The 7th Conference for Information & Communication Technologies for Organization & Society

ICTO2023



Sorbonne Université, Paris, France

Paris, July 6th & 7th, 2023

Escalier M, Galerie Soufflot, Centre Panthéon,
12 place du Panthéon, Paris 5

ICTO 2023 is the seventh version of ICTO international conference that attracts multidisciplinary contributions on Artificial Intelligence from the areas of information systems, organization, computer science, strategy, management, marketing, human resources, accounting, data analytics, logistics, and supply chain mainly submitted by international scholars.

Conference Partners

At ICTO Community Ethics, Diversity, Equity & Inclusion (EDEI) are the core of who we are. We are committed to promoting these principles and values across our practices, organisations and institutions and strive to advance them into our cultures.

ICTO2023

The 7th Conference for Information & Communication Technologies for Organization & Society

ETHICAL & RESPONSIBLE ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE SOCIETIES

July 6th & 7th, 2023

Sorbonne Université, Paris, France

Escalier M, Galerie Soufflot, centre Panthéon,
12 place du Panthéon Paris 5

ICTO2023

www.icto2023.com

ETHICAL & RESPONSIBLE ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE SOCIETIES

Paris, Sorbonne Université, Paris, France

July 6 & 7, 2023 from 9AM to 5:30PM

ICTO2023 PROGRAM

July 6th, 2023

08:00AM - 11:00AM : Registration

08:00AM - 10:45AM : Doctoral Consortium

10:45AM - 11:00AM : Coffee Break

11:00AM - 12:30PM : Parallel session 1

12:30PM - 01:30PM : LUNCH

01:30PM - 03:00PM : Opening PLENARY SESSION

03:00PM - 03:15PM : Coffee Break

03:15PM - 05:00PM : Parallel session 2

**05:30PM- 07:00PM : Visit of the Institut de France (23 quai de Conti - 75006 PARIS)*

* We will walk from Sorbonne to Institute de France (departure from Sorbonne at 5:00PM).

7:30PM – 11:30PM Social Dinner Procope (13, rue de l'Ancienne Comédie, 75006 PARIS)

July 7th, 2023

08:30AM - 10:00PM : Parallel session 3

10:00AM – 11:15AM : PLENARY KEYNOTE SESSION

11:15AM – 11:30AM : Coffee Break

11:30AM - 12:45PM : PLENARY KEYNOTE SESSION

12:45PM - 02:00PM : LUNCH

02:00PM - 03:45PM : Parallel session 4

03:45PM – 04:00PM : Coffee Break

04:00PM - 05:30PM : Parallel session 5

05:30PM - 06:00PM : CLOSING SESSION

ICTO2023 countries

Belgium
Benin
Cameroon
Canada
China
Congo
Ivory Coast
Taïwan
France
Germany
India
Iran
Italy
Lebanon
Morocco
Greece
Pakistan
Peru
Poland
Saudi Arabia
South Korea
Spain
Switzerland
Cyprus
Finland
Netherlands
Tunisia
United Arab Emirates
United Kingdom
United States
Other

ICTO2023

www.icto2023.com

ETHICAL & RESPONSIBLE ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE SOCIETIES

Paris, Sorbonne Université, Paris, France
July 6 & 7, 2023 from 9AM to 5:30PM

First Day

Thursday July 6th, 2023

Registration: *Thursday July 6th, 8:00 AM – 11:00 AM*



Escalier M, Galerie Soufflot,
Centre Panthéon,
12 place du Panthéon Paris 5

ICTO2023 Doctoral Consortium: *Thursday July 6th, 2023, 8:00AM – 10:45AM*

DC Parallel Sessions: *Thursday July 6th, 2023, 8:00AM – 10:15AM*

Session DC 1

Thursday July 6th, 2023 8:00AM – 10:15AM	**DOCTORAL CONSORTIUM 1** **Salle 6** - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
CO-CHAIRS :	***Prof. Hajer Kefi, EMLV, France & Prof. Pascale Bueno Merino, EMLV, France***	
Nana Addae-Mensah, Business School Lausanne	Director: Prof. Mario Saba	**"Cyber Security and Human Behavior in Organizations: The case of ASML and the Brainport region in the Netherlands"**
Serge-Lopez Wamba-Taguimdje, Université Côte d'Azur	Director: Prof. Amel Attour	**"Competencies Development in Business Model Innovation in the Era of Big Data Intelligence and the Role of the Local Ecosystem"**
Ali Allan Soueidan, BAU	Director: Prof. Antoine Harfouche	**"Use of XR & AI to transform the knowledge transfer experience in the corporate world in the gulf region"**
Ghida Abou Ltaif, USJ	Director: Prof. Nasri Messarra	**"Recruitment using blockchain Technology"**

ICTO2023

www.icto2023.com

ETHICAL & RESPONSIBLE ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE SOCIETIES

Paris, Sorbonne Université, Paris, France
July 6 & 7, 2023 from 9AM to 5:30PM

Session DC 2

Thursday July 6th, 2023 8:00AM – 10:15AM	**DOCTORAL CONSORTIUM 2** **Salle 2** - 1st Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
CO-CHAIRS :	***Prof. Michel Philippart & Prof. Peter Saba, EMLV, France***	
Racha Yamout, BAU	Director: Prof. Antoine Harfouche	**« The nefarious roles of Cryptocurrency on Cyber-Financial Crimes »**
Kenza Arab, Université de Grenoble Alpes	Director : Carine Dominguez-Pery	**« Research on Human-AI Collaboration from the perspective of Management Science »**
Magalie Duarte, Nantes Université	Director : Prof. Marc Bidan and Pr. Guillaume Biot-Paquerot	**« Exploring the paradox of efficiency disrupted by artificial intelligence: the case of public policy Data »**
Ali H. Shmayssani, BAU,	Director: Prof. Antoine Harfouche	**« The impact of Lean and Agile Management in Decreasing the negative effect of Bureaucracy in the Military institutions during Economic Crisis, The Successful Example of Lebanese Armed Forces »**
Eliana Harfouche	Director: Prof. Jamil Arida	**« AIBC, A Necessity for the Accounting & Auditing Industry »**

DC Keynote Session: *Thursday July 6th, 2023, 10:15AM – 10:45AM*

Location : Salle 6 - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5

DC Plenary Session

Thursday July 6th, 2023 10:15AM – 10:45AM

Salle 6 - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5

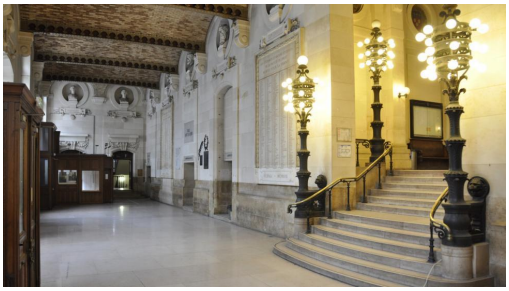
Keynote

"The choices that young researchers have to make on their early career journey, including teaching, publication, networking strategies, career planning, work-life balance and managing co-authorships, etc."



Prof. Claudia Loebbecke, Dept. of Media and Technology Management, University of Cologne, Germany, Association for Information Systems (AIS): AIS Fellow 2012, AIS President 2005-2006

Coffee break: *Thursday July 6th, 2023, 10:45AM – 11:00 AM at the Hall Saint Jacques*



Coffee break at the Hall Saint Jacques



Parallel Session 1: *Thursday July 6th, 2023, 11:00AM – 12:30PM*

Session 1.1

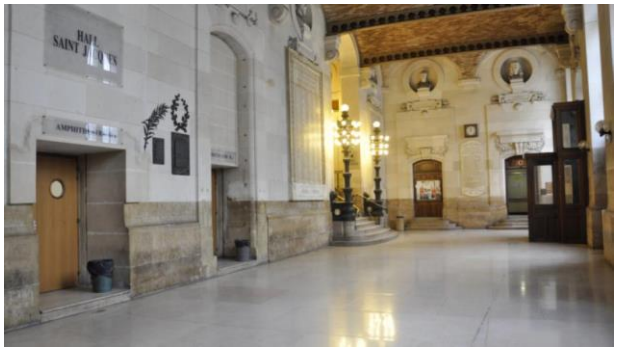
Thursday July 6th, 2023 11:00AM – 12:30PM	**Session 1.1 A sociotechnical approach of AI** **Salle 6** - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
Chair :	***Prof. Thibaut Heckmann, CREOGN, France***	
Paper 9	Sabrine Mallek, ICN Business School, CEREFIGE, Université de Lorraine, France Emilie Bonhoure, Kedge Business School, France Ransome Epie Bawack, Audencia Business School, France	**« Voice Assistant Acceptance: A Social Recommender System Perspective »**
Paper 36	Claudia Loebbecke, Dept. of Media and Tech. Manag., University of Cologne, Germany Irina Boboschko, Dept. of Media and Tech. Manag., University of Cologne, Germany	**« Reflections on Deploying Artificial Intelligence Imagery Analysis in Information Systems Research »**
Paper 51	Yazan Alnsour, University of Wisconsin – Oshkosh, USA Mohammad Alsharo, Al al-Bayt University, USA	**« AI-Enhanced IoT Wearables: Key Determinants for User Adoption within Sustainable Socio-Technical Ecosystems »**
Paper 25	Christine Abdallamikhaeil, IÉSEG School of Management, France Raji Raman, Virginia Tech, United States Tabitha James, Virginia Tech, United States Viswanath Venkatesh, Virginia Tech, United States	**« Organizational Security Commitment: A Preliminary Study of Obstacles »**

Session 1.2

Thursday July 6th, 2023 11:00AM – 12:30PM	**Session 1.2 (French) IA et éthique** **Salle 2** - 1st Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
Chair :	***Prof. Marc Bidan, Nantes Université, France***	
Paper 32	Sylvie Michel. Université de Bordeaux, France	**« Le concept d'éthicité de Hegel : une variable à prendre en compte dans la prise de décision éthique en IA ? Réflexions et agenda de recherche »**
Paper 45	Ernest Kuekam, Université du Québec en Abitibi-Témiscamingue, Canada	**« Marketing et éthique de l'intelligence artificielle (IA) : Légitimation organisationnelle et régulation sociale des**

	Zandra Balbinot. Université du Québec à Montréal, Canada	**nouvelles technologies sous le prisme du Machine Learning »**
Paper 61	Sylvie Gerbaix. Aix-Marseille University, MRM Montpellier University, France	**« Redevablité et transparence des systèmes algorithmiques d'intelligence artificielle : une mission impossible ? »**
Paper 44	Dina Sidani, Université Saint Joseph, Lebanon Bissane Harb, Université Saint Joseph, Lebanon	**« L'effet d'un leadership inclusif sur le comportement innovateur au travail : Le rôle médiateur de l'échange Leader-Membre »**

LUNCH: *Thursday July 6th, 2023, 12:30PM - 01:30PM at the Hall Saint Jacques*



LUNCH at the Hall Saint Jacques

Opening PLENARY SESSION: *Thursday July 6th, 2023, 01:30PM - 03:00PM*

Salle 6 - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5

ICTO2023 Opening PLENARY SESSION

Thursday July 6th, 2023 (01:30PM -03:00PM)

KEYNOTE SESSION



ICTO2023

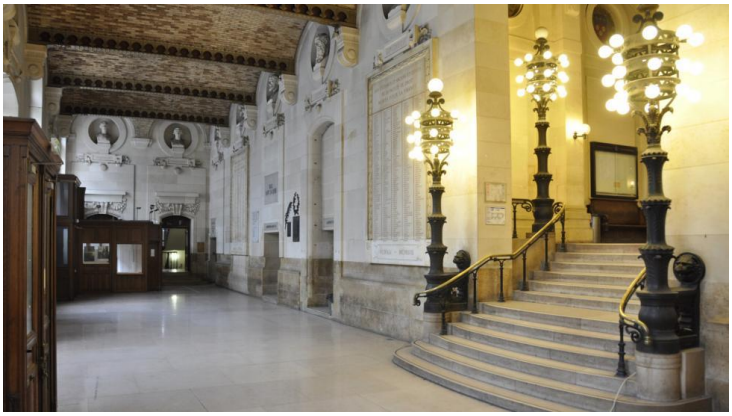
www.icto2023.com

ETHICAL & RESPONSIBLE ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE SOCIETIES

Paris, Sorbonne Université, Paris, France
July 6 & 7, 2023 from 9AM to 5:30PM

Speakers	ICTO2023 Opening PLENARY SESSION *Thursday July 6th, 2023 (01:30PM -03:00PM* Salle 6 - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	Location & Time
Session cochairs	Prof. Celia Zolynski, Général Patrick Perrot, Prof. Luisa Varrial Samuel Fosso Wamba	ROOM 6
Welcome Speech	Prof. Celia Zolynski, Paris 1 Panthéon-Sorbonne, France	01:30PM -01:40PM
Inaugural speech	Général Patrick Perrot, Service de la transformation de la Gendarmerie Nationale, France	01:40PM-01:50PM
ICTO2023 in figures	Prof. Luisa Varriale, University of Naples "Parthenope", Italy	01:50PM-02:00PM
ICTO president	Prof. Samuel Fosso Wamba, TBS Education, France	02: 00PM-02:10PM
Keynote speaker	**Prof. Viswanath Venkatesh, Pamplin College of Business, Virginia Tech, USA** **« AI and the future of IS research »**	02: 10PM-03:00PM

Coffee break: *Thursday July 6th, 2023, 03:00PM – 03:15PM at the Hall Saint Jacques*



Coffee break at the Hall Saint Jacques

Parallel Session 2: *Thursday July 6th, 2023, 03:15PM – 05:00PM*

Session 2.1

Thursday July 6th, 2023 03:15PM – 05:00PM	**Session 2.1 AI for sustainability** **Salle 6** - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
Chair :	***Prof. Pauline De Pechpeyrou, Université Paris Est Créteil, France***	
Paper 30	Paola Briganti, Università degli Studi di Napoli Parthenope, Italy Luisa Errichiello, ISMED CNR, Italy Tiziana Volpe, ISMED CNR, Italy Luisa Varriale, UNIVERSITY OF NAPLES PARTHENOPE, Italy	**« Sustainable and Inclusive Museums through Digital and Smart Technologies: Empirical Evidence from the Italian Context »**
Paper 38	Charbel Chedrawi, USJ, Lebanon Gloria Haddad, USJ, Lebanon Souheir Osta, USJ, Lebanon Nahil Kazoun, University of Nicosia, Cyprus	**« Responsible AI and Users' Behavior from a Sustainability Perspective »**
Paper 60	Dina Sidani, Saint-Joseph University of Beirut, Lebanon May Sayegh, Saint-Joseph University of Beirut, Lebanon	**« NGO using Human Rights Based Approach for Sustainability in Developing countries »**
Paper 68	Hajer Kefi, EMLV, France Simon Bayle, EMLV, France Peter Saba, EMLV, France	**« Should I Stay or Should I go? Understanding the Determinants of Continuance Usage and Resistance to Chatbots in Online Retailing »**
Paper 58	Imed Ben Nasr, Excelia, France Ibtissame Abaidi, ESCE, France Lisa Thomas, Kedge Business School, France	**« The contribution of mental imagery to the consumer's digital experience of complex products: Empirical evidence for the smart home product »**

Session 2.2

Thursday July 6th, 2023 03:15PM – 05:00PM	**Session 2.2 (French) Les défis de l'IA** **Salle 2** - 1st Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
Chair :	***Prof. Christine Dugoin-Clément, IAE Sorbonne & CREOGN, France***	
Paper 42	Robert Viseur. UMONS, Belgium	**« Spamindexing 2.0 : les moteurs de recherche face aux défis des IA génératives »**
Paper 41	Frank Mahé Lentz, LESSAC, Burgundy School of Business - Université Bourgogne Franche-Comté Guillaume Biot-Paquerot, LESSAC, Burgundy School of Business - Université Bourgogne Franche-Comté	**« Identification de situation de trolling sur les plateformes de live streaming : Proposition d'un dispositif de moissonnage de données sur Twitch »**

	Marc Bidan, University of Nantes, France	
Paper 50	Jean Babei, Université de Douala, Cameroon Martial Tangui Kadji Ngassam, Université de Douala, Cameroon Amang A Ngon, Université de Douala, Cameroon Ralph Alexander Mbagnia. Harvard Business School, United States	**« Quand la pratique de l'Intelligence Artificielle soulève des enjeux liés à la souveraineté des données : cas des agriculteurs africains »**
Paper 43	N'Guessan Béhou Gérard, Université Virtuelle de Côte d'Ivoire, Côte d'Ivoire Assie Brou Ida, Université Félix Houphouet Boigny Achiepo Odilon Yapo M, Université Virtuelle de Côte d'Ivoire, Côte d'Ivoire Kopoin Anne Chancelle, Université Virtuelle de Côte d'Ivoire, Côte d'Ivoire	**« Modèle Prédictif pour la Détection du Diabète »**

Visit of the Institut de France : *Thursday July 6th, 2023, 05:30PM- 07:00PM*

Institut de France (23 quai de Conti - 75006 PARIS)



ICTO2023 GALA DINNER: *Thursday July 6th, 2023, 07:45PM – 11:30PM*

LE PROCOPE

13, rue de l'Ancienne Comédie, 75006 PARIS Tel: 01 40 46 79 07 – Mob : 06 85 46 06 4





Gala Dinner at Le Procope (*Thursday July 6th, 2023, 07:45PM – 11:30PM)*

Second Day

Friday July 7th, 2023

Registration: *Friday July 7th, 2023, 8:00 AM – 9:00 AM*



Escalier M, Galerie Soufflot,
Centre Panthéon,
12 place du Panthéon Paris 5

Parallel Session 3: *Friday July 7th, 2023, 08:30AM – 10:00AM*

Session 3.1

Friday July 7th, 2023 ***8:30AM – 10:00AM***	**Session 3.1 AI & SCM** **Salle 2** - 1st Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
Chair :	***Prof. Luisa Varriale, University of Naples Parthenope, Italy***	
Paper 59	Amal Dabbous, Saint-Joseph University of Beirut, Lebanon May Merhej Sayegh, Saint-Joseph University of Beirut, Lebanon Karine Aoun Barakat, INSECC Grande Ecole, France Eleonora Veglianti. University Catholic of Lille, France	**« AI Readiness and Supply Chain Resilience with Complexities: Insights from Complexity Theory »**

Paper 27	Charbel Chedrawi, Saint-Joseph University of Beirut, Lebanon Katia Raya, Saint-Joseph University of Beirut, Lebanon Nahil Kazoun, University of Nicosia, Cyprus	**« Social Media Role in Detecting Food Supply Chain Management Challenges during the COVID19 Pandemic »**
Paper 8	Dina Sidani, Saint-Joseph University of Beirut, Lebanon Bissane Harb, Saint-Joseph University of Beirut, Lebanon	**« Lebanese Universities facing Digital Challenges - The Role of Resilient Capabilities »**
Paper 57	Intissar Abbes, IHEC Carthage, Tunisia Yousra Hallem, Inseec U Research Center, France Imed Ben Nasr. Excelia, France	**« Social browsing on Instagram and buying impulses: the central role of psychological closeness with influencers»**

Session 3.2

Friday July 7th, 2023, ***8:30AM – 10:00AM***	**Session 3.2 Cybersecurity** **Salle 6** - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
Chair:	***Prof. Jonna Järveläinen, University of Turku, Finland***	
Paper 13	Mortier Stéphane, Université Gustave Eiffel - CREOGN, France	**« The risks linked to artificial intelligence in the defence of the nation's fundamental interests: which limits to data sovereignty?»**
Paper 24	Racha Yamout, BAU, Lebanon Antoine Harfouche, Univerité Paris Nanterre, France	**« The nefarious roles of Cryptocurrency on cyber–Financial Crimes »**
Paper 29	Jonna Järveläinen, University of Turku, Finland Duong Dang, University of Vaasa, Finland Mike Mekkanen, University of Vaasa, Finland Tero Vartiainen, University of Vaasa, Finland	**« Improving Critical Infrastructure Resilience Against Cyber Vulnerabilities: A Dynamic Capabilities Approach »**
Paper 12	Ronan Mouchoux, XRATOR, France François Moerman. XRATOR, France	**« To Change Or To Stick: Quantitative And Qualitative Exploration Of Human Habits And Preferences In Cyber Attacks Using Apriori Association Rules Mining »**

ICTO2023

www.icto2023.com

ETHICAL & RESPONSIBLE ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE SOCIETIES

Paris, Sorbonne Université, Paris, France

July 6 & 7, 2023 from 9AM to 5:30PM

PLENARY KEYNOTE SESSION : *Friday July 7th, 2023, 10:00AM – 11:15AM*

Location Salle 6 - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5

ICTO2023 PLENARY KEYNOTE SESSION

Friday July 7th, 2023, 10:00AM - 11:15PM

Salle 6 - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5

KEYNOTE SESSION

KEYNOTE SPEAKER 1



Prof. Celia Zolynski, Paris 1 Panthéon-Sorbonne, France

KEYNOTE SPEAKER 2



Prof. Nancy Pouloudi, Athens University of Economics and Business, Greece

Speakers	ICTO2023 PLENARY KEYNOTE SESSION *Friday July 7th, 2023, 10:00AM - 11:15PM* Salle 6 - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	Location & Time
Session cochairs	Prof. Christine Dugoin-Clément, Prof. Peter Saba	ROOM 6
Welcome Speech	Prof. Peter Saba, EMLV, France	10:00AM -10:05AM
Introducing Keynotes	Prof. Christine Dugoin-Clément, IAE de Paris & CREOGN, France	10:05AM-10:10AM
Keynote speaker	**Prof. Celia Zolynski, Paris 1 Panthéon-Sorbonne, France** **« An Observatory for AI: Opportunities and challenges »**	10:10AM-10:35AM
Keynote speaker	**Prof. Nancy Pouloudi, Athens University of Economics and Business, Greece** **« Challenges, opportunities and responsibilities for research and education in IS »**	10: 35AM-11:00AM
Q&As	Prof. Celia Zolynski and Prof. Nancy Pouloudi	11:00AM- 11:15AM

Coffee break: *Friday July 7th, 2023, 11:15AM – 11:30 AM at the Grand Salon de l'Appartement Decanal*



Coffee break at the Grand Salon de l'Appartement Decanal

PLENARY KEYNOTE SESSION 2: *Friday July 7th, 2023, 11:30AM - 12:45PM*

Location Salle 6 - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5



ICTO2023

www.icto2023.com

ETHICAL & RESPONSIBLE ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE SOCIETIES

Paris, Sorbonne Université, Paris, France
July 6 & 7, 2023 from 9AM to 5:30PM

Speakers	ICTO2023 PLENARY KEYNOTE SESSION *Friday July 7th, 2023, 11:30AM - 12:45PM* Salle 6 - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	Location & Time
Session cochairs	Prof. Marc Bidan, Prof. Antoine Harfouche	ROOM
Welcome Speech	Prof. Marc Bidan, Nantes Université, France	11:30AM -11:35AM
Introducing Keynotes	Prof. Antoine Harfouche, Université Paris Nanterre, France	11:35AM-11:40AM
Keynote speaker 1	**Prof. Yogesh K. Dwivedi, Swansea University, Wales, UK** **« So what if ChatGPT wrote it? »**	11: 40AM-12:05PM
Keynote speaker 2	**Prof. Antoine L. Harfouche, University of Tuscia, Italy** **« The road to ethical Artificial Intelligence: Are we there yet? »**	12:05PM-12:30PM
Q&As	Prof. Yogesh K. Dwivedi and Prof. Antoine L. Harfouche	12:30PM- 12:45PM

LUNCH : *Friday July 7th, 2023, 12:45PM - 2:00PM* **at the Grand Salon de l'Appartement Decanal**



LUNCH at the Grand Salon de l'Appartement Decanal

Parallel Session 4: *Friday July 7th, 2023, 02:00PM – 03:45PM*

Session 4.1

Friday July 7th, 2023 *02:00PM – 03:45PM*	**Session 4.1 AI and data** **Salle 2** - 1st Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5
Chair :	***Prof. Galina Kondrateva, EDC Paris Business School, France***

Paper 64	Souheir Mehanna, Université de Versailles Saint-Quentin-en-Yvelines, France Abderrahmane Maaradji, ECE Paris, France Zoubida Kedad, Université Paris-Saclay (UVSQ), France Mohamed Chachoua, Ecole des ingénieurs de la Ville de Paris, France Assia Soukane, ECE Engineering School, France Hakim Hacid, Technology Innovation Institute, UAE	**« Towards Improving Data Completeness in Drone-Based Waste Detection »**
Paper 65	Wonsup Jung, Kyungnam University, South Korea	**« Fairness and the Optimization of Bias in AI »**
Paper 3	Hamza Qummar, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Pakistan Amir Abbasi, IRC for Finance and Digital Economy, KFUPM, Saudi Arabia Mousa Albashrawi, IRC for Finance and Digital Economy, KFUPM, Saudi Arabia	**« Managers' personal traits and their likelihood to adopt corporate digital responsibility initiatives: A Conceptual Model »**
Paper 19	Farhana Faruqe, George Washington University, United States Larry Medsker, George Washington University, United States Ryan Watkins, George Washington University, United States James Gaskin, Brigham Young University, United States	**« How Factors of Ethics and Technology Acceptance Influence Intention to Use Artificial Intelligence »**

Session 4.2

Friday July 7th, 2023 ***02:00PM – 03:45PM***	**Session 4.2 AI for higher impact *(Dissemination event VRAILEXIA)*** **Salle 6** - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
Chair :	***Prof. Nicolas Travers, ESILV, Association Léonard de Vinci, Paris La Défense***	
Paper 54	Manas Nair, Carnegie Mellon University, India Jessy Nair, PES University, India Aarthy Chellasamy, Christ University, India	**« PLS-SEM Analysis of Technology Adoption of E-Learning Platforms Post COVID-19 »**
Paper 62	Antoine Harfouche, Université Paris Nanterre, France Peter Saba, EMLV, Paris Mario Saba, Business School Lausanne, Switzerland Bernard Quinio, Université Paris Nanterre, France Samuel Fosso Wamba. TBS Education, France	**« Responsible and Explainable artificial intelligence (RXAI) and Virtual Reality (VR) design for Dyslexic students: The example of VRAILEXIA »**

Paper 52	Farhan Shahzad, University of Naples 'Parthenope', Italy Luisa Varriale, University of Naples 'Parthenope', Italy	**« Digital Technology in HRM: Insights and Challenges through a bibliometric analysis for e-recruitment »**
Paper 66	Charbel Khalil, Saint-Joseph University of Beirut, Lebanon Charbel Chedrawi, Saint-Joseph University of Beirut, Lebanon	**« Factors and Antecedents that affect Alumni Engagement in the Digital Era»**

Coffee Break: *Friday July 7th,* 2023, 03:45PM – 04:00PM



Coffee Break at the Salon Jaune de l'Appartement Décanal

Parallel Session 5: *Friday July 7th, 2023, 04:00PM – 05:30PM*

Session 5.1

Friday July 7th, 2023, ***04:00PM – 05:30PM***	**Session 5.1 AI: Crimes and Law** **Salle 2** - 1st Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
Chair :	***Prof. Alessandro Sterpa, University of Tuscia, Italy***	
Paper 11	Yi-Ting Chen, Université Paris II Panthéon-Assas, France	**« The implications of artificial general intelligence for international law as a legal system »**
Paper 15	Claudia Capasso, University of Tuscia, Italy Alessandro Sterpa, niversity of Tuscia, Italy	**« AI, the individual and pluralism: the irreplaceable ordering function of the Law »**
Paper 67	Francesco Salvarani, ESILV & Université de Pavie, Italy Peter Saba, EMLV, France	**« A decision aid model for new pandemic episodes »**
Paper 31	Laura Recuero Virto, EMLV, France	**« The determinants of legislation for radiofrequency electromagnetic fields (RF-EMF)**

	Marek Czerwiński, Poznań University of Life Sciences, Poland Jérémy Froidevaux. University of Stirling, UK	**with the onset of 5G: An empirical analysis with a worldwide cross-sectional dataset»**

Session 5.2

Friday July 7th, 2023 ***04:00PM – 05:30PM***	**Session 5.2 Technologies implications** **Salle 6** - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
Chair :	***Prof. Mohamad Amine Issami, ISCAE, Morocco***	
Paper 47	Jean Babei, Université de Douala, Cameroon Nzololo Moyo, Université Marien Ngouabi, Congo	**« Technologies de l'information, intelligence artificielle au sein des administrations publiques africaines : transparence, stéréotypes, … bref quelle perception ? »**
Paper 2	Christine Dugoin-Clément, IAE de Paris & CREOGN, France	**« Why the war seen as in Matrix did not happen? A proposal about the immaturity of cyber in war »**
Paper 10	Roland Zahoua Ahouman, Université Virtuelle de Côte d'Ivoire (UVCI), Cote d'Ivoire Kouamé Wiliam Yoboue, ISTC Polytechnique, Cote d'Ivoire Aya Marie Francise Kouassi, Université Virtuelle de Côte d'Ivoire, Cote d'Ivoire Rongting Zhou. University of Science and Technology of China, China	**« Apport de l'IA dans le transport et la mobilité urbaine : le cas d'Abidjan »**

Session 5.3 (Virtual session)

Not taking place	**Session 5.2 The Virtual session**	
Paper 21	Saeedeh Rajaei Harandi, Alzahra University, Tehran, Iran Shima Eslami, Alzahra University, Tehran, Iran Neda Abdolvand, Alzahra University, Tehran, Iran	**« The Impact of Platform Businesses on Sustainable Development »**
Paper 48	Ida Tognisse, Institut de mathématiques et de sciences physiques, Benin	**« Intention de continuer à utiliser la téléphonie mobile : une étude empirique sur les utilisateurs vivants en milieux reculés »**

Paper 28	Anas Hakeem, Umm Al-Qura University, Saudi Arabia Nizar Raissi. Umm Al-Qura University, Saudi Arabia	**« Big data analytics and strategic measure on firms' innovation performance: Modeling using PLS-SEM approach »**
Paper 69	Aarthy Chellasamy, CHRIST University, India Elangovan N, CHRIST University, India Sangeetha Rangasamy, CHRIST University, India Aishwarya Nagarathinam, CHRIST University, India	**« Patients' trust in the Indian healthcare system and its impact on the intention to use artificial intelligence-based healthcare Chabot's »**
Paper 56	Abbas Tarhini, Lebanese American University, Lebanon Puzant Balozian, Lebanese American University, Lebanon	**« The Antecedents and the Adverse Effects of the Absence of Cyber Laws in Developing Countries: A Case from Lebanon »**
Paper 63	Mikhail Vialtsev, HSE University, Russia Mikhail Komarov. HSE University, Russia	**« A study of the impact of implementation of smart contracts in the sharing economy »**
Paper 14	Nadine Halabi, Saint-Joseph University of Beirut, Lebanon Jamil Arida, Saint-Joseph University of Beirut, Lebanon	**« Machine Learning Fairness Interpretability Methods and Auditing Solutions for the Ethical Use of AI in Recruiting HR »**
Paper 22	Wijdan Hamid Kabalan, Beirut Arab University Antoine Harfouche, Université Paris Nanterre, France	**« The leaders role in creating artificial intelligence-powered distribution corporations in Arab nations during transformation period –culture do matter »**

CONFERENCE CONCLUSION: *Friday July 7th, 2023, 05:30PM – 06:00PM*

Friday July 7th, 2023 05:30PM – 06:00PM	**CONFERENCE CONCLUSION** **Salle 6** - 2d Floor, Escalier M, Galerie Soufflot, centre Panthéon, 12 place du Panthéon Paris 5	
ICTO2023 CONFERENCE COCHAIRS	Prof. Luisa Varriale, Prof. Marc Bidan,	ICTO2023 last figures
Past president of ICTO	Prof. Samuel Fosso Wamba	ICTO alliance: What has been done?
President of ICTO	Elected president	ICTO alliance: What still to be done
ICTO2024 conference chair	Prof Peter Saba, EMLV, France Prof. Pascale Bueno Merino, EMLV, France	Welcome to ICTO2024



ICTO2023 Committees

Conference cochairs

- Prof. Celia Zolynski, Paris 1 Panthéon-Sorbonne, France
- Général Patrick Perrot, Service de la transformation de la Gendarmerie Nationale, France
- Prof. Cinzia Dal Zotto, Neuchâtel University, Switzerland
- Prof. Samuel Fosso Wamba, TBS Education, France
- Prof. Luisa Varriale, University of Naples "Parthenope", Italy

Program cochairs

- Prof. Christine Dugoin-Clément, IAE Paris - Sorbonne Business School, Paris 1 Panthéon-Sorbonne and CREOGN, France
- Prof. Denis Dennehy, Swansea University, Wales, UK
- Prof. Kalinka Kaloyanova, Sofia University "St. Kliment Ohridski", Bulgaria
- Prof. Antoine Harfouche, Université Paris Nanterre, France
- Prof. Jessy Nair, PES University, India
- Prof. Mohammad I. Merhi, Indiana University South Bend, USA

Ethics, Diversity, Equity, & Inclusion cochairs

- Prof. Pascale Bueno Merino, EMLV, France
- Prof. Antoine Harfouche, University of Tuscia, Italy

Proceedings committee

- Prof. Charbel Chedrawi, USJ, Lebanon
- Prof. Yazan Alnsour, College of Business University of Wisconsin, USA
- Prof. Neda Abdolvand, Alzahra University, Iran

Doctoral Consortium committee

- Chair: Prof. Marco De Marco, Uninettuno University, Italy
- Prof. Hajer Kefi, EMLV, France
- Prof. Sana Skandrani, Karlstad Business School, Sweden

Junior Faculty Consortium committee

- Prof. Michel Philippart, Place Escange, France
- Prof. Peter Saba, EMLV, France
- Prof. Mauro Romanelli, University of Naples "Parthenope", Italy
- Prof. Mousa Albashrawi, KFUPM, Saudi Arabia

Scientific Committee

- Prof. Abbas Tarhini, Lebanese American University, Lebanon
- Prof. Abdullah Albizri, Montclair State University, USA
- Prof. Adriana Schiopoiu Burlea, University of Craiova, Romania
- Prof. Agelika Kokkinaki, University of Nicosia, Cyprus
- Prof. Alice Robbin, Indiana University Bloomington, USA
- Prof. Amira Tawadros, Cairo University, Egypt
- Prof. Ananth Chiravuri, UAE University, United Arab Emirates
- Prof. Andreja Pucihar, University of Maribor, Slovenia
- Prof. Anne-Celine Ginoux, IDRAC Business School, France
- Prof. Antoine Harfouche, Université Paris Nanterre, France
- Prof. Antoine L. Harfouche, University of Tuscia, Italy
- Prof. Asli Sencer, Bogazici University Istanbul, Turkey
- Prof. Bernard Quinio, University Paris Nanterre, France
- Prof. Bessem Boubaker, Voltaire Business School, Switzerland
- Prof. Cândida Silva, Polytechnic of Porto, Portugal
- Prof. Cecilia Rossignoli, University of Verona, Italy
- Prof. Celia Zolynski, Paris 1 Panthéon-Sorbonne, France
- Prof. Charbel Chedrawi, USJ, Lebanon
- Prof. Christine Dugoin-Clément, Paris 1 Panthéon-Sorbonne and CREOGN, France
- Prof. Cinzia Dal Zotto, Neuchâtel University, Switzerland
- Prof. Denis Dennehy, Swansea University, Wales, UK
- Prof. Detmar Straub, Temple University's Fox School of Business, USA
- Prof. Dina Sidani, University Saint Joseph, Lebanon
- Prof. Elie Nasr, AUST, Lebanon
- Prof. Eleonora Veglianti, Lille Catholic University, France
- Prof. Efpraxia Zamadi, University of Sheffield, UK
- Prof. Fabrizio D'Ascenzo, University La Sapienza Roma1, Italy
- Prof. Fons Wijnhoven, University of Twente, Netherlands
- Prof. Francesca Bugiotti, Université Paris-Saclay, CentraleSupélec, France
- Prof. Francesco Salvarani, DVRC, France
- Prof. Galina Kondrateva, EDC Paris Business School, France
- Prof. Habil Dmitry Ivanov, Berlin School of Economics and Law, Germany
- Prof. Hafiz Imtiaz Ahmad, Higher Colleges of Technology, UAE
- Prof. Halimu Shauri, Pwani University, Kenya
- Prof. Hirotoshi Takeda, Laval University, Canada

- Prof. Imed Ben Nasr, Excelia Group, France
- Prof. Insaf Khelladi, EMLV, France
- Prof. Insaf Khelladi, DVRC, France
- Prof. Jamil Arida, USJ, Lebanon
- Prof. Jessy Nair, PES University, India
- Prof. Jihane Aayale, Groupe ISCAE, Morocco
- Prof. Kalinka Kaloyanova, Sofia University, Bulgaria
- Prof. Kassem Danach, Université d'Artois, France
- Prof. Kenneth R Deans, Groupe Sup. de Co. La Rochelle, France
- Prof. Klaus-Peter Schulz, ICN Business School, France
- Prof. Komarov Mikhail, Graduate school of business, HSE University
- Prof. Konstantina Spanaki, Loughborough University, UK
- Prof. Laurence Carassus, Director of Research ESILV, France
- Prof. Leonel Matar, Saint Joseph University, Lebanon
- Prof. Linda Hamdi-Kidar, tbs, France
- Prof. Luisa Varrial, University of Naples Parthenope, Italy
- Prof. Luka Lesko, University of Applied Sciences in Security and Safety, Croatia
- Prof. Maciel M. Queiroz, Paulista University – UNIP, Brazil
- Prof. Marco de Marco, Uninettuno University, Italy
- Prof. Marina Johnson Montclair State University, USA
- Prof. Mario Saba, The Higher Hospitality Academy of Switzerland, Switzerland
- Prof. Mario Silic, SSBM Geneva, Swiss School of Business and Management, Switzerland
- Prof. Mazen El-Masri, Qatar University, Qatar
- Prof. Michel Philippart, Place Escange, France
- Prof. Mohamad Akoum, Grenoble Ecole de Management, France
- Prof. Mohammed Al-Sharafi, University of Malaysia Pahang, Malaysia
- Prof. Mohamed Amine Issami, Groupe ISCAE, Morocco
- Prof. Monica Chiarini Tremblay, Florida International University College of Business, USA
- Prof. Nadia Tebourbi, ESCE Paris, France
- Prof. Nicolas Travers, DVRC, France
- Prof. Nizar Raissi, Umm al Qura University, KSA
- Prof. Ovais Ahmad, Karlstad University, Sweden
- Prof. Osama Bassam Rabie, King Abdulaziz University, KSA
- Prof. Pauline de Pechpeyrou, IAE Gustave Eiffel, France
- Prof. Parisa Maroufkhani, Universiti Teknologi Malaysia
- Prof. Pascal Clain, DVRC, France
- Prof. Pascale Bueno Merino, Director of Research EMLV, France
- Prof. Pascal Brouaye, President of the Léonard de Vinci Association, France
- Prof. Pascal Pinot, Director of ESILV, France
- Prof. Payam Hanafizadeh, Allameh Tabataba'i University, Tehran-Iran
- Prof. Peter Saba, EMLV, France
- Prof. Roeland Aernoudts, Radboud University, Netherlands
- Prof. Roland Ahouman, Ivory Coast
- Prof. Samuel Fosso Wamba, TBS, France
- Prof. Sébastien Tran, CEO of the Léonard de Vinci Association, Director of EMLV, France
- Prof. Shahriar Akter, Sydney Business School, University of Wollongong, Australia
- Prof. Slim Turki, Luxembourg Institute of Science and Technology, Luxembourg
- Prof. Stella Despoudi, Aston Business School, UK

- Prof. Tatiana Pekarskaia Dauxert, SKEMA, France
- Prof. Teresina Torre, Università di Genova, Italy
- Prof. Tetsuo Noda, Shimane University, Japan
- Prof. Uthayasankar Sivarajah, School of Management, University of Bradford, UK
- Prof. Wesley Palmer, York College, City University of New York, USA
- Prof. Yazan Alnsour, College of Business University of Wisconsin, USA

ICTO2023

