

International Conference on Smart  
Technologies and Applied Research

# CONFERENCE PROGRAM



 29-31 October, 2023

 Istanbul, Turkey

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## About STAR 2023

The first edition of the International Conference on Smart Technologies and Applied Research (STAR 2023) offers a distinguished platform and an exceptional venue for researchers, esteemed academic faculty, ambitious students, and other professionals from diverse fields. The conference seeks original, high-quality papers in the fields of Intelligent Systems, Environment, Social Science, Information Management, Computer Vision, Image Understanding, and various technology applications.

The **STAR'2023** conference, organized by the European Organisation of Scientific Research and Doctoral Studies France, Phd Travel Morocco, and Global Academy Publishing House, USA, is scheduled to be held at a luxurious 5-star hotel in Istanbul, Turkey, from October 29th to 31st, 2023. STAR'2023 is designed as a hybrid event, offering participants the flexibility to attend either in person or virtually. Accepted authors will have the option to present their papers online, ensuring maximum accessibility for attendees worldwide.

## General Chairs

- Khadija Slimani, LDR-ESIEA, Paris, France.
- Oleg Gerasymov, Odessa State Environmental University, Odessa, Ukraine.

## Program Chairs

- Abdessamad Youssfi Alaoui, University of Miami, Florida, United states.
- Jawad Rasheed, Nişantaşı University, Istanbul, Turkey.
- Nour el houda Chaoui, Ibn Tofail University, Kenitra, Morocco.
- Samira Khouilji, University of Abdelmalek Essaadi, Tetuan, Morocco.

## Steering Committee

- Abdelmajid Soulaymani, Ibn Tofail University, Kenitra, Morocco.
- Esra Sipahi Döngül, Aksaray University, Aksaray, Turkey.
- Fatima Zahra Madhat, Sidi Mohamed Ben Abdellah University, Fes, Morocco.
- Jaafar Abouchabaka, Ibn Tofail University, Kenitra, Morocco.
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- Ouail El Imrani, University of Abdelmalek Essaadi, Tetuan, Morocco.
- Habiba CHAOUI, Ibn Tofail University, Kenitra, Morocco.
- Zahra Oughannou, EuRSED Organization, France.
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- Kassal Yasmine, Ibn Tofail University, Morocco.
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- Aslane MORTREAU, ESIEA, Paris, France
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- Safaa DANI, Hassan 1st University

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- Ayoub AMRANI, University of Abdelmalek Essaadi, Tetuan, Morocco.
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- Jaafar Abouchabaka, Ibn Tofail University, Kenitra, Morocco.
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- Habiba Chaoui, Ibn Tofail University, Kenitra, Morocco.
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- Mohamed ELKANDILI, Choib Eddakali University, El Jadida, Morocco.
- Mohamed Larbi KERKEB, Ibn Tofail University, Kenitra, Morocco.
- Mouna Hannaoui, Faculty of Health Sciences, University of Jaén, Espagne.
- Najat RAFALIA, Ibn Tofail University, Kenitra, Morocco.
- Olena Zubareva, Union of Economists of Ukraine, Sumy, Ukraine.
- Oleg Gerasymov, Odessa State Environmental University, Odessa, Ukraine.
- Otmane OMARI, Moulay Ismail University, Meknes, Morocco.
- Ouail EL EMRANI, Abdelmalek Essaâdi University, Tangier, Morocco.
- Safaa ACHOUR, Ibn Tofail University, Kenitra, Morocco.
- Samira KHOULJI, Abdelmalek Essaâdi University, Tangier, Morocco.
- Tarik BOUJIHA, Ibn Tofail University, Kenitra, Morocco.
- Wejdan ABDALAH, ESIEE, Paris, France.
- Youssef Fakhri, Ibn Tofail University, Morocco.
- Zahra OUGHANNOU, Ibn Tofail University, Morocco.

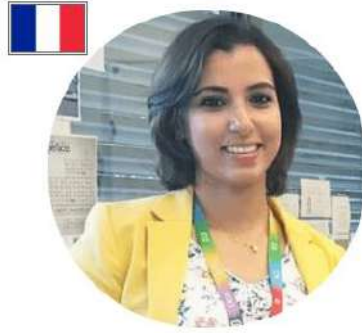
## Conference presidents / General chairs



**Pr. Oleg Gerasymov**

Odessa State Environmental University, Odessa, Ukraine

Gerasymov Oleg Ivanovich, Professor, Doctor of Physical and Mathematical Sciences, Head of the Department of Physics and Environmental Safety Technologies of the Odessa Environmental University (Ukraine). Graduated from the Odessa State University named after I.I. Mechnikov in 1977 with a degree (with honors) in theoretical physics. He defended his Ph.D. thesis at the Kiev University named after Taras Shevchenko in 1982, and his doctoral dissertation at the Institute of Theoretical Physics named after N.N.Bogoliubov , From 1987 to the present, he has worked as a contract and visiting professor at the universities of Italy (University of Messina), the Netherlands (Technical University of Eindhoven), Belgium (ULB and VUB, Solvay, Brussels), Japan (CUT, Tokyo), Saudi Arabia (KAUST). From 1994 to the present, Head of the Department of Physics and Environmental Safety Technologies in Odessa Environmental University (Odessa, Ukraine). Main research interests in: physics of complex non-equilibrium systems and processes, statistical theory of classical and quantum many-particle systems, scattering theory, physics of micro-mechanical (granular) conglomerations, physical modeling in environmental protection technologies. Successfully develops the direction related to the application of physical algorithms, theories and models in the tasks of environmental protection technologies (new materials and principles of protection). Created a scientific school in this direction to which many widely -known scientists and specialists in various fields of science and production belong. Author of more than 200 scientific publications in refereed journals and 14 monographs. In various years he received grants from the European Union and NATO, as well as from the universities in Europe, Japan, Saudi Arabia. Commander of the Order of the Crown of Belgium for achievements in the field of scientific cooperation (2012).



**Pr. Khadija SLIMANI**  
LDR - ESIEA, Paris, France

Dr. Khadija Slimani obtained her PhD. in Computer Science from the Faculty of Science at Ibn Tofail University. During her doctoral studies, she collaborated with University of Technology of Belfort Montbéliard (UTBM), in France to conduct research with a focus on machine learning, deep learning, pattern recognition, and computer vision, specifically applied to academic emotion recognition. Upon the successful completion of her PhD. thesis, Dr. Slimani embarked on a postdoctoral journey at the University of Poitiers, assuming the role of a postdoctoral associate. In this capacity, her research revolved around Objects DRI (Detection, Recognition, and Identification), while employing machine learning and deep learning methodologies to enhance video content filtering for optimal security. Her contributions extended to diverse engineering schools in Paris, where she undertook teaching responsibilities across modules spanning data science, deep learning, machine learning, databases, and computer vision. Dr. Slimani holds the esteemed title of Associate Professor at the Graduate School of Automatic Electronic Computing in Paris, France. She's a dedicated scholar, with 17+ published articles in esteemed journals and conferences, backed by an impressive h-index of 7 in Scopus. Currently, she's playing a pivotal role as a guest editor for the special issue "Integrating Intelligence: Advancements in Applied Research with Smart Technologies" in the distinguished Journal of Autonomous Intelligence and for the **(STAR'2023)** proceeding published in E3S, Scopus indexed.

In addition, she's proudly occupying the role of the General Chair for the International Conference on Smart Technologies and Applied Research **(STAR'2023)** in Istanbul, Turkey. Her leadership promises an enriching and collaborative experience for all involved. Adding to her list of accomplishments, she now serves as the President of the esteemed International Mobility program hosted by Istanbul Zaim University. In this program, participants are

afforded the unique opportunity to tour the university and explore various laboratories. They'll also have the privilege of attending diverse workshops and actively participating in the conference by presenting their own research contributions. Through these roles, she continues to inspire and shape the next generation of researchers.

**LinkedIn:**

<https://www.linkedin.com/in/slimani-khadija/>

**ResearchGate:**

<https://www.researchgate.net/profile/Khadija-Slimani>

**ORCID: 0000-0001-8036-2260**

## Plenary Speakers

### Intervention 1

- **Theoretical models of composite materials for the protection technologies (25 min)**

**Pr. Oleg Gerasymov**

Odessa State Environmental University, Odessa, Ukraine.

### Intervention 2

- **Innovation, an Essential Pillar for Integrated Sustainable Development (15min)**



**Pr. Bouchaib Mernari**

Advisor to the Minister of Higher Education, Scientific Research, and Innovation, Morocco.

Dr. Bouchaib Mernari is a distinguished figure who has held significant roles in the realm of education and innovation. He served as the former president of Sultan Moulay Slimane University, where his visionary leadership left an indelible mark on the institution's growth and development. Currently, Dr. Mernari holds a pivotal position as an advisor to the Minister of Higher Education, Scientific Research, and Innovation in Morocco. In this esteemed role, he plays a crucial part in shaping the country's educational and research landscape, contributing to the advancement of knowledge and innovation.



With a wealth of experience and expertise, Dr. Mernari continues to make invaluable contributions to the progress of higher education, scientific research, and innovation in Morocco, driving positive change and fostering a culture of excellence.

Linkedin: <https://www.linkedin.com/in/mernari-bouchaib-16759b217/>

### Intervention 3

- **Digital Innovation and Immersive Technologies in Higher Education (15min)**



**Pr. Nour El Houda Chaoui**

Ibn Tofail University, Kenitra, Morocco.

As a professor of higher education in computer science, Dr. Nour El Houda has had the privilege to serve at various esteemed institutions, namely at ENSA-Agadir, ENSA-Fès and EST-Kenitra where she imparted knowledge and guided aspiring students through the world of computer science.

She also had the honor of contributing to the growth and development of the Department, taking on the role of Department Head. She extended her influence across various universities, including UIZ-Agadir, USMBA-Fès, and UIT-Kenitra. Her active participation in university governance and decision-making processes allowed her to contribute to the broader academic community. At USMBA-Fès, she had the distinct privilege of advising the university president, sharing her insights and expertise to shape the institution's future.

As a coordinator and member of various national and international projects, she played a pivotal role in initiatives spanning emergency programs, information systems, partnerships, quality assurance, and participation in prestigious programs like Tempus, Erasmus+, and H2020. These initiatives aimed to drive innovation and excellence in higher education on a global scale.

In addition to her academic roles, she also served as a Senior Editor at Emerald Publishing for the Journal of Applied Research in Higher Education (JARHE), ranked Q2 in 2023.

Pr. Nour El Houda extended her influence internationally by assuming the role of Country Director for The International Higher Education Teaching and Learning Association (HETL) <https://www.hetl.org>, which is dedicated to thought leadership for a sustainable future in higher education, based in the United States. Her involvement with this organization allowed her to contribute to a global dialogue on the future of higher education. She also contributed as an expert to ANEAQ, further shaping the quality and standards of higher education.

**ORCID:** <https://orcid.org/0000-0002-4228-035X>

## Intervention 4

- Using a Multimodal Transportation to carry people or goods on a single trip (15min)



**Pr. Sandeep Kumar Gupta**  
AMET University, Chennai, India.

Highly accomplished academic professional with a proven track record in the field of education, Pr. Sandeep Kumar Gupta holds a Ph.D. degree from Banaras Hindu University (B.H.U.), demonstrating strong research and academic credentials.

He has acquired the Advanced Development Program (ADP) certification from the prestigious Wharton School in the United States, showcasing international academic exposure. Engaged in the Quality Improvement Program (QIP) at the Indian Institute of Technology, B.H.U., further enhancing expertise in the chosen field.

Pr. Gupta authored and published 23 international publications, contributing significantly to the academic and research community. He has a wealth of experience in the education sector, accumulating 24 years of teaching and mentorship experience in Human Resources Management, Innovation & Entrepreneurship Development as well as Multinational Transportation fields.

**Researcher ID: AAR-3355-2020**  
**ORCID: 0000-0002-2670-2858**  
**Scopus: 57209245165,**  
**Vidwan: 419427**

## Intervention 5

- **New National Scientific and Pedagogical Standards for the Doctoral Cycle (30min)**



### **Pr. Abdelmajid Soulaymani**

Ibn Tofail University, Kenitra, Morocco.

Professor of Genetics and Biostatistics at the Faculty of Sciences in Kenitra since September 1986 and Director of the Doctoral Studies Department at Ibn Tofail University, Dr. Soulaymani has accumulated a rich academic experience through his contributions to scientific research.

Pr. Soulaymani's expertise spans a wide range of areas, including statistical analysis, genotyping, multivariate analysis, epidemiologic studies, biomedical science, and biostatistics. His mastery of these disciplines is further enhanced by extensive experience in database management, a key skill for efficiently handling the vast datasets generated by complex studies in biomedical sciences. He is recognized for his ability to apply these skills innovatively, making a significant contribution to the advancement of scientific research.

His academic journey has been characterized by a wide range of publications and research projects to which he has made significant contributions.

His dedication to pushing the boundaries of knowledge and his ability to translate data into meaningful insights have earned him recognition as a distinguished figure in the academic community.

## Intervention 6

- **University 4.0: Next-generation students with modern learning techniques (15 min)**

**Pr. Samira KHOULJI**

Abdelmalek Essaadi University, Tetouan, Morocco.



Dr. Samira KHOULJI is a professor in electronics, telecommunications, and computer science at the National School of Applied Sciences in Tetuan (ENSATE) of Morocco. Where she also serves as the coordinator for the Telecommunications and Networks Engineering program for engineering students. She holds the position of director of the "Innovative Systems Engineering" (ISI) research laboratory. Previously, she was the head of the Department of Statistics and Computer Science at the multidisciplinary faculty in Tétouan, where she was responsible for the professional programs in "Tourism and ICT" and "Management of Information Systems (MSI)," as well as the coordinator for the Specialized Master's program in "Management of Information Systems and Multimedia (MSIM). Dr. Samira KHOULJI has actively participated in various committees and councils and has coordinated teaching modules in physics, computer science, and telecommunications at the multidisciplinary faculty and ENSAT in Tétouan. As a researcher, she is the author or co-author of numerous research articles and has contributed as a member to multiple national and international conference and meeting committees. She has also been involved in several European research projects, particularly in the fields of professional integration, tourism, and renewable energy.

Dr. Samira KHOULJI has organized several national and international events and conducted numerous training workshops for doctoral candidates. Her commitment to research spans many years, with her work primarily focusing on areas such as intelligent systems, machine learning, Big Data, sensor systems, deep learning, mobile communications, Internet of Things, cybersecurity, and computer vision, including facial detection, matching, and recognition.

## Workshop 1

### The Artificial Intelligence Revolution in the Medical Field

1. Introduction
2. Evolution of AI in the medical field
3. Applications of AI in the medical field
4. Focus on a research project linking AI to the brain and perspectives



**Pr. Anass Nouri**

Ibn Tofail University, Kenitra, Morocco.

**Pr. Anass Nouri** received the M.Sc. degree in computer science and image processing from the Ibn Tofail University and the University of Poitiers (France) in 2013 and the Ph.D degree in computer science 2016 from Normandy Caen University and ENSICAEN in France. Its Ph.D thesis related to the quality assessment of 3D meshes was performed in the IMAGE research team of the GREYC laboratory. In 2016-2017, he was an assistant professor at the computer science department of the National School of Engineering of Caen (ENSICAEN) associated with the Greyc Laboratory. In 2017-2018, he was a postdoctoral fellow at the Institut du Thorax Lab (UMR 1087) and RMES Lab (UMR 1229) in the university of Nantes where he was working on brain image analysis. In 2018-2019, he was an Associate Professor of computer science at the ISEN school of Engineering (Institut Supérieur de l'Electronique et du Numérique) and member of the Vision research team of the L@bIsen.

Currently, he is an Associate Professor of computer science habilitated to direct researches at Ibn Tofail University of Morocco, and permanent member of the Information Processing and Artificial Intelligence research Team. He holds 2 international patents and published more than 34 scientific articles and papers. He is giving lectures in computer programming, image analysis and machine learning. His current research interests include 2D images, 3D

mesh/volume processing, visual saliency, objective quality assessment, medical imaging and machine learning.

For more informations, check: <https://anassnouri.github.io>

## Workshops 2

Development of the financial electronic control system as a subsystem of the "E-State" project in the conditions of the digital economy



**Pr. Olena Zubareva**

Union of Economics of Ukraine, Sumy,  
Ukraine.



**Pr. Basantsov Ihor**

Sumy State University, Sumy, Ukraine.

1. Problems of the existing system of state financial control
2. Prerequisites for the development of a financial e-control system in the era of digitalization of the economy
3. The concept of financial e-control, its place and role in the structure of the state financial control system
4. The main goals and objectives of creating the e-state project

**Pr. Ihor Basantsov** is a well-known Ukrainian economist, doctor of economic sciences, professor of the Department of Finance and Entrepreneurship of Sumy State University. He also has a legal education.

Ihor received the scientific degree (doctor of economic sciences) in Money, Finance and Credit specialty from National University of the State Tax Service of Ukraine, Irpin (Ukraine) in 2008. Dissertation topic - Development of state financial control in the conditions of the market economy of Ukraine.

Core disciplines & research areas: financial control and audit, economic audit and expertise, fight against corruption offenses in the budget sphere (with public finances). Author/co-author of more than 120 scientific works: author's certificates and patents in the field of state financial control, as well as 5 monographs, among which is the scientific work "Corruption in Ukraine: modern realities and effective countermeasures", which highlights the problems of corruption in Ukrainian society.



Today economic corruption is one of the main socio-political problems, therefore the development of the theoretical and methodological foundations of the anti-corruption system, considering the modern achievements of science, technology and positive world experience is very important.

He participated in the development of the financial e-control system within the framework of the «E-State» project, which will allow organizing control over the effective and targeted use of budget funds.

**Pr. Olena ZUBAREVA** has been the deputy director for information technologies of the Union of Economists of Ukraine (Sumy organization) since October 2013. Olena received a diploma with honors in systems engineering at the Kyiv International University of Civil Aviation (KIUCA), Ukraine in 1995. Later she received the PhD degree (candidate of technical sciences) in Computer systems and components from National Aviation University (NAU), Ukraine in 2013. Dissertation topic - Methods and means of ensuring noise immunity and security of operation of WiMAX technology networks.

She participated in the development of the Unified information and communication platform of state authorities of Ukraine. Elena's field of scientific interests concerns the development of the electronic government system (e-Government) and the security of its functioning in the conditions of martial law. She is the author/co-author of more than 40 scientific publications, including 6 utility model patents.

**Google Scholar:** <https://scholar.google.com.ua/citations?user=v1Rx4pIAAAAJ&hl=ru>

**Scopus:** <https://www.scopus.com/authid/detail.uri?authorId=56667373800>

**WoS:** <https://www.webofscience.com/wos/author/rid/H-5850-2019>

**ResearchGate:** <https://www.researchgate.net/profile/Olena-Zubareva/research>

**ORCID:** 0000-0002-1636-0516

## Workshops 3

### Playful exploration of the lexicon in a foreign language

1. Fun immersion in a foreign language
2. The 12 keys to memorizing vocabulary
3. Find your ideal strategy



**Pr. Christina Stylianidou**

Cyprus University. Aglantzia, Nicosia, Cyprus

**Christina Stylianidou** teaches French for Professional Purposes (Culinary Arts & Tourism Studies) at the Cyprus University of Technology's Academy of Tourism and Hospitality. She is a doctoral candidate in French Studies at the University of Cyprus and in Modern Greek Studies at Université Paul Valéry III Montpellier, with an emphasis on Applied Linguistics. She studied "French Philology and Modern Languages" at the University of Cyprus and subsequently earned through scholarship a Master's degree in "Teaching French as a Foreign Language".

## Workshops 4

### The impact of AI in the progress of Medicine Diagnostic and Prognostics

1. Data packaging, Data pre-processing
2. Differential expression analysis to extract up and down regulated genes
3. Find your ideal strategy
4. Gene set testing with camera and pathway check for genes selected to check the biological signification of genes



**Pr. Abdessamad YOUSSEFI ALAOUI**  
University of Miami, Florida, United states

**Dr. Abdessamad Youssefi Alaoui** received the Ph.D. degree in computer science from ENSIAS Mohammed V Rabat University, in 2021. In Ph.D., his research interests included machine learning, deep learning, pattern recognition, and computer vision applied to the intelligent surveillance home systems and other applications.

He was also in Mascir University Mohammed VI Poly-disciplinaries in Rabat from September 2021 to July 2022 as a postdoctoral associate. In this position, his research interests included machine learning, deep learning, pattern recognition, and computer vision applied to remote sensing. Now, Abdessamad occupies a research position in Miller Medicine School, University of Miami. Currently, Abdessamad's research focuses on the genetic pathways and drivers involved in the pathogenesis and progression of lymphoproliferative disorders. His main research interest is Diffuse large B cell lymphoma (DLBCL) and its symptoms. Another important thing is to understand the major mechanisms involved in the prevention of cancer with new drugs, including immunotherapies.

## Workshops 5

### Theoretical and empirical research methodology: practices and lessons learned

1. Theoretical research methodology, Research Problems, Reference Search, Writing Practices
2. Empirical research methodology, framework of the empirical study, Preparation and Action, Effects of experience



**Pr. Mohamed EL KENDILI**

Chouaib Doukkali University, El jadida, Morocco

**Professor El Kandili Mohamed** is a distinguished scholar whose profound contributions have left an indelible mark on the fields of economics and education. With a Doctorat en sciences économiques from the esteemed Université Ibn Tofaïl in Kenitra, Morocco, he has emerged as a beacon of knowledge and inspiration. As an Enseignant-Chercheur at the Faculté des Sciences Juridiques, Economiques et Sociales of Université Chouaib Doukkali-El Jadida, his dedication to nurturing minds is evident through his transformative role in shaping the next generation of economists. His journey, marked by the prestigious title of Professeur Habilité à diriger des recherches, has paved the way for his leadership within the Laboratoire de Recherches en Gestion, Economie et Sciences Sociales (LARGESS), where his ideas have enriched the academic landscape. Furthermore, his coordination of the collective work "Supply Chain Management et Développement Durable: Enjeux et Perspectives" showcases his commitment to sustainable development and forward-thinking scholarship. Professor El Kandili's extensive research portfolio, spanning domains such as Economie de Proximité, Mesoeconomics, Chaîne de Valeur Mondiale, Logistique et Economie Internationale, reflects

his insatiable thirst for knowledge and his impactful contributions to advancing economic understanding. His legacy is a testament to his unwavering passion, intellect, and dedication to the realms of academia and intellectual inquiry.

## Workshops 6

### Artificial Intelligence: Fundamentals and applications

1. Artificial Intelligence techniques
2. Fundamentals of machine learning
3. Different existing types of ML
4. Basics of deep learning



**Pr. Bouchra NASSIH**  
EuRSED, Paris, France

**NASSIH Bouchra** received the PHD degree in Computer science and Network Analysis from the National School of Applied Sciences (ENSA), Ibn Tofail University, Kenitra, Morocco. Her research interests include but not limited to Machine Learning, Deep Learning, pattern recognition, image processing, feature extraction, feature selection, classification, Network security, TCP/IP, Computer Networking and Network Simulation. She produced 30 communications and publications, including 14 international publications and 16 national and international communications. She was a professor at the Moroccan Institute of Business Management (IMAGE) in Meknes from 2019 to 2022. Currently, she works as a trainer in Artificial Intelligence|Data Science, and is a visiting professor at the High School of Commerce, Management, and Computer Science (HECGI) in Kenitra.

## Oral presentations

### **Session 1** Advancements in Predictive Models, Technology Applications, and Innovative Analysis Methods (15)

#### ➤ Jury

<b>Pr. AMAL HADRI</b> Moroccan School of Engineering Sciences, Rabat, Morocco	<b>Pr. Abdessamad Youssfi Alaoui</b> University of Miami, Florida, United States.
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#### ➤ Moderator: Aslane MORTREAU

Reference	Contributions title
STAR'2301	<b>Indexing of Handwritten Archives Complexity and Morphology of Arabic Characters According to Traditional Moroccan Styles: Semantic Indexing and Optical Character Recognition</b>  <i>Zakaria Enneffah, Youssef Fakhri, Siham Boulaknadel</i>
STAR'2302	<b>A Bayesian networks approach for burnout analysis</b>  <i>Loubna Bouhsaien, Abdellah Azmani</i>
STAR'2303	<b>Bayesian Networks: A Strategic Tool for Enhancing SME Eligibility and Success in Public Procurement within the Social and Solidarity Economy</b>  <i>Amina Oussaleh Taoufik, Abdellah Azmani</i>
STAR'2304	<b>Analyzing the reading disorder, dyslexia, using the artificial intelligence</b>  <i>Chaymae Ben Azza, Mohamed. El Far</i>
STAR'2305	<b>Contract Validity Analysis for Risk Mitigation: A Bayesian Network Approach</b>  <i>Youssra Amazou, Abdellah Azmani, Monir Azmani</i>
STAR'2306	<b>Persistent Slotted alohaCA in Planet Mars</b>  <i>Zakaria Chabou, Adnane Addaim</i>
STAR'2307	<b>Instructional design for adaptive learning: A Review and future challenges</b>  <i>Abdelkarim Taam, Amine Amar, Smail Kheraz, Abdelhak, Adnane, Ayoub Ait Lahcen</i>

STAR'2308	<p><b>Multi-criteria decision making for supplier selection in the digital era: Combining AHP and TOPSIS approaches</b></p> <p><i>Ikhlass Boukrouh, Abdellah Azmani</i></p>
STAR'2309	<p><b>Review of Digital Twins in Supply Chain 4.0 with the Integration of Artificial Intelligence</b></p> <p><i>Sara Bouraya, Akram El Korchi</i></p>
STAR'2310	<p><b>Transforming Waste into Opportunity: Small-Scale Black Soldier Fly Farming for Sustainable Food Production and Waste Management</b></p> <p><i>E. Tamasna, D. Amegouz, S. Lairini</i></p>
STAR'2311	<p><b>A New Helmet Design Approach Based on SLAM to Improve Situational Awareness and Reduce Hazards in Mountaineering</b></p> <p><i>Charles Tan, Shi</i></p>
STAR'2312	<p><b>Microstructure and Surface Roughness Connection on Machined Ductile Iron Experimental Determination</b></p> <p><i>Ibrahim T. Teke, Mehmet Oktay, Celalettin Baykara , Ahmet H. Ertas</i></p>
STAR'2313	<p><b>Deciphering the Indiscernible: Advanced Anomaly Detection for the CAN Bus in the Age of Autonomous Vehicles</b></p> <p><i>Zakaria El Rhadiouini, Zahra Oughannou, Habiba Chaoui</i></p>
STAR'2314	<p><b>Sustainable processes: Electrodialysis as an innovative and environment friendly technology in material processing</b></p> <p><i>B. Bachiri*, A. Elmidaoui, M. Taky</i></p>
STAR'2315	<p><b>A survey of Federated Learning approach for the Sustainable Development goal: e-Learning</b></p> <p><i>Asmae Bentaleb, Jaafar Abouchabaka, and Najat Rafalia</i></p>



## Session 2 Human Resources Management and Artificial Intelligence 14

### ➤ Jury

#### **Pr. Fatima Zahra MADHAT**

Industrial Technologies and Services Laboratory,  
Department of Management Sciences and  
Techniques, Higher School of Technology, Fez

#### **Pr. Mohamed EL KENDILI**

Chouaib Doukkali University  
El Jadida, Morocco

### ➤ Moderator : Imane ZARROUK

Reference	Contributions title
STAR'2316	<b>Management control: a new era in the face of artificial intelligence</b> <i>Salim Merjane, Mouad Khalil, Chaimaa Touili, Karima Touil, Mohammed Fikri</i>
STAR'2317	<b>Intelligent Organizational Social Responsibility in the Moroccan context: the case of Moroccan Public Establishments and Enterprises</b> <i>Reda El Medaker, Said Loukil, Rachid Mchich</i>
STAR'2318	<b>The impact of the HR information system on the decision-making process and information management</b> <i>Safaâ Dani, Mohamed Faridi</i>
STAR'2319	<b>Performance of the Moroccan higher education sector in the era of artificial intelligence: construction of a conceptual model</b> <i>Mantouzi Sara, Hanane Jafi, Aid Youssef</i>
STAR'2320	<b>Digital technologies in moroccan universities: reflections on a new agile pedagogical model.</b> <i>Laila Yassine, Driss Ferhane</i>
STAR'2321	<b>Self-entrepreneurship as a lever for integrating the informal sector and promoting entrepreneurship: the case of the "auto-entrepreneur" status in Morocco.</b> <i>Houssam Fathi, Naila Amrous</i>
STAR'2322	<b>Artificial Intelligence in the Service Marine Aquaculture Optimization</b> <i>Er-Rousse Omar, Qafas Ahlam</i>
STAR'2323	<b>Morocco's new tax reform: between the imperative of mobilizing tax revenues and the challenge of social justice</b> <i>Ettahiri Lahcen, Benazzou Lotfi</i>

STAR'2324	<b>The integration of artificial intelligence at the heart of working capital management: a lever for financial performance and an asset for business prosperity</b> <i>Soukouni Abdelali, Bamousse Zineb</i>
STAR'2325	<b>Human capital and education: theoretical perspectives and a brief empirical analysis</b> <i>Fikri Yahya, Rhalma Mohammed</i>
STAR'2326	<b>The transformative Influence of Information and Communication Technologies on Knowledge Transfer and Organizational Dynamics in Moroccan Organizations</b> <i>Widad Boualou, Chams Eddoha Mokhlis</i>
STAR'2327	<b>The role of technological incubators in the entrepreneurial ecosystem in Morocco.</b> <i>Taha Omar Sbai, Driss Ferhane</i>
STAR'2328	<b>Performance at the center of reflection of human resources management (HRM)</b> <i>Souad Taha, Fatima Touhami</i>

### **Session 3** Finance, Entrepreneurship, and Information Management

#### ➤ Jury

<b>Pr. Ahlam QAFAS</b> National School of Commerce and Management, Ibn Tofail University, Kenitra, Morocco	<b>Pr. Fatima Zahra MADHAT</b> Industrial Technologies and Services Laboratory, Department of Management Sciences and Techniques, Higher School of Technology, Fez
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#### ➤ Moderator: Zakaria ELRHADIOUNI

Reference	Contributions title
STAR'2329	<b>Enhancing the efficiency of financial audits through technological integration in accounting firms</b> <i>Amine En-Najah, Hassane Boujettou</i>
STAR'2330	<b>Target costing in morocco's companies</b> <i>Salim Merjane, Karima Touili, Mohammed Fikri</i>
STAR'2331	<b>Social entrepreneurship and job creation dynamics in Morocco: cooperative entrepreneurship</b> <i>Layla Boulkhir, Fatima Touhami</i>

STAR'2332	<p><b>Hydrologic Ecosystem Services values in Morocco's Protected Areas: A Case Study of Ifrane National Park</b></p> <p><i>Oumayma Sadgui, Abdellatif Khattabi</i></p>
STAR'2333	<p><b>The Impact of Market Orientation on the Performance of Moroccan SMEs: Exploring the Role of Organizational Learning</b></p> <p><i>Allammari Yassin, Taqi Ahmed, Rahou Elhassania</i></p>
STAR'2334	<p><b>The role of crowdfunding as a responsible financial lever in the promotion of solidarity financing</b></p> <p><i>Badrane Hasnaa, Bouzahir Brahim</i></p>
STAR'2335	<p><b>Attempt to model the entrepreneurial ecosystem of the tanger-tetouan-al hoceima region(Northern Region of Morocco)</b></p> <p><i>Touhami Yassine, Ferhane Driss</i></p>
STAR'2336	<p><b>Opportunities and challenges of cryptocurrency in Morocco</b></p> <p><i>Oum Kaltoum Boufarsi</i></p>
STAR'2337	<p><b>Ethics and information systems management, what are the practices in Morocco? Does gender play a role?</b></p> <p><b>Lazaar Wiam, Madhat Fatimazahra, Salmane Bourrekadi</b></p>
STAR'2338	<p><b>Proximity marketing: What about implementing Beacons in Moroccan Malls for a better customer experience.</b></p> <p><i>Hafsa Lemsieh, Ibtissam Abarar</i></p>
STAR'2339	<p><b>Intellectual capital and SME's strategic knowledge management: theoretical analysis and conceptual framework</b></p> <p><i>Mahdi Taleb, Youssef Pheniqi</i></p>
STAR'2340	<p><b>Cooperative Expansion Strategies through Effective Supply Chain Management</b></p> <p><i>Mariam Oufkiri, Akram Elkorchi</i></p>
STAR'2341	<p><b>Phase III of the NHRI: From new blood to human development in Morocco</b></p> <p><i>Zriouil Zainab, Bakour Chafik</i></p>

## Exploration: A Multifaceted Perspective

### ➤ Jury

**Pr. Zahra OUGHANNOU**  
Ibn Tofail University, Kenitra, Morocco

**Dr. Hassna JABER**  
Ibn Tofail University, Kenitra, Morocco

### ➤ Moderator: Imane ZARROUK

Reference	Contributions title
STAR'2342	<b>Cinematic language in optical illusions in the era of smart technologies</b> <i>Zainab Rabbaa, Fatima Gueddou</i>
STAR'2343	<b>Digital resources for improvement of the teaching learning of Life and Earth Sciences in Morocco</b> <i>Khadija AIT EL MOKHTAR, Rajae ZERHANE, Sara EL HAMMOUMI, El Mostafa AMIRI Mohamed KADDAM, Moulay M'hammed DRISSI, Rachid JANATI-IDRISSI</i>
STAR'2344	<b>Developing oral interaction competence in the secondary French classroom: The environmental poster as a perspective</b> <i>Hafida Boufnichel, Driss Louiz</i>
STAR'2345	<b>Intelligent solutions in education: how inclusive the Digital Classrooms project is for different social groups</b> <i>Hommane Boudine, Meriem Bentaleb, Abdelmajid Soulaymani, Mohamed Tayebi</i>
STAR'2346	<b>The optimal environment for digital learning: limit and obstacle</b> <i>Meriem Bentaleb, Abdelmajid Soulaymani, Mohammed Amir, Hommane Boudine, Mohamed Tayebi</i>
STAR'2347	<b>Smart Technology's Effects upon Moroccan Doctoral Students: English Department at Dhar El Mehras as Case Study</b> <i>Mbarek Oukhouya Ali, Jaouad Riad</i>
STAR'2348	<b>AI-assisted gamification: Towards an innovative strategy for learning French as a foreign language (FLE)</b> <i>Abdelouahed Kherazi, Mounir Bourray</i>

STAR'2349	<p><b>Exploring the Interplay of Mathematics and Problem-Solving in Secondary Level Physics Education: A Study of Moroccan Teachers' Perspectives and Learners' Attitudes.</b></p> <p><i>Abdelwahab El Azzouzi, Abdelrhani El Achqar, Fatiha Kaddari</i></p>
STAR'2350	<p><b>Diagnostic assessment in the teaching/learning process targeting nurses and health technicians in training at ISPITS in Fez, Morocco: an exploratory quantitative study</b></p> <p><i>Saadia El Filali, Jalal Assermouh</i></p>
STAR'2351	<p><b>Reinventing Literary Text Reading in the Digital Era: Convergence, Interactivity and New Experiences</b></p> <p><i>Latifa Chahbi, Jaouad Boumaajoune</i></p>
STAR'2352	<p><b>The irony in the work of Ahmadou Kourouma: a weapon of protest or a transfer of historical testimony?</b></p> <p><i>Samira El Yaagobi, Fadila Matbout</i></p>
STAR'2353	<p><b>Public private partnership: an emerging concept</b></p> <p><i>Wiam hnizil, Abdelmajid aboughazi</i></p>
STAR'2354	<p><b>Internet of Things: The Legal Challenge of the Connected Era</b></p> <p><i>Sabae Gueldi, Mohammed Chakib Himmich</i></p>

## Session 5 Advancements in Research and Healthcare: Insights from Morocco and Beyond

### ➤ Jury

**Pr. Fatim Zahra TALBI**

Sidi Mohamed Ben Abdellah University  
Fez, Morocco

**Dr. Hassna JABER**

Ibn Tofail University  
Kenitra-Morocco

### ➤ Moderator: Imane ZARROUK

Reference	Contributions title
STAR'2356	<b>Sexually transmitted infections in Morocco: Self-treatment in a context of social vulnerability</b> <i>Nezha NACER, Samia RKHA, Jaouad CHOUIKH, Nadia OUZENNOU</i>
STAR'2357	<b>An application of the Unified theory of acceptance and use of technology for understanding mental health professionals and patients' acceptance of e-health services</b> <i>Loubna Khalil, Zineb Serhier</i>
STAR'2359	<b>The Impact of Social Networks on the Eating Behaviors of University Students: an Analysis of Trends, Influencers and Nutritional Messages</b> <i>Adiba QORCHI, Hasnae BENKIRANE</i>
STAR'2360	<b>Examining the Relationship between Intestinal Microbiota and High blood pressure: Towards New Perspectives in Cardiovascular Health</b> <i>Sofia Semlali, Bouchra Benazzouz, Younes Filali-Zegzouti, Omar Akhouayri</i>
STAR'2361	<b>COVID-19: Epidemiological Characteristics and Clinical Manifestations in Morocco.</b> <i>Mounia , E. , Abdelhalem, M., Hinde, H.</i>
STAR'2362	<b>Link Between Prevalence of Excessive Smartphone Use, Insomnia, and Academic Performance Among Middle School Adolescents in Kenitra, Morocco: A Cross-Sectional Survey</b> <i>Nadia Meskini<sup>1</sup>, Mouloud Lamtai<sup>1</sup>, Mohammed El aameri<sup>1</sup>, Anis Sfindla<sup>2</sup>, Moulay Laarbi Ouahidi<sup>1</sup></i>
STAR'2363	<b>The association between antioxidant genes and schizophrenia</b> <i>Y. Kassal<sup>1,2</sup>, K. Fritah<sup>1</sup>, N. Nakidi<sup>1</sup>, N. Arji<sup>2</sup>, A. Mesfioui<sup>1</sup>, R. Tamouza<sup>3</sup>, A. El Hessni<sup>1</sup></i>
STAR'2364	<b>Knowledge, attitudes, and practices of health professionals regarding neonatal emergencies in delivery rooms at the level of the Marrakech-</b>

	<p><b>Safi region.</b></p> <p><i>Souad Yakini, Hanane El Ghazouani , Mounia Amane , Hayat Iziki, Maryama Bou-Iselmane, Elarbi Bouaiti, Amina Barkat .</i></p>
STAR'2365	<p><b>Analysis of Conversion Coefficients for Cs-137 and Co-60 at Various Rotation Angles.</b></p> <p><i>Omaima Essaad, Belhaj Hamid, Boukhal</i></p>
STAR'2366	<p><b>Stability Structural, Electronic, Magnetic, and Elastic Properties of Inverse Heusler Alloy Ti<sub>2</sub>CoSn: GGA, mBj-GGA and GGA+U</b></p> <p><i>Abdelali Ezaier, Rachid Masrour, Khalid Bouslykhane</i></p>
STAR'2367	<p><b>Sleep disorders in hemodialysis patients in Morocco</b></p> <p><i>Jaouad Chouikh, Nadia Ouzennou, Saloua Ait Elhaj, Samia Rkha</i></p>
STAR'2368	<p><b>Propagation modes in Thymus maroccanus subsp. rhombicus and Thymus leptobotrys species</b></p> <p><i>Ibriz Mohamed, Bakhy Khadija, Ouedrhiri Soumiya</i></p>
STAR'2369	<p><b>Study and comparison of the ZnONi material on ITO, Nickel and Graphite substrates</b></p> <p><i>S. Taghzouti, H. Hailou, M. Ait Himmi, M. Ebn Touhami, E. El Kafssaoui</i></p>
STAR'2370	<p><b>Teachers' perceptions of the integration of simulation into nursing training</b></p> <p><i>Bou-Iselmane, Maryama* Yakini., Souad ,Mahlaq. Safiya , Pr Barkat. Amina</i></p>

## Session 6 Technological Innovations and Strategic Insights for Organizational Advancement (15)

### ➤ Jury

**Pr. Zahra OUGHANNOU**  
Ibn Tofail University, Kenitra, Morocco

**Dr. Hassna JABER**  
Ibn Tofail University  
Kenitra-Morocco

### ➤ Moderator: Safaa DANI

Reference	Contributions title
STAR'2372	<b>A socio-economic approach to the relationship between Humans and Machines</b> <i>Louis Steevenne Assoumou-Mve Ngonga, Rhizlane Benrrezzouq</i>
STAR'2373	<b>The wavelet approach to quantifying credit portfolio losses</b> <i>Laabidi Khalid, El Aallaoui Mohamed</i>
STAR'2374	<b>Business Intelligence and its Pivotal Role in Organizational Performance: An Exhaustive Literature Review</b> <i>Kawtar Moussas, Jihane Hafiane, Allal Achaba</i>
STAR'2375	<b>Embracing Digital Transformation: Revolutionizing Supply Chains for Efficiency and Competitiveness</b> <i>Ayoubi Hanan, El Kharrim Moad, Tabaa Yassine</i>
STAR'2376	<b>Agricultural Cooperatives Supply chain integration: Bibliometric and Content Analyses</b> <i>Mariam Oufkiri, Akram Elkorchi</i>
STAR'2377	<b>The role of technological incubators in the entrepreneurial ecosystem in Morocco</b> <i>Taha Omar Sbai, Driss Ferhane</i>
STAR'2378	<b>The possible impact of digital currency and new technologies on the revival of Moroccan tourism</b> <i>Imane Zarrouk, Abdelwafi Elaidouni</i>
STAR'2379	<b>From traditional management to situated management: a socio-economic analysis of social organization: A theoretical investigation</b> <i>Najlae Elhayani, Nora Benahmed</i>
STAR'2380	<b>Banques Participatives vs Banques Conventiionnelles : Analyse des</b>



	<b>Modèles, Performances, et Perspectives"</b> <i>Belkassah Chaimaa</i>
STAR'2381	<b>Government communication strategies during the Covid-19 crisis: Moroccan foreign affairs ministry case.</b> <i>Yousra Fennich, Abdellah Aajly, Mohamed Tahrouch</i>
STAR'2382	<b>Unearthing the Business Ecosystem Metaphor: Tracing Roots and Contemporary Relevance</b> <i>Ibtissam Slimani, Mostafa Abakouy</i>
STAR'2383	<b>Intelligent technologies and higher education in Morocco: Around the "pedagogy/technology/space" triptych</b> <i>Hicham Saidi, Salma Abdellaoui, Ahlam Qafas, Fatima Zahra Madhat, Salmane Bourekkadi</i>
STAR'2384	<b>Geospatial Mapping of Urban Mediterranean Wetlands in the Tangier-Tetouan Region (Northern Morocco): Conservation, Climate Change Resilience, and Sustainable Management</b> <i>Naima Mars, Abdelfettah Maouni, Rabah Saidi</i>

## Session 7 Istanbul Zaim University presentations

Author's name	Title of contribution
<b>Omaima ESSAAD BELHAJ</b>	Analysis of Conversion Coefficients for Cs-137 and Co-60 at Various Rotation Angles.
<b>Yasmine KASSAL</b>	The association between antioxidant genes and schizophrenia in Moroccan population.
<b>Salim MERJANE</b>	Target costing in Morocco's companies.
<b>Salim MERJANE, Mouad KHALIL, Chaimaa TOUILI, Karima TOUILI, Mohammed FIKRI</b>	Management control: a new era in the face of artificial intelligence.
<b>Widad BOUALOU</b>	The transformative Influence of Information and Communication Technologies on Knowledge Transfer and Organizational Dynamics in Moroccan Organizations.
<b>Soumiya OUEDRHIRI</b>	Propagation modes in <i>Thymus maroccanus</i> subsp. <i>rhombicus</i> and <i>Thymus leptobotrys</i> species.
<b>Reda EL MEDAKER</b>	Intelligent Organizational Social Responsibility in the Moroccan context: the case of Moroccan Public Establishments and Enterprises.

<b>Omar ER-ROUSSE</b>	Artificial Intelligence in the Service Marine Aquaculture Optimization.
<b>Adiba QORCHI</b>	The Impact of Social Networks on the Eating Behaviors of University Students: an Analysis of Trends, Influencers and Nutritional Messages.
<b>Abdelwahab EL AZZOUZI</b>	Exploring the Interplay of Mathematics and Problem-Solving in Secondary Level Physics Education: A Study of Moroccan Teachers' Perspectives and Learners' Attitudes.
<b>Zakaria ENNEFFAH</b>	Indexing of Handwritten Archives Complexity and Morphology of Arabic Characters According to Traditional Moroccan Styles: Semantic Indexing and Optical Character Recognition.
<b>Hasnaa BADRANE</b>	The role of crowdfunding as a responsible financial lever in the promotion of solidarity financing.
<b>Kawtar MOUSSAS</b>	Business Intelligence and its Pivotal Role in Organizational Performance: An Exhaustive Literature Review.
<b>Saadia EL FILALI</b>	Diagnostic assessment in the teaching/learning process targeting nurses and health technicians in training at ISPITS in Fez, Morocco: an exploratory quantitative study.
<b>Loubna KHALIL</b>	An application of the Unified theory of acceptance and use of technology for understanding mental health professionals and patients' acceptance of e-health services.
<b>Souad YAKINI</b>	Knowledge, attitudes, and practices of health professionals regarding neonatal emergencies in delivery rooms at the level of the Marrakech-Safi region.

## Schedules of program

Conference Day 1: October 29th	
10h00 – 12h	<p><b>OPENING STAR'2023 Event</b></p> <p><b>Opening Remarks: Conference Objectives and Program</b></p> <p><b>Workshop 5: Theoretical and Empirical Research Methodology: Practices and Lessons Learned</b> By Professor <b>EL KENDILI Mohamed</b>.</p>
14h00 – 15h30	<b>Session 1:</b> Advancements in Predictive Models, Technology Applications, and Innovative Analysis Methods
15h00 – 16h30	<b>Session 2:</b> Human Resources Management and Artificial Intelligence
16h30 – 18h00	<b>Session 3:</b> Finance, Entrepreneurship, and Information Management
18h30 – 20h	<b>Workshop 4: The second workshop, entitled “The impact of AI in the progress of Medicine Diagnostic and Prognostics</b> By Professor <b>Abdessamad Youssfi Alaoui</b> .
Conference Day 2 : October 30th	
09h00 – 11h30	<p><b>General chair, program chair, Keynote speakers interventions</b></p> <p><b>Conference Presidents</b></p> <ul style="list-style-type: none"> <li>• Pr. Khadija Slimani, General chair, LDR-ESIEA, Paris, France.</li> <li>• Pr. Oleg Gerasymov, General chair, Odessa State Environmental University, Odessa, Ukraine</li> </ul> <p><b>Program chairs</b></p> <ul style="list-style-type: none"> <li>• Pr. Nour El houda Chaoui, Director of Digitalization Division, Ibn Tofail University, Kenitra, Morocco.</li> <li>• Pr. Samira Khoulji, Head of ISI Laboratory, Abdelmalek Essaâdi University, Morocco.</li> </ul> <p><b>Conference Keynote speakers</b></p> <ul style="list-style-type: none"> <li>• Pr. Bouchaib Mernari, Advisor to the Minister Higher Education, Scientific Research, and Innovation, Morocco.</li> <li>• Pr. Sandeep Kumar Gupta, Faculty of Management Studies, AMET University, India</li> <li>• Pr. Abdelmajid Soulaymani, director of the doctoral studies</li> </ul>

	center, Ibn Tofail University, Kenitra, Morocco.
14h30 – 16h00	<b>Session 4:</b> Innovations in Education, Technology, and Cultural Exploration: A Multifaceted Perspective
16h – 17h30	<b>Session 5:</b> Advancements in Research and Healthcare: Insights from Morocco and Beyond
17h30 – 18h30	<p><b>Workshop 2: Development of the financial electronic control system as a subsystem of the "E-State" project in the conditions of the digital economy ( Video Recorded and Broadcast on the Conference's YouTube Channel )</b></p> <p><b>Workshop 3: Playful exploration of the lexicon in a foreign language ( Video Recorded and Broadcast on the Conference's YouTube Channel )</b></p>
<b>Conference Day 3: October 31th</b>	
09h30 – 11h00	<b>Session 6 :</b> Technological Innovations and Strategic Insights for Organizational Advancement
11h00 – 12h30	<p><b>Workshop 6: Artificial Intelligence: Fundamentals and Applications</b> By Professor <b>Bouchra Nassih</b></p>
14h00 – 15h30	<p><b>Workshop 1: The Artificial Intelligence Revolution in the Medical Field</b> By Professor <b>Anass Nouri</b></p>
<b>Conference Closing</b>	