ICTO 2019 | Detailed Conference Schedule

The Impact of Artificial Intelligence on Business and Society

24–25 October 2019 | EDHEC Business School, 372 Rue Verte, 59170 Croix, France

Thursday, 24 October — at a glance

TIME	EVENT / SESSION
08:00–11:00	Doctoral Consortium · Room VIP EDHEC Lille
11:00–12:30	Opening session · Auditorium
12:30–14:00	Lunch
14:00–15:30	Parallel Session 1 · Rooms E309, E310, E311
15:30–16:00	Coffee break
16:00–17:30	Parallel Session 2 · Rooms E309, E310, E311
17:30–18:30	Author Development Workshop · E308
20:00–23:30	Social dinner

Friday, 25 October — at a glance

TIME	EVENT / SESSION
08:45–10:45	Parallel Session 3 · Rooms E309, E310, E311
10:45–11:00	Coffee break
11:00–12:30	Plenary keynote session · Auditorium
12:30–14:00	Lunch
14:00–15:30	Parallel Session 4 · Rooms E309, E310, E311
15:30–16:00	Coffee break
16:00–17:30	Parallel Session 5 · Rooms E309, E310, E311
17:30–18:00	Closing session · Amphi VIP

The following pages reproduce the presentation lineup, session chairs, rooms and times from the archived conference program. Times are shown in local 24-hour format.

Thursday, 24 October 2019

08:00–11:00 | Doctoral Consortium

Room: Room VIP EDHEC Lille • Chair: Prof. Victoria Hill and Prof. Marco de Marco

08:00–08:30 Paper 17 — Peyman Badakhshan. Successful Adoption of Business Process Management

08:30–09:00 Paper 68 — Ransome Epie Bawack. Relationship Building Towards the Adoption and Use of Artificial Intelligence Artefacts

09:00–09:30 Paper 67 — Ioana Borcan. The path on the journey from digitization to digital transformation: the case of two traditional organizations

09:30–10:00 Paper 48 — Parisa Maroufkhani; Samuel Fosso Wamba; Wan Khairuzzaman Wan Ismail. Determinants of Big Data Analytics Adoption and Impacts for SMEs: A TOE Perspective

10:00–10:30 Paper 80 — Thérèse Mansour. The challenges of the Lebanese media industry (Radio & Television) and its digital content in the knowledge economy

10:30–11:00 Keynote: Prof. Sam Zaza (Middle Tennessee State University) — Social inclusion in the IS research, teaching, and practice

11:00–12:30 | Opening session

Room: Auditorium • Chair: Prof. Cinzia Dal Zotto

11:00–11:15 Welcome speech — Prof. Christophe Roquilly, Dean, EDHEC Business School

11:15–11:30 Inaugural speech — Gl. Said Kozah — Bridging research with the industry and the public sector

11:30–12:15 Keynote — Prof. Detmar Straub — A Dark Future for AI? The Spectre of SkyNet

12:15–12:30 General assembly — ICTO and MENA-AIS general assembly (election)

12:30–14:00 Lunch

14:00–15:30 | Parallel Session 1

Session 1.1 — AI & SCM | E309

Chair: Prof. Michel Philippart (EDHEC Business School)

Paper 38 · Samuel Fosso Wamba, Ransome Epie Bawack and Kevin Carillo. Artificial Intelligence and Supply Chain Management: A Bibliometric Overview

Paper 53 · Victoria Hill. Using AI and CA to increase earnings in retail “fast fashion”

Paper 29 · Kassem Danach, Abbas Tarhini and Antoine Harfouche. Swarm Intelligence-based Algorithm for Solving the Vehicle Routing Problem with Prioritized Customers

Session 1.2 — AI & Marketing (1) | E310

Chair: Prof. Georges Aoun

Paper 28 · Mousa Albashrawi. Online Purchase Intention: A Literature Review Comparing Developed and Developing Countries from 2000 to 2018

Paper 33 · Lina Ghaly. The use of Big Data and Artificial Intelligence in Public Relations

Paper 81 · Tatiana Pekarskaia Dauxert, Bessem Boubaker and Serge Bolidum. Artificial Intelligence and robots in hospitality: opportunities, challenges and future research agenda

Session 1.3 — AI & Organizations 1 (MENA-AIS) | E311

Chair: Prof. Elisabetta Magnagni

Paper 59 · Mohamed Amine Issami and Jihane Aayale. Cryptocurrencies and Artificial Intelligence: Flight-to-Quality

Paper 15 · Dina Sidani and May Sayegh. The Organizational Culture within the context of Artificial Intelligence: An exploratory study of the Lebanese banking Sector

Paper 25 · Gloria Haddad and Charbel Chedrawi. Artificial Intelligence and the inclusion/exclusion paradox: A socio-material perspective

15:30–16:00 Coffee break

16:00–17:30 | Parallel Session 2

Session 2.1 — AI & CAM | E309

Chair: Prof. Ibrahim Osman (AUB Beirut)

Paper 63 · Serhat Simsek, Abdullah Albizri, Tyler Custis and Marina Johnson. Predictive Data Analytics for MLB Contract Renewals: A Decision Support Tool for Managerial Decision Making

Paper 74 · Abbas Tarhini and F. Jordan Srour. Emergency Management System Design for Accurate Data: A Cognitive Analytics Management Approach

Paper 85 · Antoine Harfouche, Peter Bou Saba and Mario Saba. Which Artificial Intelligence to which Organizational Decision

Session 2.2 — AI & Marketing (2) | E310

Chair: Prof. Marco de Marco

Paper 44 · Marco De Marco, Paolo Fantozzi, Luigi Laura and Antonio Miloso. Estimation of the Customer Lifetime Value: a Machine Learning based approach

Paper 60 · Georges Aoun and Karine Aoun Barakat. Understanding Consumer Use of Search and Meta-search Engine as Decision Aids

Paper 34 · Jihane Aayale and Nada Soudi. AI-Based Tools' Integration in Predictive Marketing: A Definition of Consumer Satisfaction Determinants

Session 2.3 — AI & Organizations 2 (MENA-AIS) | E311

Chair: Prof. Samuel Fosso-Wamba

Paper 69 · Nada Mallah Boustani and Pia Maria Ibrahim. Artificial Intelligence impact on banks' employees and clients

Paper 16 · Dina Sidani and Bissane Harb. Exploring the Role of Transformational Leadership in Innovation — Case of the Lebanese Banking Sector

Paper 14 · Mousa Albashrawi, Lauren Turner and Sandhya Balasubramanian. Intention to Use Mobile ERP in Educational Environment

17:30–18:30 | Author Development Workshop

Room: E308

Journal of Enterprise Information Management — Prof. Ibrahim Osman. Cognitive Analytics Management

Annals of Operations Research — Prof. Samuel Fosso-Wamba. Artificial Intelligence in Operations Management

Information Technology for Development — Prof. Georges Aoun and Prof. Antoine Harfouche. Artificial Intelligence and smart technologies for Development: Opportunities and challenges

20:00–23:30 Social dinner

Friday, 25 October 2019

08:45–10:45 | Parallel Session 3

Session 3.1 — AI Adoption & Impacts | E309

Chair: Prof. Fons Wijnhoven (University of Twente)

Paper 45 · Noura Al Hosni, Mohammed Al Saqri, Salim Al Kindi and Adil Al Busaidi. Users Acceptance of Technology: Arab's Generalized Model (Arabian Gulf Context and Artificial Intelligence Technologies)

Paper 83 · Yu Viviane Chen. When to be Silent — Key to Success for Virtual Museums Agents

Paper 37 · Fons Wijnhoven and Rick Klein Koerkamp. Barriers for Adoption of Analytical CDSS in Healthcare: Insights from a Case Study

Paper 2 · Mauro Romanelli. Rediscovering intelligent urban communities

Session 3.2 — AI & Innovation (1) | E310

Chair: Prof. Tetsuo Noda (Shimane University)

Paper 4 · Zine El Abidine Belouahem, Gilles N'Goala, Stefan Brouwers and Peter Bou Saba. Vers une approche conversationnelle de l'innovation

Paper 54 · Farid Nakhle, Elie Nasr and Liliane Karam. A Novel Business Model Powered by Artificial Intelligence, Case of Magnet by Klangoo

Paper 56 · Davide Rossin, Sabrina Bonomi and Cecilia Rossignoli. Artificial Intelligence and innovation ecosystems: Enhanced value propositions for invention process into business organizations

Paper 51 · Ananth Chiravuri, Saleha Khalifa Alshamsi, Al Yazia Hamad Alshamsi and Fatima Al Ghafli. Investigating the Impact of Online Social Networks on Firm Innovation

Session 3.3 — AI & Human Resources | E311

Chair: Prof. Cinzia Dal Zotto (Université de Neuchâtel)

Paper 84 · Cinzia Dal Zotto. Artificial versus emotional intelligence in organizations: what opportunities and risks for human resource management?

Paper 64 · Roberta Pinna, Matteo Trombin, Eleonora Veglianti and Marta Musso. Customized Artificial Intelligence for Talent Recruiting: A bias-free tool?

Paper 82 · Teresina Torre and Daria Sarti. May Big Data change Human resources management? Which conditions for success?

Paper 47 · Amal Dabbous, Karine Aoun Barakat and May Merhej Sayegh. Enabling Organizational Use of Artificial Intelligence Based on Employees' Perceptions

10:45–11:00 Coffee break

11:00–12:30 | Plenary keynote session

Room: Auditorium • Chair: Prof. Michel Philippart and Prof. Samuel Fosso-Wamba

11:00–11:45 Keynote: Prof. Zahir Irani (University of Bradford) — Applying Artificial Intelligence for social good: Tackling global Challenges

11:45–12:30 ICTO future strategy: Ms. Cyrille Comole-Theveniaud — ICTO2020: Challenges and Opportunities

12:30–14:00 Lunch

14:00–15:30 | Parallel Session 4

Session 4.1 — Smart City | E309

Chair: Prof. Wesley Palmer (City University of New York)

Paper 6 · Ange Manuela Ngono, Samuel Fosso Wamba and Jean Robert Kala Kamdjoug. Impact of Smart City Applications on Citizen Life and City Performance

Paper 61 · Imed Ben Nasr, Wissal Ben Arfi, Yousra Hallem and Zahir Yanat. The adoption of a managerial innovation and its impact on the company's performance: The case of collaborative work

Paper 49 · Deepak Shyam, Harish D and Kanupriya P. The Interplay between Artificial Intelligence and Blockchain: Industry Scenario in India

Session 4.2 — AI & Innovation (2) | E310

Chair: Prof. Teresina Torre (University of Genova)

Paper 8 · Tetsuo Noda, Hao Wang and Li Zhang. Sharing Economy and Sustainable Development of Local Economy

Paper 5 · Coraline Meril, Zine El Abidine Belouahem, Peter Bou Saba and Stefan Brouwers. Persuasive communication at the service of the organization of innovation

Paper 20 · Eleonora Veglianti, Elisabetta Magnaghi and Marco De Marco. Assessing Artificial Intelligence in China

Session 4.3 — AI & Organizations 3 (MENA-AIS) | E311

Chair: Prof. Abbas Tarhini (MENA-AIS)

Paper 10 · Hessah Alasousi. The Motivational Factors influencing Knowledge Sharing in the Banking Industry in Kuwait

Paper 55 · Amal Dabbous and Abbas Tarhini. Circulation of Fake News: An Intelligence-based Threat Analysis Model to assess the Impact on Public Safety

Paper 12 · Charbel Chedrawi and Yara Atallah. AISD from a Resource Based View and Isomorphism perspectives: the case of the LAF

15:30–16:00 Coffee break

16:00–17:30 | Parallel Session 5

Session 5.1 — AI Social Impact | E309

Chair: Prof. Sam Zaza (Middle Tennessee State University)

Paper 73 · Antoine Harfouche. Artificial Intelligence in Agriculture: How can it help to meet the UN2030 sustainable development goals agenda?

Paper 77 · Wesley Palmer. e-Business Mixed Model: An Entwined of Information Technology and Entrepreneurship

Paper 79 · Doriane Micaela Andeme Bikoro. Security Aspect around Artificial Intelligence: a Literature Review

Session 5.2 — AI, Organizations & CSR | E310

Chair: Prof. Elie Nasr

Paper 3 · Bader Obeidat, Sura Altheeb, Ali Tarhini, Ra'Ed Masa'Deh and Ali Al-Badi. Reviewing the Literature of Internal Corporate Social Responsibility on Job Satisfaction

Paper 9 · Hafiz Imtiaz Ahmad and Khaled Aljifri. Corporate Sustainability and Value

Paper 39 · Diane Grimminger and Elizabeth Abou Samra. From the exploitation of data analytics to redefining the strategy of the company: a comparison between 3 companies

Session 5.3 — AI & Organizations (4) | E311

Chair: Prof. Rolande Marciniak (Université Paris Nanterre)

Paper 26 · Charbel Chedrawi, Bachir El Zoghbi and Nahil Kazoun. From Service Dominant Logic (SDL) to Value Dominant Logic (VDL): A Conceptual Model applied to the Cloud Computing era

Paper 41 · Rolande Marciniak, Antoine Harfouche and Bernard Quinio. The role of Artificial Intelligence in the dynamic evolution of organizational infrastructure

Paper 78 · Michel Philippart. Implementing Digital Transformation: Leadership beyond the technology

17:30–18:00 | Closing session

Room: Amphi VIP

17:30–17:35 Prof. Michel Philippart (conference co-chair) — Conclusion of ICTO2019

17:35–17:40 President of ICTO — What has been done, what is still to be done

17:40–17:45 President-elect of ICTO — The future of ICTO

17:45–17:50 Prof. Charbel Chedrawi (past president) — Our values, our link, our future

17:50–17:55 Prof. Abbas Tarhini (MENA-AIS president) — The past, present, and future of MENA-AIS

17:55–18:00 Prof. Antoine Harfouche (conference organizer) — Welcome to ICTO2020

Source: "ICTO2019 detailed Program," archived by the Wayback Machine (snapshot 20 April 2021).

https://web.archive.org/web/20210420110018/https://www.icto.info/icto2019-detailed-program

Editorial note: Two apparent 12:30 AM typos on the source page are rendered as 12:30 PM; minor whitespace and spelling have been standardized.