

The Past, Present, and Future of Information and Communication Technologies in Organizations and Society



ESCE, PARIS 12 and 13 of March 2015

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ASDeRM
Association Scientifique de Recherche en Management

ICTO 2015 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?

This 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.

We are interested in different areas of the organization's strategy through new business models, competitive strategies, knowledge management, etc. Specific areas are concerned such as 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. We are 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.

Opening session



Pierre Pariente
Président de l'esce, France



Yohan Ruso
Fondateur de Praditus et ancien DG d'Ebay France

Keynote speakers



Pr. Paola Dameri
Università di Genova, Italy



Pr. Franck Brillet
Université Paris 2, France



Pr. Alessio Maria Braccini
Università della Tuscia, Italy

ICTO2015 is:

3	keynote speakers
4	roudtables (with 3 presentations each)
12	Countries (France, Italy, United Kingdom, Canada, United States, Austria, Singapore, Lebanon, Tunisia, Algeria, Slovakia, Oman)
103	Reviewers
30	accepted papers (from more than 70 papers reviewed)
10	students applications accepted for the doctoral symposium (from 17 received)
A dedicated website: www.icto2015.webs.com With more than 6000 total visits for the ICTO2015 Website (since June 2014)	

ICTO 2015 will be held iat the ESCE Paris from September 12 to 13 of March 2015.

The conference **Adress:**
ESCE PARIS
10, rue Sextius Michel –
75015 PARIS
Tel: 01 81 51 15 15

METRO:
Ligne 6: Bir-Hakeim or Dupleix
Ligne 8: La Motte Piquet Grenelle
Ligne 10: Charles Michel

- At Bir-Hakeim: Take the street Nélaton (facing the metro station), and then turn on your right to the street Docteur Finlay until you arrive to the street Sextius Michel at your right.
- At Dupleix : Take the street Docteur Finlay until you arrive to the street Sextius Michel at your left.

RER Ligne C: Champ de Mars, follow the way out Métro Bir-Hakeim

Bus
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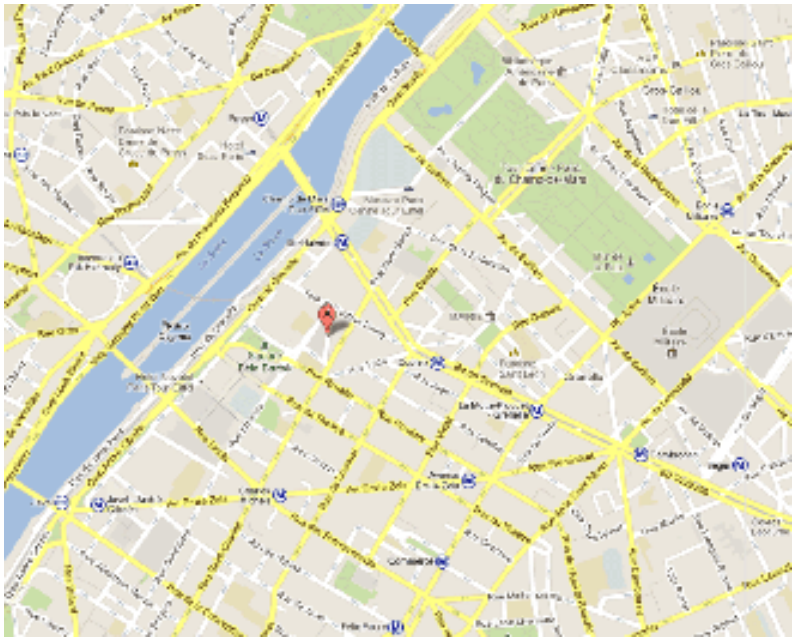
N°70 (direct from Sèvres-Babylone) : Pont de Grenelle - Place Fernand Forest
N°69 :Terminus Champ de Mars

The ESCE Business School

is at 10 minutes from the Champs-Élysées

ESCE



Conference committee

Conference Co-Chairs:

Pr. Cecilia Rossignoli
University of Verona, Italy

Pr. Eric Pezet
UPOND, France

Pr. Frédéric Gautier
IAE de Paris, France

- Program Co-Chairs:
Antoine Harfouche, UPOND, France
Alexandre Sokic, ESCE, France
Paolo Spagnoletti, LUISS University of Rome, Italy

- Doctoral Consortium Co-Chairs:
Nelarine Cornelius, Bradford University, UK
Marco De Marco, Università Cattolica, Italy
James Wallace, Bradford University, UK
Indira R. Guzman, Trident U. International, USA

- French Session Chair:
Jessie Pallud, EM Strasbourg, France

- International Liaison co-Chairs:
Kalinka Kaloyanova, Sofia University, Bulgaria
Jamil Arida, ASdeRM, USJ, Lebanon

- Communication Co-Chairs:
Rania Fakhoury, ICT P.M. at OMSAR, Lebanon
Alessandro Zardini, University of Verona, Italy

- Sponsorship Chair
Andres Davila, ESCE, France

- Roundtable participants
Mokhtar Amami, Collège Militaire Royal, Canada
Georges Aoun, Université Saint Joseph, Lebanon
Youcef Baghdadi, Sultan Qaboos University, Oman
Malik Bozzo-Rey, U. Catholique de Lille, France
Sami Dakhlia, ESCE, France
Pierre-Yves Neron, U. Catholique de Lille, France
Daniele Pederzoli, NEOMA BS, France

- Organizers:
Angela Bargenda, ESCE, France
Nabila Benmostefa, UPOND, France
Manel Dardouri, UPOND, France
Eliane El Zoghbi, UPOND, France
Souad Haddadi, UPOND, France
Ralf Kirsten, ESCE, France
Racha Lamari, UPOND, France
Dima Murtada, UPOND, France
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Geert Poels, Ghent University, Belgium
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Daniele Pederzoli, NEOMA BS, France
Nancy Pouloudi, Athens University of Economics and Business, Greec
Oksana Prokhorova,The Petrozavodsk State University, Russia
Elpida Prasopoulou, Open Data Institute, UK
Daphne Raban, University of Haifa, Israel
Hirotoshi Takeda, Laval University, Canada
Hans Weigand, Tilburg University, Netherlands
Khalil Yaghi, King AbdulAziz University, KSA

Roundtables and tracks

Roundtable 1. ICT, economy and innovation, Thursday 12th of March 16h00 - 17h30



Prof. Sami Dakhlia
ESCE, France



Prof. Fabrizio D'Ascenzo
University La Sapienza Roma1



Prof. Youcef Baghdadi
Sultan Qaboos University, Oman

Roundtable 2. Ethique et usage organisationnel des TIC , Jeudi le 12 Mars de 16h00 à 17h30



A. Prof Malik Bozzo-Rey
Université Catholique de Lille,
France



A. Prof Pierre-Yves Neron
Université Catholique de Lille
France

Roundtable 3. ICT and organizational transformation: examples from three industries, Friday 13th of March de 11h15 - 12h45



Prof. Georges Aoun
Saint Joseph University, Lebanon



Prof. Mokhtar Amami
Royal Military College, Canada



Prof. Daniele Pederzoli
NEOMA BS, France

Roundtable 4. Adoption, assimilation, acceptance, adaptation, appropriation, and institutionalisation Friday13 March de 11h15 à12h45



Prof. Teresina Torre
Universita di Genova, Italy



Prof. Nancy Pouloudi
Athens University of Economics
and Business



Prof. Frédéric Gautier
IAE de Paris, France

Doctoral Symposium Co-Chairs:



Prof. Marco De Marco
Università Cattolica, Italy



Prof. Nelarine Cornelius
Bradford University, UK



Prof. Indira R. Guzman
Trident University International, USA



James Wallace
Bradford University, UK



Mona Ben Chouikha
University of Jendouba, Tunisia

List of Tracks:

- Track 1: Security and Privacy
- Track 2: Collaborative consumption and production
- Track 3: ICT and autonomy of systems in interaction
- Track 4: e-Marketing and e-shopping experiences
- Track 5: ICT for greater development impact

Program
/ Programme

PROGRAM

Program of the English Session

Thursday March 12, 2015 Morning

Time	Activity	Place
9:00–9:30	Registration and welcome coffee for doctoral students	Hall esce Paris
9:30–12:30	Doctoral Symposium	Amphi009
10:00–11:00	Registration and welcome coffee for the conference participants	Hall esce Paris
11:00–12:30	Parallel sessions 1	Salle EM–323 Salle EM–325
12:30–14:00	Lunch	Cafeteria esce

Doctoral Symposium

Time : 09:30 – 12 :30 **Amphi** 009

Co-chairs : Professor Nelarine Cornelius, Professor Marco De Marco, Professor James Wallace

PhD Students : Daria Plotkina, Poels Alix, Nabil Badr, Haddadi Souad, Eliane El Zoghbi, Dima Murtada, Mélodie Leconte

Parallel Session 1.1: E-Marketing in the digital age

Time: 11:00-12:30 **Room:** EM 323

Chair: Professor Mauro Gatti

Participants:

- **Imed Ben Nasr, Jean-François Trinquecoste, Lisa Thomas and Ibtissame Abaidi**: The Brand Website as a means of reviving memories and imaginary.
- **Christine Bauer, Natalia Kryvinska and Christine Strauss**: The Business with digital signage for advertising.
- **Roberta Fantasia**: Acquihiring: A new process for innovation and organizional learning
- **Moufida Sadok and Peter Bednar**: Relating ICT to organizational change in research and practice.

PROGRAMME

Programme de la Session Française

Jeudi 12 Mars 2015 Matin

Heure	Evénement	Lieu
9h00 – 9h30	Accueil des doctorants	Hall esce Paris
9h30–12h30	Séminaire Doctoral	Amphi 009
10h00–11h00	Accueil des conférenciers	Hall esce Paris
11h00–12h30	Séssions Parallèles 1	Salle EM–323 Salle EM–325
12h30–14h00	Déjeuner	Cafeteria esce

Doctoral Symposium

Time : 09:30 – 12 :30 **Amphi** 009

Co-chairs : Professor Nelarine Cornelius, Professor Marco De Marco, Professor James Wallace

PhD Students : Daria Plotkina, Poels Alix, Nabil Badr, Haddadi Souad, Eliane El Zoghbi, Dima Murtada, Mélodie Leconte

Session Parallèle 1.2 : TIC et dynamique organisationnelle

Horaire : 11h00-12h30 **Salle :** EM 325

Président : Professeur Jessie Pallud

Intervenants :

- **Antoine Harfouche et Jamil Arida** : Pouvoir, réseau et ressources et institutionnalisation des dispositifs de gestion informatisés au sein d'une organisation publique.
- **Frédéric Gautier et Nizar Ghamgui** : L'entreprenariat comme cycle de structuration.
- **Youcef Benhamouda** : La création de valeur à travers les facteurs immatériels : Approche par le knowledge management.
- **Claude Chammaa** : L'optimisation de la GRH à la LSCS dans une économie en délai de modernisation des systèmes.

Program of the English Session

Thursday March 12, 2015 Afternoon

Time	Activity	Place
14:00–14:30	Opening Session	Amphi 009
14:30–15:30	Plenary Session	Amphi009
15:30–16:00	Coffee Break	Hall esce
16:00–17:30	Roundtables 1	Salle EM–323 Salle EM–325
Starting from 19:00	Social Event	Diner cruise

Opening and Plenary Session

Time : 14 :30- 15 :30 **Amphi** 009

- **Co-chairs** : Professer Cecilia Rossignoli, Professer Eric Pezet, Professer Marco De Marco

Opening session : Pierre Pariente, ESCE President and **Yohan Ruso,** Fondateur de Praditus et ancien DG d'Ebay France

Keynote 1: Professor Paola Dameri: Smart city and ICT. Shaping urban space for better quality of life.

Keynote 2: Professor Franck Brillet

Keynote 3: Professor Alessio Maria Braccini: The impact of ICT usage intensity on cooperation dynamics in teams and organizations.

Roundtable 1.1: ICT, economy and Innovation

Time: 16:00-17:30 **Room:** EM 323

Chair: Professor Frederic Gautier

Paticipants:

- **Professor Sami Dakhlia:** ICT and collaborative economy.
- **Professor Fabrizio D'Ascenzo:** Internet Service Providers: The Italian Scenario. A Research Agenda.
- **Professor Youcef Baghdadi:** Enterprise Interactions: ICT Enabling Architectures.

Programme de la Session Française

Jeudi 12 Mars 2015 Après-midi

Heure	Evénement	Lieu
14h00–14h30	Ouverture de la conférence	Amphi 009
14h30–15h30	Session Inaugurale	Amphi 009
15h30–16h00	Pause café	Hall esce Paris
16h00–17h30	Tables Rondes 1	Salle EM–323 Salle EM–325
A partir de 19h	Diner de Gala	Diner croisière

Ouverture et Session Inaugurale

Horaire : 14 :30- 15 :30 **Amphi** 009

- **Présidents :** Professeur Cecilia Rossignoli, Professeur Eric Pezet, Professeur Marco De Marco

Session d'ouverture : Pierre Pariente, ESCE President et **Yohan Ruso,** Fondateur de Praditus et ancien DG d'Ebay France

Keynote 1: Professor Paola Dameri: Smart city and ICT. Shaping urban space for better quality of life.

Keynote 2: Professor Franck Brillet

Keynote 3: Professor Alessio Maria Braccini: The impact of ICT usage intensity on cooperation dynamics in teams and organizations.

Table Ronde 1.2 : Éthique et usage organisationnel des TIC

Horaire : 16 :00 – 17 :30 **Salle :** EM 325

Président : Professeur Malik Bozzo- Rey

Intervenants :

- **Flora Fisher**
- **Pierre- Yves Néron**
- **Hubert Tournier**

The conference gala dinner / Le dîner de gala de la conférence



Place

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Program of the English Session

Friday March 13, 2015 Morning

Time	Activity	Place
9:00–10:00	Registration	Hall esce
9:00–10:30	Parallel Sessions 2	Salle EM–323 Salle EM–325 Amphi 009
10:30–11:00	Coffee Break	Hall esce
11:00–12:30	Roundtables 2	Salle EM–323 Salle EM–325
11:00–12:30	Special Sessions 1 and 2	Amphi 009
12:30–14:00	Lunch	Cafeteria esce

Parallel Session 2.1: Socio-demographical characteristics and e- behavior

Time: 09:00-10:30 **Room:** EM 323

Chair: Professor Cavallari Maurizio

- **Alessandra Lazazzara and Stefano Za**: How Subjective age and age similarity affect organizational knowledge sharing: A conceptual framework.
- **Wen Yong Chua, Klarissa Chang T.T. and Maffee Peng-Hui Wan**: Location privacy apprehensions in location-based services among literate and semi-literate userd.
- **Poels Alix:** "Catch me if you can" Illegal Dowloading in France since 2009.
- **MaryAnn El Rassi and Antoine Harfouche** "Levels of e-business assimilation in Lebanon"

Parallel Session 2.2: e-Supply Chain and e-Healthcare

Time: 09:00- 10:30 **Amphi** 009

Chair: Professor Nancy Pouloudi

Particiants:

- **Roberta Pinna, Pier Paolo Carrus and Fabiana Marras:** An integrated drugs logistics management system: A case study in healthcare sector.
- **Sabrina Bonomi:** The electronic health record: A comparison of some European countries.
- **Teresina Torre:** Information Technologies and Quality Management: Towards a new idea of quality?
- **Lucia Aiello, Lana Dulskaia Menshikova:** SCM and the role of ICT: DART-SCM Perspective.

Programme de la Session Française

Vendredi 13 Mars 2015 Matin

Heure	Evénement	Lieu
9h00–10h00	Accueil des conférenciers	Hall esce
9h00–10h30	Sessions Parallèles 2	Salle EM–323 Salle EM–325 Amphi 009
10h30–11h00	Pause café	Hall esce
11h00–12h30	Tables rondes 2	Salle EM–323 Salle EM–325
11h00–12h30	Sessions spéciales 1 et 2	Amphi009
12h30–14h00	Déjeuner	caferteria esce

Session Parallèle 2.3 : E-Marketing et e-commerce

Horaire : 09 :00- 10 :30 **Salle :** EM 325

Président : Professeur Georges Aoun

Intervenants :

- **Imed Ben Nasr :** Marketing tribal et e-commerce : la recette gagnante d'un marketing on line différencié.
- **Imen Ben Amor :** L'usage des prix complexes sur Internet : quelles conséquences pour la justice perçue ?
- **Cleto Corposanto et Beba Molinari :** Applications : Nouvel outil d'enquête pour la compréhension de la société.
- **Ahmed Anis Charfi et Ahlem Abidi- Barthe :** L'agent virtuel : un déterminant de la présence sociale et de la confiance vis-à-vis d'un site web.

Program of the English Session / Programme de la Session Française

Friday March 13, 2015 Morning/ Vendredi 13 Mars 2015 Matin

From 11 : 00 to 12 : 30 : 2 roundtables and 2 special sessions

Roundtable 2.1: ICT and organizational transformation

Time: 11:00-12:30 **Room:** EM 323

Chair: Professor Nelarine Cornelius

Participants:

- **Professor Georges Aoun:** Effects of IT on the organization of a university: case of SJU.
- **Professor Mokhtar Amami:** ICT and Development, the case of Food-Supply Chain: Challenges and opportunities.
- **Professor Daniele Pederzoli:** ICT and Distribution

Table Ronde 2.2 : Adoption et acceptance

Horaire : 11 :00 – 12 :30 **Salle :** EM 325

Chair: Professeur Alexandre Sokic

Participants:

- **Professeur Teresina Torres :** Distance leadership.
- **Professeur Nancy Pouloudi:** ICT and Health care**.**
- **Professeur Frédéric Gautier :** ICT 4D.

Special Session: ICT and autonomy of systems in interaction

Time: 11:00-12:30 **Amphi 009**

Chair: Professor Valeria Nuzzo, Director of Research at ECE PARIS Ecole d'Ingénieur.

Participants:

- **Rafik Zitouni**, PhD student, Instructor, ECE School of Engineering "Softwar Defined Radio for Cognitive Wireless Sensor Networks"
- **Cyrille Bertelle**, Professor, Coordinator of CS-DC Unesco Unitwin, Vice President for Research and Development, Normandie University, Le Havre " The complex System Digital Campus, an UNESCO UniTwin initiative"
- **Noura Herradi**, PhD student, Instructor, ECE Paris Scholl of Engineering "Design of a memory prosthesis based on an ontology to overcome the memory degeneration"
- **Olivier Cros**, PhD student, Instructor, ECE Paris Scholl of Engineering " Mixed- criticality management in Real- ime networks"

Session spéciale : Sécurité et vie privée

Horaire : 11:00-12 :30 **Amphi 009**

Présidents : Professeur Gaëlle Deharo and Professeur Anna Dimitrova from the ESCE

Intervenants:

- **Gaëlle Deharo**, ESCE- Droit et sciences de gestion: Confluence ou concurrence des logiques dans la protection des données de l'entreprise?
- **Isabelle Beyneix**, NOVANCIA- Salarié et TIC à l'aune du droit de la concurrence et du droit du travail.
- **Allane Madanamoothoo**, ESC Troyes -Management of data protection regarding telemedecine.
- **Anna Dimitrova**, ESCE - The NSA Scandal: State Security versus Data Privacy and Protection.
- **Sami Makki**, Sciences-Po, Lille- Savoirs académiques, compétences industrielles et besoins opérationnels du renseignement aux États-Unis après le 11 septembre 2001: quels enseignements dans la gestion de l'information en Europe dans la mise en œuvre de H2020 en 2015.

Program of the English Session

Friday March 13, 2015 Afternoon

Time	Activity	Place
14:00–15:30	Parallel Sessions 3	Salle EM–323 Salle EM–325
15:30–16:00	Coffee Break	Hall esce
16:00–17:30	Parallel Sessions 4	Salle EM–323 Salle EM–325
17:30–18:00	Conference conclusion	Amphi009

Parallel Session 3.1: IS and Integration

Time: 14:00- 15:30 **Room:** EM 323

Chair: Professor Youcef Baghdadi, Toward an ontology for enterprise interactions.

Participants:

- **Francesco Bellini, Fabrizio D'Ascenzo and Valeria Traversi :** Internet service providers: The Italian scenario.
- **Nabil Badr**. Innovation dynamics in IT integration: The potential effect of emerging technology integration on metrics for the delivery and support of IT services.", " Integrating emerging technologies in IT services companies - A CIO typology of business model innovation based on IT." And " A framework of mechanisms for integrating emerging"

Parallel Session 4.1: ICT and Performance

Time: 16:00- 17:30 **Room:** EM 323

Chair: Professor Fabrizio D'Ascenzo

Participants:

- **Carlo Caserio, Sara Trucco and Delio Panaro :** MD&A and Businedee performance: A datamining analysis on US financial companies.
- **Danila Scarozza, Alessandro Hinna, Stefano Scravaglieri and Marta Trotta :** The value of ICT applications: Linking performance, accountability, and transparency in public administrations.
- **Walter Castelnovo, Maddalena Sorrentino, Rania Fakhoury and Marco De Marco :** Innvovation by the law does not work: The cases of Italy and Lebanon.
- **Claudio Torrigiani and Beba Molinari** : Needs and resources for the employment of psychiatric patients. A look at the web.

Programme de la Session Française

Vendredi 13 Mars 2015 Après-midi

Heure	Evénement	Lieu
14:00–15:30	Sessions Parallèles 3	Salle EM–323 Salle EM–325
15:30–16:00	Pause	Hall esce
16:00–17:30	Sessions Parallèles 4	Salle EM–323 Salle EM–325
17:00–18:00	Cénémonie de cloture	Amphi 009

Session Parallèle 3.2 : ICT assimilation

Horaire : 14 :00- 15 :30 **Salle :** EM 325

Président : Professeur Eric Pezet

Intervenant :

- **Norberto Patrignani, Rania Fakhoury, Marco De Marco et Maurizio Cavallari :** Cloud computing : Risques et opportunités pour la responsabilité sociétale des entreprises.
- **Nabila Benmostefa, Manel Dardouri et Racha Lamari :** Histoire et modélisation de la fracture numérique entre pays développés et pays en voie de développement.
- **May Sayegh et Mary Ann El Rassi :** La modernisation des municipalités libanaises : objectifs et état des lieux

Session Parallèle 4.2 : Stratégie Web

Horaire : 16 :00- 17 :30 **Salle :** EM 325

Président : Professeur Mokhtar Amami

Intervenants :

- **Ahlem Abidi-Barthe et Ahmed Anis Charfi :** Customiser ou personnaliser pour fidéliser ? Une approche qualitative.
- **Eliane El Zoghbi**. Marque employeur et stratégies de réseaux sociaux.
- **Daria Plotkina, Jessie Pallud, Andreas Munzel.** Fake online reviews: Impact on users' perceptions, emotions, and attitudes

Program of the English Session / Programme de la Session Française

Friday March 13, 2015 afternoon / Vendredi 13 Mars 2015 Après-midi

From 17 : 30 to 18 : 00 Closing Session

Closing Session	**The Past, Present, and Future of Information and Communication Technologies in Organizations and Society**

Time: 17:30- 18:00 **Amphi** 009

Co-Chairs:

- Professor Antoine Harfouche
- Professor Nancy Pouloudi
- Professor Fréderic Gautier
- Professor Peter Bednar

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