# ICTO2020 detailed Program

*Smart Technologies for an inclusive world*

Online November 5th and 6th, 2020

**Time: Local time in France; GMT+1; UTC+1**

## First Day

***Thursday November 5th, 2020***

### Morning

#### PARALLEL SESSION 1

***Thursday November 5th, 2020***
*9:00 AM - 10:30 AM (GMT+1; UTC+1)*

**SESSION 1.1 DIGITAL TRANSFORMATION**

Session Chair: **Prof. Abbas Tarhini,** Past President of the MENA Chapter of the Association for Information Systems - MENA-AIS

Paper 109. Ananth Chiravuri and Maher Shirah. Business Applications of Machine Learning in the Consumer Transport Industry

Paper 45. Huay Ling Tay. Digital Transformations and Supply Chain Management: A Lean Six Sigma Perspective

Paper 63. Sabrina Bonomi, Laura Pentassuglia and Cecilia Rossignoli. Digital transformation and the pharmaceutical sector: an Italian overview

**SESSION 1.2 IT, CULTURE & PERFORMANCE**

Session Chair: **Prof. Maureen Tanner ,** President of the Southern African Chapter of the Association for Information Systems - AISSAC

Paper 15. Amira Tawadros. A Computational Approach to Cultural Value Systems and Toleration

Paper 80. Jonas Kevin Samuel Moukolo, Jean Robert Kala Kamdjoug and Samuel Fosso Wamba. Contribution of Analytics on Firm Performance: The moderating effect of the Organizational Culture

Paper 49. Karma Sherif and Mazen El-Masri. Reshaping Employee Perceptions of Electronic Performance Monitoring: A Subculture-Based Multi-Level Analysis

**SESSION 1.3 IT & SUSTAINABILITY**

Session Chair: **Prof. John Otieno,** President of the Association for Information Systems Eastern Africa Chapter - AISEA

Paper 22. Natalia Bracarense, Ransome Epie Bawack, Samuel Fosso-Wamba and Kevin Daniel André Carillo. Artificial Intelligence and Sustainability: A Bibliometric Analysis and Future Research Directions

Paper 33. Ahmed Idries and John Krogstie. Smart Contracts in Digital Platforms for providing new distributed renewable energy services

Paper 81. Mauro Romanelli. Driving cities as sustainable urban communties

***Thursday November 5th, 2020***
***10:30 AM - 11:00 AM Coffee Break ( GMT+1; UTC+1)***

#### Opening session

***Thursday November 5th, 2020***

*11:00 AM - 12:30 PM (GMT+1; UTC+1)*

| SPEAKERS | **OPENING SESSION**<br>**THURSDAY NOVEMBER 5TH, 2020 (11:00AM-12:30PM)**<br>*SESSION CHAIR: PROF SAMUEL FOSSO WAMBA* |
|---|---|
| Inaugural speech | Prof Samuel Fosso Wamba, President of ICTO association, Conference co-chair |
| Welcome speeches | Prof Nicholas Paparoidamis, Dean of Research EMLV, Conference co-chair |
| Welcome Speeches | Prof Stéphanie Lavigne, Director of TBS Business School |
| Welcome Speeches | Prof Marie Boitier, Dean of TBS Business School |
| **Keynote speaker** | Prof Katina Michael, Director, Society Policy Engineering Collective, Arizona State University<br>**"Smart Technologies in the Public Interest"** |
| General Assembly ICTO asso. | ICTO2020 General Assembly and Election GA (election) |




***Thursday November 5th, 2020***
***Lunch Break : 12:30 PM - 2:00 PM***

**PARALLEL SESSION 2**

***Thursday November 5th, 2020***
*2:00 PM - 4:00 PM (GMT+1; UTC+1)*

**SESSION 2.1 IT, SC, & OPERATIONS**

Session Chair: **Prof. Samuel Fosso-Wamba,** President of the ICTO Association, ICTO2020 conference co-chair

Paper 39. Samuel Fosso Wamba and Maciel M. Queiroz. Is Quantum Computing the Future of Electronic Commerce and Supply Chain: Unfreezing a Research Stream by a Bibliometric Analysis

**SESSION 2.2 IT & INCLUSION**

Session Chair: **Prof. Peter Saba,** co-President of the Lebanese Chapter of the Association for Information Systems - LAIS

Paper 7. Dina Sidani, Eleonora Veglianti and Parisa Maroufkhani. Smart Cities for a Sustainable Social Inclusion Strategy – A Comparative Study between Italy and Malaysia

**SESSION 2.3 IT ADOPTION**

Session Chair: **Prof. Hind Kabaili,** co-President of the MENA Chapter of the Association for Information Systems - MENA-AIS

Paper 74. Atoofah Gierdien and Osden Jokonya. Factors Affecting the Adoption of Financial Technology at Universities

Paper 14. Ida Tognisse and Jules Degila. Factors to the Adoption of GSM Telephony in Rural Areas in west Africa

**SESSION 2.1 IT, SC, & OPERATIONS**

Paper 65. Thabo Sakasa and Tendani Mawela. Opportunities for AIOps in Higher Education Institutions

Paper 30. Mohammed A. Hajar, Daing Nasir Ibrahim, Mohd Ridzuan Darun and Mohammed A. Al-Sharafi. The Role of Emerging Technologies in Shaping the Value Innovation Aptitude to Generate Competitive Advantage and Sustainability

Paper 82. Mohammad Merhi. The Effect of Digital Transformation on Corruption: A Global Analysis

**SESSION 2.2 IT & INCLUSION**

Paper 36. Mohamed Amine Issami and Boukary Tandamba. Une Fintech Disruptive pour une finance Inclusive en Afrique : Rôle et Contribution du Mobile Money

Paper 66. Jessy Nair and Mohith Kumar Jain. Unbanked to banked: Re-intermediation role of banks in e-government services for financial inclusion in Indian context

Paper 23. Nada Mallah Boustani, May Merhej Sayegh and Zaher Boustani. Strengthening public Institutions and Social Inclusion of Vulnerable Groups in a Developping country - A case study based on the Ministry of Social Affairs Initiative for Chilhood Program

**SESSION 2.3 IT ADOPTION**

Paper 77. Hassan Dennaoui and Angelika Kokkinaki. GE-GOVERNMENT: A GEOGRAPHIC INFORMATION BASED E-GOVERNMENT CITIZENS' ADOPTION FRAMEWORK

Paper 75. Ra-ees Ismail and Osden Jokonya. Factors Affecting the Adoption of Emergent Technologies to Address Last-mile Delivery in the Retail Sector

***Thursday November 5th, 2020***
***4:00 PM - 4:30 PM Coffee Break***

**PARALLEL SESSION 3**

***Thursday November 5th, 2020***
*4:30 PM - 6:00 PM (GMT+1; UTC+1)*

**SESSION 3.1 PREDICTION AND SERVICE RECOMMENDATION USING ML**

Session Chair: **Prof. Denis Dennehy,** co-chair of the 20th IFIP Conference e-Business, e-Services, and e-Society, NUI Galway, Ireland.

Paper 40. John Oredo and Denis Dennehy. Predicting Freemium Users' Intention to Migrate to Premium Personal Cloud Services: A Machine Learning Approach

Paper 10. Pasquale De Rosa, Michel Deriaz, Marco De Marco and Luigi Laura. Service Recommendations with Deep Learning: a Study on Neural Collaborative Engines

Paper 46. Constantine Xipolitopoulos, Maria Nefeli Nikiforos, Maria Malakopoulou and Adamantia Pateli. Success Factors for Crowd-funding Campaigns with Machine Learning Techniques

**SESSION 3.2 IT & INCLUSION**

Session Chair: **Prof. Stanislaw Wrycza,** President of the Polish Chapter of the Association for Information Systems - PLAIS

Paper 62. Jihane Aayale and Meriem Seffar. A Step Towards an Inclusive Digital Transformation of the Public Administration in a Developing Country: Evidence From Morocco.

Paper 97. Enrico Cori, Daria Sarti and Teresina Torre. Enhancing inclusiveness through remote working: what happened during Covid-19 experience in Italy?

Paper 18. Bissane Harb and Dina Sidani. Smart Technologies Challenges and Issues in Social Inclusion - Case of Disabled Youth in a Developing Country

**SESSION 3.3 E-SERVICES ON THE CLOUD**

Session Chair: **Prof. Marina Johnson**, Secretary of the SIG CAM

Paper 120. Ibtissame Abaidi, Imed Ben Nasr, Antoine Harfouche, Imagery processing contributions to valuing the customer experience journey of complex products: case of Iot for smart house

Paper 26. Charbel Chedrawi, Antoine Harfouche, Bachir Zoghbi and Nahil Kazoun. A Value Dominant Logic (VDL) Approach to the Cloud Computing Era: Evidence from IT service Providers in Lebanon

Paper 51. Malayka Ghosh, Kevin Carillo, Ransome Bawack and Samuel Fosso-Wamba. Artificial Intelligence and the Travel and Tourism Industry: A Bibliometric Overview

***8:00PM - 11:30PM*** **SOCIAL DINNER (cancelled)**

## Second Day

***Friday November 6th, 2020***

**PARALLEL SESSION 4**

***Friday November 6th, 2020***
*8:30 AM - 10:30 AM (GMT+1; UTC+1)*

### SESSION 4.1 IT & PERFORMANCE

Session Chair: **Prof. Selwa Elfirdoussi,** co-President of the MENA Chapter of the Association for Information Systems - MENA-AIS

Paper 34. Mohamed Amine Marhraoui and Abdellah El Manouar. Digital Business Strategy and firm's performance: the intermediary role of organizational agility

Paper 48. Samrat Gupta and Amit Anand Tiwari. Network based Modelling and Analysis of Film Performance in the Indian Film Industry

Paper 37. Pedro Pimenta, Célio Carvalho and Joaquim P Silva. Pedro Pimenta, Célio Carvalho and Joaquim P Silva. Business Performance Management Platform for SMEs

Paper 79. Mohamed Akoum. Internal Control Effectiveness Measurement Framework– An Integrated Model

### SESSION 4.2 AI, CSR & SUSTAINABILITY

Session Chair: **Prof. Mazen El-Masri,** President of the Qatar Chapter of the Association for Information Systems - QRAIS

Paper 13. Diego Padovan. Contact Tracing Tools and Social Media Platforms - Analysis of Crossing Big Data Sources

Paper 25. Lina Ghaly. Artificial Intelligence contributions in raising awareness through Social Media and in detecting Fake News about Covid-19 virus

Paper 92. Richa Sharma and Jaspreet Kaur. Corporate Social Responsibility and Customer Satisfaction: Role of Artificial Intelligence

Paper 68. Yasmine Diab and Imed Ben Nasr. Digital Transformation and its Contribution to the Corporate Social Responsibility as a Sustainable Development Strategy within Organizations: A literature Review

### SESSION 4.3 IT & SERVICE QUALITY

Session Chair: **Prof. Nizar Raissi,** Member of the MENA Chapter of the Association for Information Systems - MENA-AIS

Paper 50. Saradhi Motamarri, Shahriar Akater and Venakata Yanamandram. Big Data Analytics in Frontline Service Delivery

Paper 102. Selwa Elfirdoussi, Mohamed Lachgar, Hind Kabaili, Larbi Elfirdoussi, Abdelali Rochdi and Driss Goujdami. Impact de l'enseignement à distance lors de la pandémie COVID-19 : Cas des Universités Marocaines

Paper 110. Ekaterina Glebova and Michel Desbordes. Technology Enhanced Sports Spectators Customer Experiences: Measuring and Identifying Impact of Mobile Apps on Muay Thai Sports Spectators Customer Experiences in Thailand

Paper 16. Mousa Albashrawi and Nila Windasari. Does Gender Matter in Mobile Banking Loyalty?

***Friday November 6th, 2020***
***10:30 AM - 11:00 AM Coffee Break***

## PARALLEL SESSION 5

***Friday November 6th, 2020***
*11:00 AM - 1:00 PM (GMT+1; UTC+1)*

### SESSION 5.1 AI & DECISION

Session Chair: **Prof. Sicilia Urbán Miguel Ángel,** President of the Spanish Chapter of the Association for Information Systems -

Paper 53. Heeyeon Lee, Samuel Fosso Wamba, Ransome Bawack and Kevin Carillo. Artificial Intelligence and Data-driven decision making: A Bibliometric Overview

Paper 28. Gloria Haddad and Charbel Chedrawi Gloria Haddad and Charbel Chedrawii. The Impact of Technology Adoption during the COVID-19 Pandemic on Inclusion and diversity: Evidence from Lebanon

Paper 47. Majid Saab Salamah and Saif Khalaf Attallah. Using a Data Analytics System for Enhancing Decision Making in power plants

Paper 98. Inas Zein Eddine and Imed Ben Nasr. Big Data Analytics: Towards Smarter Marketing Decisions in Value Creation

### SESSION 5.2 IT SECURITY

Session Chair: **Prof. Ananth Chiravuri,** Professor of Analytics in the Digital Era-(CBE) at UAE University, Al Ain-UAE

Paper 106. James Pérez-Morón. Ten years of Cyberattacks on Chinese supply chains in an era of cyber warfare, a bibliometric analysis.

Paper 71. Gideon Mekonnen Jonathan, Bemenet Kasahun Gebremeskel and Sileshi Demesie Yalew. Information Security Management and Digital Transformation in the Public Sector

Paper 103. Ghada Awada. Artificial Intelligence in Army Defense: Violation or Adherence to International Law

### SESSION 5.3 E-HEALTH

Session Chair: **Prof. Marco De Marco,** Founding member and past president of the Italian Chapter of the Association for Information Systems - itAIS

Paper 12. Kalinka Kaloyanova. Modelling Data Consistency in Electronic Healthcare Based on Standard

Paper 59. Charbel Chedrawi and Nahil Kazoun. Big Data and Security in the Health Sector From Co-creation to Co-destruction of Value: Evidence From the Lebanese Public Healthcare Sector

Paper 108. Shweta Nanda and Saket Nanda. Adoption of Blockchain in Health Market: A Qualitative System Dynamics Model

Paper 6. Stanka Uzunova, Kristina Kilova and Nonka Mateva. Application of Telemedicine in COVID-19 Conditions– Overview

***Friday November 6th, 2020***
***Lunch : 1:00 PM - 2:00 PM***

## PARALLEL SESSION 6

***Friday November 6th, 2020***
*2:00 PM - 3:30 PM (GMT+1; UTC+1)*

**SESSION 6.1 PROJECT MNGT AND STRATEGY**

Session Chair: **Prof. Jean-François Lemoine**, Director of the Doctoral school of Management at Paris 1 Panthéon-Sorbonne University

Paper 54. Abdulaziz Alghazi, Jun Shen, Samuel Fosso Wamba, Tingru Cui and Mengxiang Li. Strategic business-IT Alignment myths resolved or not yet? An exploratory study in public sector organizations in Saudi Arabia

Paper 21. Nilton Takagi and João Varajão. Success Management in Information Systems Projects – work-in-progress

Paper 111. Raghu Yadaganti and Jessy Nair. Conceptual model of Adoption of E-Government services in India

**SESSION 6.2 SOCIAL MEDIA STRATEGIES**

Session Chair: **Prof. Pauline De Pechpeyrou**, Head of the Marketing Department of the French Management Research Institute

Paper 85. Elie Nasr and Marcel Affi. Identivision: A Facial Identification Venture Using ML Across Live Targeted Data from Social Media Websites

Paper 91. Puzant Balozian. Antecedents of Switching to Alternate Social Media: A Unified Model

Paper 112. Francisco Paletta, Information Technology Management: A Model for Information and Digital Content Management

**SESSION 6.3 IT AND EMERGENCY**

Session Chair: **Prof. Kalinka Kaloyanova,** President of the Bulgarian Chapter of the Association for Information Systems - BulAIS

Paper 11. Eleonora Veglianti, Yaya Li, Elisabetta Magnaghi and Marco De Marco. Social media in emergency situations: the case of COVID-19 in Wuhan

Paper 32. Hooria Hajiyan, Ahmad Alibabaei, Peyman Badakhshan and Michael Reiner Kamm. A DEMATEL-Fuzzy ANP Hybrid Method for Supplier Selection Based on IT Security Factors

Paper 104. Akio Yoshida. Factors which Prevent Betterment of COVID-19 Policies: Distance in the World with ICT and Dignities of Organizations

***Friday November 6th, 2020***
***3:30 PM - 3:45 PM* Coffee Break**

**PARALLEL SESSION 7**

***Friday November 6th, 2020***
*3:45 PM - 5:15 PM (GMT+1; UTC+1)*

**SESSION 7.1 IT & HUMAN RESOURCES**

Session Chair: **Prof. Teresina Torre**, Vicepresidente ASSIOA Coordinatore del Corso di Laurea Magistrale in Management DIEC - Dipartimento di Economia Scuola di Scienze Sociali - Università degli Studi di Genova

Paper 69. Nizar Raissi. Does ISO 26000 and ISO 14001 Standards Influence Workers Psychology? A Cognitive Analytics Management as a strategic factor

Paper 78. Alena Fedorova and Ilona Polents. Digital Generation of Employees: New Challenges for Human Resource Management

Paper 42. Polyxeni Vassilakopoulou and Ilias Pappas. Streamlining Chatbot – Chat Agent Interaction: An Exploratory Study

**SESSION 7.2 IT & HUMAN ROLE**

Session Chair: **Prof. Cinzia Dal Zotto,** Professor of human resources management at the Faculty of Economics and Business at the University of Neuchâtel.

Paper 56. Inna Alexandrovna Gazieva, Alexey Viktorovich Baranov, Olga Vladimirovna Kotlyarova and Alexey Vasilievich Tagaev. Complex of Competencies as a Social Effect of Implementing Virtual Simulators in the Educational Process

Paper 101. Marroi Laaraj, Walid A. Nakara and Samuel Fosso Wamba. Le rôle des cabinets de conseil dans le déploiement des blockchains : une étude exploratoire

Paper 76. Rania Fakhoury and Bilal Chebaro. Mukhtar: A Human Intermediary Solution for E-government in Lebanon, Jordan, and Iraq?

**SESSION 7.3 SOCIAL BUSINESS & SHARING ECONOMY**

Session Chair: **Prof. Elisabetta Magnaghi,** President Elect. of the ICTO Association, member the ICTO2020 conference committee

Paper 61. May Sayegh and Nada Mallah. The impact of Social Commercial Platform on Entrepreneurship in a developing country

Paper 35. Tetsuo Noda, Hao Wang and Li Zhang. Consideration for Estimating Economic Effect by Sharing Economy

Paper 70. Nada Soudi and Al Azzouzi Noureddine. How PPPs Can Improve the Attractiveness of Territories in Morocco: Case of Sanitarian Services

**Closing session**

***Friday November 6th, 2020***
*05:15 PM - 06:00 PM (GMT+1; UTC+1)*

| SPEAKER | CONFERENCE CONCLUSION |
|---|---|
| ICTO2020 Conference co-chair | Prof Nicholas Paparoidamis, Dean of Research EMLV, Conference co-chair : **Conclusion of ICTO2020** |

| SPEAKER | CONFERENCE CONCLUSION |
| --- | --- |
| President ICTO alliance | Prof Samuel Fosso Wamba, President of ICTO association, Conference co-chair<br>**What has been done, what is still to be done** |
| Conference Organizer | Prof. Antoine Harfouche, ICTO2021 committee chair<br>**Welcome to ICTO2021** |

**ICTO**
Information and Communication Technologies in Organizations and Society
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Conferences ICTO

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