike previous studies, this study uses a panel data analysis to assess the effect of the number of Internet users and domain registrations in Lebanon on the performance of the banks. Results reveal that there is a positive statistical significant relationship between ICT and the performance of the banks. Moreover, the capital adequacy ratio, the size of the bank, the growth rate of the gross domestic product and the lending interest rates were found to have a positive impact on the performance. We conclude that a higher level of ICT use is an important factor that determines commercial banks' profitability as it supports the commercial work of the banks and enables them to achieve a better performance.

Keywords: ICT, Bank Performance, Lebanon

Parallel sessions 6 / Sessions Parallèles 6

Thursday March 23d, 2018 from 02:00PM to 03:30 PM / 14h00-15h30

SESSION 6.1 – (MENACIS2018) –
CHAIR: *PR. TERESINA TORRE (FRIDAY MARCH 23D, 02:00PM – 03:30PM)*
LOCATION: ROOM 609 – 6TH FLOOR

MENACIS - Paper N° 18. ***Understanding Social Media Usage using a Two Theory Approach based on Flow and Dissonance***

Ananth Chiravuri, UAE University, United Arab Emirates, ananth.chiravuri@uaeu.ac.ae

Abstract

The average time that a teen is spending on social media has been increasing exponentially over the last few years. This online behavior is contrary to the existing negative attitudes on social media usage. Presently, studies have tried to explain this partly using flow theory. There is a need for other theories to explain the contradictory behavior. The objective of this study is to examine this gap using two theories from marketing and psychology: "Flow" and "Cognitive Dissonance". Specifically, we aim to provide a fuller explanation as to why users/teens in UAE spend more time on social media using the two theories. The outcomes of our study will contribute to the human-computer interaction (HCI) domain in MIS and will help policy makers, educators, and IS/ social media managers in UAE devise better strategies.

Keywords: Social media, Flow, Cognitive dissonance, Usage

MENACIS - Paper N° 02. ***Individual Intention to Become an Entrepreneur: Technological Perspective***

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Abstract

Since entrepreneurs contribute to the economy of nations by creating new ventures and job opportunities, they are considered valuable assets. Entrepreneurship literature has given much attention to what drives individuals to become entrepreneurs from various perspectives, however, it is lacking with regard to IT cognitive and emotional factors that can influence individuals to become entrepreneurs. This research in progress sheds light on the technological perspective and develops a theoretical model that extends theory of planned behavior by incorporating IT factors into established entrepreneurial models. Particularly, the developed model explains how general computer self-efficacy and computer anxiety can determine entrepreneurial intention. SEM is used to test the developed model and preliminary results are presented. Potential contributions are communicated to both academia and industry.

Keywords: Entrepreneurial intention, TPB, IT, General computer self-efficacy, Computer anxiety

MENACIS - Paper N° 13. ***Acceptance of Information Systems in Higher Education: Which Model for the Moroccan Context?***

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Abstract

The UTAUT model (Unified Theory of Acceptance and Use of Technology) makes it possible to predict the behavioural intentions and actual behaviour of potential IS/IT users. However, the model has mostly been applied to industry, and mainly in western contexts. Could it be applied as it stands to examine the question of acceptance by IT/IS users in public and private Moroccan Higher Education? Using the foundations on which UTAUT was developed, and a study of a representative sample of 551 users (teachers, students, administrative staff and IT technicians), this communication describes and explains the process adopted to develop, test and validate an IT/IS acceptance model (with an R2 value of approximately 41%) that is appropriate for the context and particular features of Higher Education in Morocco.

Keywords: UTAUT, Contextualised acceptance model, Information systems, Moroccan Higher Education

SESSION 6.2 – INFRASTRUCTURE AND TECHNOLOGY TRANSFER
CHAIR: *PR. YOUCEF BAGHDADI (FRIDAY MARCH 23D, 02:00PM – 03:30PM)*
LOCATION: ROOM 610 – 6TH FLOOR

Paper N° 03. ***An Insight into Concepts of Technology Transfer and Its Role in the National Innovation System of Latvia***

Viktorija Ponomarenko, Riga Technical University, Latvia, viktorija.ponomarenko@gmail.com

Abstract

The modern world is based on data and information flows, and information and communication technologies (ICT) are ubiquitous in the modern digital age. They are tailored to meet the needs of different industries. Technology transfer is an essential factor in the national innovation system of the country and in the society as a whole. It contributes to sustainable development, improvement and knowledge building; moreover, it is one of the main drivers of growth and competitiveness. In the authors' efforts to improve the innovation indicators of Latvia in terms of knowledge and technology results, statistical data have been aggregated and scientific literature reviewed with the aim of evaluating relevant concepts of technology transfer, as well as its role in the national innovation system of Latvia. Through the research conducted and the results obtained, the authors of the research have substantiated the need to develop a new information technology model based on information technology standards, marketing and commercialization processes, as well as technology transfer handbooks.

Keywords: Technology Transfer, Commercialization, Information and Communication Technologies

Paper N° 11. ***The Role of Company Specific Information in Valuation Models used in the UAE.***

Hafiz Imtiaz Ahmad, New York Institute of technology, United Arab Emirates, imtiaz84@gmail.com
Khaled Aljifri, United Arab Emirates University, United Arab Emirates, k.aljifri@uaeu.ac.ae

Abstract

The role of company specific information in valuation is important. In this paper, we explore the company specific information as considered by UAE financial analysts. A questionnaire and interviews were used to answer research questions of this study. Thirty-five investment analysts, in cooperation with the CFA Society Emirates, participated in the questionnaire. The sample covered most of the analysts who have professional qualifications such as CFA and CAIA (coupled with an academic degree such as the MBA) and have an average of more than eight years of experience in the relevant sectors. The descriptive and comparative analysis was employed in this study. The results reveal that the financial analysts and fund managers in the

UAE, put more weights to the assessment of management and assessment of performance sustainability and less emphasis on historical performance and review of research and development while analyzing a listed stock

Keywords: Financial Analysts, Valuation Models, Company specific information, UAE

Paper N° 23. ***Information Technology Infrastructure: A Source of Entrepreneurs' Economic Challenges***

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Abstract

This qualitative study involved exploring the meaning of the experiences of entrepreneurs in New York State who faced economic challenges due to rapid changes in the information technology infrastructure. The basis of this research was Laudon and Laudon's management information theory. The first research question related to the experiences and dynamics of entrepreneurs whose businesses require adequate technological infrastructure, and the second question related to the ways entrepreneurs experience economic challenges due to rapid changes in business technology. Data collection took place through unstructured face-to-face interviews with 20 entrepreneurs in New York State using a purposive sampling method. Analyzing the data helped to develop participants' experiences into themes. Forty-five percent of participants did not have updated business technology. This study may serve as a catalyst to bring awareness to the effect of technological change on nascent entrepreneurs and may lead to a strategy to provide resources to affected entrepreneurs.

Keywords: Information, Infrastructure, Technology, Entrepreneur, Innovation, Venture Capitalist, Competitive Advantage, Economic

SESSION 6.3 – ICT AND DECISION MAKING
CHAIR: *PR. AZ-EDDINE BENNANI (FRIDAY MARCH 23D, 02:00PM – 03:30PM)*
LOCATION: ROOM 611 – 6TH FLOOR

Paper N°31. ***The Problematic of Governance under Conditions of Catastrophic Disaster: Theoretical Frames for Understanding the Response to the Hurricane Season in the United States, 2005-2017***

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Abstract

Hurricanes are annual occurrences in the Atlantic Ocean, Caribbean Sea, and Gulf of Mexico. This paper is a first step in a project to analyze hurricanes as catastrophic disasters that have devastated the natural and built environments of affected communities, and which reflect a continuous cyclical pattern of disaster, devastation, and rebuilding that derives from historical policies and politics of a complex governance system. The events of three hurricanes are investigated: Hurricane Katrina in 2005, Hurricane Sandy in 2012, and Hurricane Harvey in 2017. We employ Social-ecological Systems (SES) Thinking and Governance Network Theory to understand the complex interactions of ecological systems, resource systems, and governance systems. Our goal is a future contribution to improve the functioning of interorganizational networks, so that management, infrastructure, and policy result in adaptive, resilient, and sustainable institutions and communities and more effective and efficient disaster recovery efforts.

Keywords: catastrophic disasters, Hurricanes, social-ecological systems thinking, governance network theory, United States, coupled human and natural resource systems, Hurricane Katrina, Hurricane Sandy, Hurricane Harvey

Paper N° 37. ***Information System Dispositive and institution's transformational process: Symbolic adoption, change and resistance***

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Abstract

Investments in Cloud Computing are booming. But investing in Cloud services is not neutral. Moving IT services to the Cloud reshapes a company's IT landscape and can heavily impact its IT value chain. Indeed,

the Cloud Computing can capture participation of different stakeholders in the development of the core value. This article aims to identify the process of value co-creation in the Cloud era and to specify the main role of the IT service providers. An explanatory qualitative research methodology has been conducted between Jan-August 2017 targeting Cloud services providers, IT service providers and other actors of the value co-creation. Results show that IT service provider plays a role of value integrator by acting as the interface between the vendors, Cloud service providers, and client companies

Keywords: Cloud Computing, Value co-creation, IT service providers

Paper N° 01. ***Artificial Intelligence and Decision making in Hospitality management***

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Abstract

The recent advent of Artificial intelligence (AI) has increased organizations' ability to use their implicit and explicit knowledge to support unstructured complex decisions. This paper is an attempt to generate a research paper that will develop a comprehensive understanding of the impacts of Artificial intelligence (AI), and compare their role in aggregating organizational knowledge to support complex decision making in Hospitality management.

Keywords: Artificial intelligence (AI), Complex decision making, Implicit and explicit knowledge, Hospitality management