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# Conference Program

**International Network on  
Green Digital Innovation and Business  
(INDIB'2026)**

**January 30, 2026**

**Private University of Marrakech, Morocco**

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# Welcome Message

It is our great pleasure to welcome you to the First Edition of the International Network on Green Digital Innovation and Business (INDIB'26), organized as a hybrid event in Morocco on January 30, 2026, and hosted by the Private University of Marrakech, Morocco.

INDIB'26 is an international conference dedicated to promoting innovation-driven business models enabled by green and digital technologies. The conference encourages high-quality, scientifically rigorous, and original research that demonstrates a strong understanding of theoretical foundations, experimental validation, methodologies, and interdisciplinary approaches, with a particular focus on how innovation serves as a key driver of sustainable and competitive business transformation.

The main themes of INDIB'26 include Artificial Intelligence and Machine Learning, Digital Education and Smart Learning, Embedded Systems and Robotics, Smart Embedded Systems and Real-Time Computing, Emerging Digital Technologies, Digital Economy and Innovation, and Green Energy. Special emphasis is placed on the translation of technological innovation into business value, sustainable entrepreneurship, and impactful industrial and societal applications. INDIB'26 has successfully attracted more than 100 participants from universities and research institutions worldwide. A rich and diverse scientific program has been designed to foster knowledge transfer, innovation diffusion, and business-oriented digital transformation, offering an excellent platform for networking, collaboration, and the exchange of cutting-edge research results.

The success of INDIB'26 is undoubtedly the result of the strong commitment, dedication, and collective effort of all stakeholders—particularly the Organizing Committee, Technical Program Committee members, keynote and invited speakers, and all participants. We would like to express our sincere gratitude to everyone who contributed to making this event possible. We hope you enjoy this stimulating scientific and business-oriented experience, and we look forward to welcoming you to future editions of the INDIB Conference, where innovation will continue to shape the future of sustainable digital business.

## General Chairs



**Prof. Badre BOSSOUFI**  
(FSDM, USMBA, Fez, Morocco)



**Prof. Saad MOTAHHIR**  
(ENSA, USMBA, Fez, Morocco)

# COMMITTEES

## Honorary Committee

<b>Prof. Mohamed KNIDIRI,</b>	President of the Private University of Marrakech
<b>Prof. Mustapha EL ADNANI</b>	Vice-President for Academic Affairs
<b>Prof. Mustapha NAJIMI</b>	Vice-President for Research and Innovation

## General Chairs

<b>Dr. Badre BOSSOUFI</b>	FSDM, USMBA, Fez, Morocco
<b>Dr. Saad MOTAHHIR</b>	ENSA, USMBA, Fez, Morocco

## Organizing Committee

<b>Prof. Radia BELKEZIZ</b>	UPM, Morocco
<b>Prof. Abdellah EL KHARKI</b>	UPM, Morocco
<b>Prof. Fatima Ezzahra EL MANSOURI</b>	UPM, Morocco
<b>Prof. Tarik HIDAR</b>	UPM, Morocco
<b>Prof. Raja MAHMOU</b>	UPM, Morocco
<b>Prof. Abderrahman ABBASSI</b>	Sultan Moulay Slimane University, Morocco
<b>Prof. Mahamane HARO WADAH</b>	UPM, Morocco
<b>Pr. Oumaima TIBSSIRTE</b>	UPM, Morocco
<b>Dr. Hicham OUFETTOUL</b>	GEP, Benguerir, Morocco
<b>Prof. Zakariae KAHOT</b>	UPM, Morocco
<b>Prof. Youssef HALIMI</b>	UPM, Morocco

## Friday, 30 January 2026 (GMT+1)

<b>8h00-9h00</b>	<b>Welcoming Participants</b>	
<b>Official Opening of The Conference</b> <b>Private University of Marrakech, Morocco</b> <b>Moderator: Prof Radia Belkeziz (UPM, Marrakech, Morocco)</b>		
<b>9h00-10h00</b>	<b>Prof. Mohamed KNIDIRI:</b> President of the Private University of Marrakech <b>Prof. Mustapha EL ADNANI:</b> Vice-President for Academic Affairs <b>Prof. Mustapha NAJIMI:</b> Vice-President for Research and Innovation <b>Dr. Hicham OUFETTOUL:</b> INDIB'26 Organizing Committee Chair, Green Energy Park, Benguerir, Morocco	
<b>Meet Link</b>	<a href="https://meet.google.com/qfc-dayh-qdx" style="color: white; text-decoration: underline;">https://meet.google.com/qfc-dayh-qdx</a>	
<b>10h00-10h40</b>	Plenary Session 1 : In Person & Online Moderators : Prof. Abderrahman ABBASSI (Sultan Moulay Slimane University, Morocco)	
<b>10h40-11h15</b>	<ul style="list-style-type: none"> <li>❖ Speaker 1: <b>Prof. Frede Blaabjerg</b> (Villum Investigator, Aalborg University, Denmark)                “Power Electronics – a key Technology Creating a Sustainable and Modern Society”</li> <li>❖ Speaker 2: <b>Dr. Amine MAAIFI</b> (Business Development Manager - OPAL-RT Technologies, Canada)                “Modeling of Microgrid System Components using OPAL-RT”</li> </ul>	
<b>11h15-11h30</b>	<b>Coffee Break &amp; Networking</b>	
<b>11h30–13h00</b>	Oral Session P-1 (In Person)	<b>AI &amp; Data-Driven Green Innovation</b>
	Oral Session P-2 (In Person)	<b>Smart Energy, Renewables &amp; Power Electronics</b>
	Oral Session O-1 (Online)	<b>Education, Inclusion &amp; Societal Impact</b>
	Oral Session O-2 (Online)	<b>Smart Energy, Renewables &amp; Power Electronics</b>
<b>13h00-14h30</b>	<b>Lunch Break &amp; Networking</b>	
<b>Meet Link</b>	<a href="https://meet.google.com/siw-syyf-ijx" style="color: white; text-decoration: underline;">https://meet.google.com/siw-syyf-ijx</a>	
<b>15h00-15h35</b>	Plenary Session 2 : In Person & Online Moderators : Prof. Zakaria Kahot (UPM, Marrakech, Morocco)	
<b>15h35-16h15</b>	<ul style="list-style-type: none"> <li>❖ Speaker 4: <b>Prof. Razane Chroqui</b> (UH1, Settat, Morocco)                “University 4.0: An Engine for Sustainable Innovation and Talent”</li> <li>❖ Speaker 3: <b>Dr. Hicham OUFETTOUL</b> (Green Energy Park, Benguerir, Morocco)                “Innovative Floating PV”</li> </ul>	
<b>16h15-16h30</b>	<b>Coffee Break &amp; Exhibition</b>	
<b>16h30-18h30</b>	Oral Session P-3 (In Person)	<b>Education, Inclusion &amp; Societal Impact</b>
	Oral Session O-3-1 (Online)	<b>AI &amp; Data-Driven Green Innovation</b>
	Oral Session O-3-2(Online)	<b>AI &amp; Data-Driven Green Innovation</b>
	Oral Session O-4 (Online)	<b>Green Digital Business, Finance &amp; ESG</b>
	Oral Session O-5 (Online)	<b>Cybersecurity, Blockchain &amp; Trust</b>

## Speakers

### ❖ Prof. Frede Blaabjerg



**Frede Blaabjerg** was with ABB-Scandia, Randers, Denmark, from 1987 to 1988. From 1988 to 1992, he got the PhD degree in Electrical Engineering at Aalborg University in 1995. He became an Assistant Professor in 1992, an Associate Professor in 1996, and a Full Professor of power electronics and drives in 1998 at AAU Energy. From 2017 he became a Villum Investigator. He is honoris causa at University Politehnica Timisoara (UPT), Romania in 2017 and Tallinn Technical University (TTU), Estonia in 2018 as well as honorary professor of University of Parma in 2025. His current research interests include power electronics and its applications such as in wind turbines, PV systems, reliability, Power-2-X, power quality and adjustable speed drives. He has published more than 800 journal papers in the fields of power electronics and its applications. He is the co-author of ten monographs and editor of twenty books in power electronics and its applications eg. the series (4 volumes) Control of Power Electronic Converters and Systems published by Academic Press/Elsevier. He has received 49 IEEE Prize Paper Awards, the IEEE PELS Distinguished Service Award in 2009, the EPE-PEMC Council Award in 2010, the IEEE William E. Newell Power Electronics Award 2014, the Villum Kann Rasmussen Research Award 2014, the Global Energy Prize in 2019 and the 2020 IEEE Edison Medal. He was the Editor-in-Chief of the IEEE TRANSACTIONS ON POWER ELECTRONICS from 2006 to 2012. He has been Distinguished Lecturer for the IEEE Power Electronics Society from 2005 to 2007 and for the IEEE Industry Applications Society from 2010 to 2011 as well as 2017 to 2018. In 2019-2020 he served as a President of IEEE Power Electronics Society. He has been Vice-President of the Danish Academy of Technical Sciences.

He is nominated in 2014-2021 by Thomson Reuters to be between the most 250 cited researchers in Engineering in the world.

## ❖ Dr. Amine MAAIFI



Amine Maaifi is a Business Development Manager at OPAL-RT TECHNOLOGIES in Montreal, Canada, where he specializes in real-time simulation technologies, including Hardware-in-the-Loop (HIL) and Power-HIL platforms for advanced microgrid and e-mobility applications. Before joining OPAL-RT, he served as a Technical Account Manager at dSPACE GmbH in Germany, supporting automotive and industrial clients in model-based design, rapid control prototyping, and ECU development workflows. Amine holds a Dipl.-Ing. in Mechatronics from the Hochschule für Technik und Wirtschaft (University of Applied Sciences Dresden, Germany). His academic path includes international research at HEIG-VD in Switzerland, where he worked on intelligent network laboratory systems and smart-grid control development, as well as at BSH in New Bern, USA, where he contributed to embedded-systems research involving FPGA/CPU-based real-time control and monitoring solutions.

## ❖ Prof. Razane Chroqui



*Prof. Razane Chroqui* is a Full Professor at Hassan First University, Morocco. She holds a BA in Accountancy, an MA in Finance (University of Sfax, Tunisia) and a Ph.D. in Management (Reims Champagne-Ardenne University-France, 2009). Additionally, she pursued a BA in English Studies and an MA in Moroccan American Studies at Hassan II University, Morocco. Professor Chroqui has organized numerous international conferences and has published in indexed scientific journals. Her research centers on performance management and its interdisciplinary applications. She has taught in Italy, Portugal, Senegal, Romania, and Mauritania. As a Fulbright Visiting Scholar Alumna at Michigan State University, she remains deeply engaged in academic and international research collaborations.

## ❖ Dr. Hicham Oufettoul



***Hicham Oufettoul*** is a Moroccan researcher and engineer specializing in renewable energy systems, embedded technologies, and smart photovoltaic solutions. He holds a Ph.D. in Electrical Engineering from the Mohammadia School of Engineers (EMI), Rabat, where his research focused on smart reconfiguration techniques for photovoltaic (PV) arrays under partial shading conditions. His academic journey began with a Bachelor's degree in renewable energy exploitation technologies, followed by a Master's degree in renewable energy engineering and energy efficiency, both earned with distinction. Currently, he serves as a Scientist and Project Manager at Green Energy Park in Ben Guerir, Morocco. His

work focuses on developing digital twin technologies and advanced battery management systems, contributing to several innovative projects, such as Chaire EESEPS and Intelligent PV. Previously, he worked as a Research Assistant at Green Energy Park, where he played a key role in creating monitoring systems for photovoltaic stations across Morocco and Spain, integrating fault detection and diagnostic tools. He has also contributed to academia by teaching courses on synchronous and asynchronous machines and photovoltaic systems at prestigious institutions, including the EMI and UM6P. Beyond research, Hicham has participated in international training programs and winter/summer schools focused on energy transition and decarbonization, and he has earned distinctions such as the Outstanding Paper Award at the ICRERA conference.

Oral Session P-1 (In Person)		AI & Data-Driven Green Innovation Friday, 30 January 11h15 – 13h00
<b>Moderators</b>	<b>Mohamed Agouri</b> (Beni Mellal, Morocco)	
<b>78</b>	<b>Britel Fatimazohra, Amina Bennouna.</b> Toward augmented leadership: integration of artificial intelligence to foster employee engagement in hybrid work environments: a systematic literature review	
<b>79</b>	<b>Badr Machkour and Ahmed Abriane.</b> Frugal Innovation and Artificial Intelligence as Drivers of Circular Economy in Waste Management Systems: A Prospective Review	
<b>92</b>	<b>Maryam Maatallah, Mourad Fariss, Hakima Asaidi, Mohamed Bellouki.</b> Improving Cryptocurrency Forecasting under Nonstationarity with a Multi-Scale VMD and bilstm Strategy	
<b>107</b>	<b>Skander Shams, Ibenrissoul Nafii.</b> Intelligent DSS, Behavioral Biases and Robo-Advisors: A Critical Examination of Algorithmic Objectivity in Financial Advice	
<b>139</b>	<b>Mohammed El Kaim Billah, Mohammed-Alamine EL Houssaini, Abdelfettah Mabrouk, Abdelali Hadir, Souad EL Houssain.</b> Traffic Forecasting Optimization Using Ensemble Learning: A Fusion-Based bilstm and Gradient Boosting Approach	
<b>117</b>	<b>Khayati Marouane and Eddelani Oumhani.</b> Sustainable economic growth : econometric modeling	
<b>170</b>	<b>BELKHATAB Zineb, TAHA Salah-eddine</b> University governance and artificial intelligence: Challenges for social inclusion and quality in higher education in Morocco	

Oral Session P-2 (In Person)		Smart Energy, Renewables & Power Electronics Friday, 30 January 11h15 – 13h00
<b>Moderators</b>	<b>Prof Raja Mahmou</b> (UPM, Marrakech, Morocco), <b>Hicham Oufettoul</b> (GEP, Benguerir, Morocco)	
<b>19</b>	<b>Younes Aberkane, Siham Mourad.</b> The Role of Technology in Shaping Customer Experience Across Online and Offline Interactions	
<b>41</b>	<b>Fanou Primela, Zazi Khalida, Rayyam Marouane.</b> Advanced Control and AI for Quad-Motor Electric Vehicles: A Green Digital Innovation Pathway to Sustainable Mobility	
<b>102</b>	<b>Fatima Zahrae Hamdani, Benkirane Fatine, Hayat El Boukhari, Ait Oudra Mohammed, Errabih Samir.</b> Toward a cyber security sustained environment: A three-level mapping study	
<b>104</b>	<b>Nmari Ferdaouss, Idrissi Najlae.</b> Energy-Efficient End-to-End Security for IoMT Devices: Adaptive Hardware-Accelerated EDHOC–OSCORE	
<b>113</b>	<b>Chaimae zouaki, Razane chroqui.</b> Toward a Measurement Scale for AI Adoption in E-Commerce: a Case Study	

Oral Session O-1 (Online)		Education, Inclusion & Societal Impact Friday, 30 January 11h15 – 13h00
<b>Moderators</b>	<b>Prof Tibssirte Oumaima</b> (UPM, Marrakech, Morocco), <b>Prof. Fatima Ezzahra Elmansouri</b> (UPM, Marrakech, Morocco), <b>Dr. Mujtaba Ali</b> (Quaid-i-Azam University, Pakistan)	
<b>Meet Link</b>	<a href="https://meet.google.com/hov-fogm-ycv">https://meet.google.com/hov-fogm-ycv</a>	
<b>11</b>	<b>Najlae Zoubaa; Souad Ben Hamsa; Issam Debbagh.</b> Digital Technology in the Social and Solidarity Economy: A Catalyst for Inclusive Socio-Economic Transformation	
<b>15</b>	<b>Hicham Boustane, Abdelkader Sabil, &amp; Razane Chroqui.</b> Developing an Online Course to Enhance AI-Assisted Academic Writing among Engineering Students: A Design-Based Research Study	
<b>72</b>	<b>Sher Alam khan, Giorgio Poletti, Mazhar Alam, Farooq Nawaz Khan.</b> Flipped Classroom Instruction and its Impact on Science Learning in Overcrowded Upper Primary Classrooms.	
<b>73</b>	<b>Sher Alam khan, Giorgio Poletti, Mazhar Alam, Frooq Nawaz Khan.</b> Digital Competency of Teachers in Primary Education: A Bibliometric Review of Last Decade (2015 to 2025).	
<b>121</b>	<b>Livio Miniguano, María Cedeño, Antonio Flores, Wladimir Ortiz, Tatiana Zambrano and Jose Caiza.</b> Vulnerability Detection Through Penetration Testing on the Internal Networks of Higher Education Institutes	
<b>147</b>	<b>Fahimul Habib, S. M. Saifullah, Sharmin Akter, Showrav Chowdhury, Sajid Sami Chowdhury, Muhamamd Usama Islam.</b> AI in Classroom: Evaluating Teachers' and Students' Perceptions of AI-Generated Grammar Materials	
<b>152</b>	<b>Melani Iguago, Selena Cañar, Paulina Arias and María Constante.</b> Integration of Metaverse and the STEM Approach to support high school children with Dyslexia	
<b>160</b>	<b>Moreta Cepeda Génesis Janeth, Saquinga Siza Ligia Michelle, and Arias Arroyo Paulina Alexandra.</b> Innovative technology to support the learning of students with dyslexia: A systematic literature review	

Oral Session O-2 (Online)		Smart Energy, Renewables & Power Electronics Friday, 30 January 11h15 – 13h00
<b>Moderators</b>	<b>Aziza Benaboud</b> (Ecole Royale Navale, Morocco), <b>Ismail El Kafazi</b> (EST, Khenifra, Morocco), <b>Pierluigi Siano</b> (Salerno University, Italy)	
<b>Meet link</b>	<a href="https://meet.google.com/xxm-jeju-njv">https://meet.google.com/xxm-jeju-njv</a>	
<b>8</b>	<b>Rida Yachouti, Ismail Aouichak, Nathalie Batut, Ambroise Schellmanns, Jean-Charles Le Bunetel.</b> Totem-Pole PFC : An Optimized Bidirectional Converter for Compact Home Energy Systems	
<b>62</b>	<b>SwannyTrikajanti Widyaatmadja ; Ma.Concepcion T.Sim</b> Integrating Life Cycle Assessment of Renewable Energy Systems into Green Healthcare: A Conceptual Frame-work for Occupational and Patient Safety in Environ-mental Pharmacy and Nursing Education	
<b>64</b>	<b>Kabira Zoumak And Khadija Angade.</b> Investor Behavior and Renewable Energy Project Financing: Behavioral and Institutional Insights from Morocco	
<b>71</b>	<b>Karom Mohamed, Chikri Mounim, El Bekkaye Chaieb, Tahani Abdelouahad.</b> Exploring an unconventional new indicator for corrective maintenance in photovoltaic installations	
<b>74</b>	<b>Mohamed Bousla, Ali Haddi, Youness El Mourabit, Badre Bossoufi</b> Performance Assessment of AMLM, MM, GM and MMLM for Weibull-Based Wind Power Prediction in Real Operating Conditions	
<b>90</b>	<b>Chaymae Denden, Chaymae Abdellaoui, Bekkay Hajji, Abdelhamid Rabhi.</b> Optimization of Hydrogen Production in PV/PEM Systems through Hybrid MPPT Control	
<b>105</b>	<b>Hamid Outzguinrimit Boubkar Bahani, Mouhcine Lahame and Ismail El Kafazi.</b> Techno-Economic Assessment and PV Sizing Sensitivity of Residential Prosumer Microgrids within a Renewable Energy Community	
<b>143</b>	<b>Samira Khalfaoui and Abdellah Azmani.</b> A Green DevOps Framework for Energy-Aware Governance of Digital Services	

Oral Session P-3 (In Person)	Education, Inclusion & Societal Impact Friday, 30 January 16h30-18h30
<b>Moderators</b>	<b>Razane Chroqui</b> (UH1, Settat, Morocco)
<b>35</b>	<b>Abderrahmane Sakouli; Razane Chroqui.</b> Navigating AI Revolution in Higher Education: An Ethical and Sustainable Framework
<b>47</b>	<b>Ahmed Maad, Youssra El Janous, Laila Taoufik.</b> Integrating Counselling Psychology into Smart Learning Environments: A New Approach to Supporting Troubled Adolescents
<b>91</b>	<b>Razane Chroqui &amp; Lella Meriem Ouahidi.</b> AI-Assisted Learning and Students' Cognitive Readiness: Insights from an EMI Business Course
<b>101</b>	<b>Stitini Oumaima, Rihal Mohamed, Chaibi Rachid.</b> Intelligent Vision System for Promoting Fairness, Integrity, and Trust in Education Through Secure Exam Monitoring
<b>108</b>	<b>Azizi Abdellah , Azizi Yassine , M'barek Nasri.</b> MedPACL: Medical Patient-Aware Contrastive Learning with Modality-Specific Augmentations for Robust Representation Learning
<b>123</b>	<b>EL-ASLY IMAD.</b> Artificial Intelligence for Inclusive Learning: Enhancing Accessibility and Personalized Support in Education
<b>171</b>	<b>Safnaoui Hassna, Takzima Yahya, Lamghari Sana</b> Impact of new management practices integrating artificial intelligence on the financial performance of companies

Oral Session O-3-1 (Online)	AI & Data-Driven Green Innovation Friday, 30 January 16h30-18h30
<b>Moderators</b>	<b>Radia Belkeziz</b> (UPM, Marrakech, Morocco), <b>Reda Chefira</b> (UPM, Marrakech, Morocco), <b>Tarik Hidar</b> (UPM, Marrakech, Morocco), <b>Sara Abdel Gaber</b> (Kafrskheir University, Egypt)
<b>Meet Lik</b>	<a href="https://meet.google.com/mmt-kjsc-xzz">https://meet.google.com/mmt-kjsc-xzz</a>
<b>49</b>	<b>Naoufal sabaique, Mohammed Qmichchou, Ilham El Haraoui.</b> How Social Media Influencers Shape Sustainable and Prosocial Consumer Behavior
<b>59</b>	<b>Sophia Rais, Sanae El Maliki.</b> Exploring teachers' perceptions of artificial intelligence: Challenges and Strategies for Adopting and Integrating AI into Teaching
<b>63</b>	<b>Nisrine El Ayat, Mohammed Boutalline, Adil Tannouche, Chaimae Ouazri.</b> An Explainable Affective Knowledge Graph Framework for Multimodal Emotion and Engagement Modeling in Autism Spectrum Disorder
<b>67</b>	<b>Jessica lopez and e. Freddy Robalino P.</b> Current State and Applications of Sigfox Technology in Ecuador: Challenges and Technical Recommendations
<b>80</b>	<b>Fatima El Kassimi, Mohcine Maghfour And Jamal Zahi.</b> Analysis of Deep Learning and Machine Learning Methods for Risk Classification in Health Insurance
<b>81</b>	<b>El-Arbi El-Alaouy, Abdelhak Elidrissi, Khadija Rhouлами And Moulay Driss Rahmani.</b> A DNN-Based Classification Framework using Stratified Data Splitting for Breast Cancer Detection on WDBC
<b>131</b>	<b>Asmae Masouabi, Miloudi Kobiyh.</b> Artificial intelligence for financial performance optimization: A Scoping review of cash flows prediction models.
<b>122</b>	<b>Manal Benchrif, Abdellah Jamali, and Najib Naja.</b> Toward Sustainable Cloud Computing: A Multi-Layer Taxonomy of AI-Based Resource Optimization and Scheduling Methods

Oral Session O-3-2 (Online)	AI & Data-Driven Green Innovation Friday, 30 January 16h30-18h30
<b>Moderators</b>	<b>Manal Ahdadou</b> (ENCG, Tanger, Morocco), <b>Prof. Ghita Ibrahim</b> (UIC, Casablanca, Morocco), <b>Abdulsatar Sultan</b> (Catholic University in Erbil, Iraq)
<b>Meet Link</b>	<a href="https://meet.google.com/ysp-cwtr-gse">https://meet.google.com/ysp-cwtr-gse</a>
<b>84</b>	<b>Hind El Asraoui, Samira Touate.</b> Green transformational leadership and organizational resilience: Building sustainable mindsets in the face of organizational and environmental uncertainty
<b>89</b>	<b>HASSOUNI Kenza, El Foghali Meryeme, Baaddi Mohammed, Ez-zouaq Rachid.</b> Emerging technologies and the digitalization of accounting practices: benefits, challenges.
<b>109</b>	<b>Asmae El Moutafail, Khalid Belkhoutout.</b> Artificial Intelligence for Sustainable Development: Governance and Gender Dynamics in Africa's Digital Economy
<b>134</b>	<b>Sara Ennaama, Hassan Silkan, Abderrahim Tahiri and Faouzia Ennaama.</b> Enhancing Object Detection in Unmanned Aerial Vehicle Imagery via Lightweight Windowed Attention
<b>154</b>	<b>Juan Acosta, Alex Collaguazo, Jessica N. Castillo, E. Freddy Robalino, Luigi O. Freire, and Luis Antonio Flores.</b> Wind energy prediction based on machine learning methods
<b>163</b>	<b>Nadia Saidi, Mohammed Ngadi, Saadeddine Igamane, Aouatif Amine, Hanaa Hachimi.</b> Intelligent Student Performance Prediction Using Ensemble Classification Models
<b>130</b>	<b>Mohamed Jourani, Siham Jabraoui.</b> Bibliometric Analysis of Research on IT Outsourcing, Relational Governance, and Relationship Quality (2014-2025)
<b>9</b>	<b>Meryem Oumella, Hafsa Bouhrim, Mustapha Kchikach and Abdellatif El Marjani.</b> Green Hydrogen Production From Water Electrolysis : A Review of Optimization, AI, and Market Trends

Oral Session O-4 (Online)	Green Digital Business, Finance & ESG Friday, 30 January 16h15-18h30
<b>Moderators</b>	<b>Bouteina El Gharbaoui</b> (UMI, Mekness, Morocco), <b>Sara Griguer</b> (UIZ, Agadir, Morocco), <b>Sara Chelh</b> (UMI, Mekness, Morocco), <b>Eloubani Ahmed</b> (UMI, Mekness, Morocco)
<b>Meet Link</b>	<a href="https://meet.google.com/wot-jbgh-hok">https://meet.google.com/wot-jbgh-hok</a>
<b>3</b>	<b>Badrddine ESSALIHI, Mohamed HASSNAOUI, Zouhair LAKHYAR.</b> The knowledge economy and sustainable finance: how AI is boosting the green bond market for a resilient economy
<b>20</b>	<b>ES-Salmani Mourad Soufiane Elmouhib.</b> Driving Financing Advantages in the Digital Era: The Mediating Role of ESG Disclosure Quality
<b>28</b>	<b>Bouteina El Gharbaoui.</b> The Use of Artificial Intelligence in the Internal Audit Function: A bibliometric Analysis
<b>30</b>	<b>Bouaddi Mohamed, Ennouhi Zakaria.</b> Digital Transformation and Its Influence on Marketing Strategies in Small and Medium-Sized Enterprises: Evidence from Morocco
<b>40</b>	<b>Amine Maktoub, Fatima Zahrae Souleimani, Mimoun Benali, Abdelhamid El Bouhadi.</b> A Bibliometric Examination of Research at the Convergence of Venture Capital and Sustainability
<b>48</b>	<b>Meryem Rifki, Hafsa Lemsieh, Aziz el Atiki el Guennouni et Jamila Jouali</b> Navigating the Digital Sustainability Paradox: An Integrative Framework for Sustainable Digital Innovation Adoption
<b>127</b>	<b>Safa Medimagh.</b> Digital Fashion as Sustainable Business Model: A Generational Analysis of Adoption Drivers

<b>Oral Session</b> <b>O-5</b> <b>(Online)</b>		<b>Cybersecurity, Blockchain &amp; Trust</b> <b>Friday, 30 January 16h30-18h30</b>	
<b>Moderators</b>	<b>Tarik Hidar</b> (UPM, Marrakech, Morocco), <b>Mohammed Bennani Taj</b> (USMBA, Fez, Morocco)		
<b>Meet Link</b>	<a href="https://meet.google.com/tzg-ibkb-skr">https://meet.google.com/tzg-ibkb-skr</a>		
<b>57</b>	<b>Kenza Mammad</b>	Digital Transformation and CRM Evolution: Redefining Customer Relationship Management in the Era of Data-Driven Marketing	
<b>120</b>	<b>E. Freddy Robalino P., Antonio Flores, Tatiana Zambrano, Wladimir Ortiz, Livio Miniguano and Luigi O. Freire</b>	Smart Web-Based Lighting Monitoring and Control System for Educational Buildings: Energy Saving Assessment through Microcontroller and Sensor Integration	
<b>43</b>	<b>Siham Slassi-Sennou, Soufiane ELMOUHIB</b>	Supplier Relationship Management (SRM) Systems as a Lever for Trust and Purchasing Risk Reduction in Digital Supply Networks	
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