

82nd International Scientific Conference on Economic and Social Development –
"Post-Covid Economy in Africa and emerging countries"

Tangier, Morocco, 23-24 May 2022



CONFERENCE PROGRAM

23 May, 2022

09:00 – 10:00

Registration / Welcome Drink

10:00 – 10:30

Opening Ceremony

Bouchta El Mounni, President of the UAE

Ahmed Maghni, Director of the ENCGT / Scientific Committee President

Domagoj Cingula, Organizing Committee President

10:30 – 13:00

Plenary Session I

Moderator:

Khalid Hammes, Dean of the Faculty of Law, Economics and Social Sciences, Sale

1. PROBLÉMATIQUE DE VACCINATION EN AFRIQUE: DISPONIBILITÉ, ACCESSIBILITÉ ET ACCEPTABILITÉ
Prof. Pierre JACQUEMOT, Professor at Sciences Po Paris, Former Ambassador of France
2. USE OF IT-ENABLED INFORMATION AND ELECTRONIC LOGISTICS MARKETPLACE TO CONNECT CROSS-ORGANIZATIONAL PROCESSES FOR SHIPMENT TRACKING IN REAL TIME- THE CASE OF A SLOVENIAN TRANSPORT FIRM
Prof. Andreja HABJAN, Faculty for Transport and Logistics, Ljubljana, Slovenia
3. COVID-19 IN PORTUGAL-ECONOMICAL CONSEQUENCES
Prof. Ana LORGA, Lusofona University of Lisbon, Portugal
4. EXAMING IMPACT OF FOREIGN CAPITAL FLOWS ON DIFFERENT TYPES OF UNEMPLOYMENT IN SMALL OPEN ECONOMIES: A REGRESSION ANALYSIS OF CROATIA AND THE CZECH REPUBLIC
Prof. Petar KURECIC, University NORTH, Croatia
5. TOURISM INDUSTRY IN POST-COVID WORD- DECLINE OR REJUVENATION
Prof. Tomasz STUDZIENIECKI, Gdynia Maritime University, Poland

13:00 – 14:30 Lunch Break

14:30 – 16:30 Parallel Session I

Moderators:

Prof. Mahmoud BELAMHITOU (ENCGT), Prof. Badr ABOUZAIID (ENCGT)

6. INTELLECTUAL PROPERTY RIGHTS AS A SOURCE OF COMPETITIVE ADVANTAGE

Anica Hunjet, Ivana Zagoracz, Marin Milkovic, Goran Kozina

7. INNOVATION-DRIVEN BY COLLABORATION BETWEEN STARTUPS AND SMES IN AFRICA

Ahmed Maghni, Hicham Benmoumen

8. THE ROLE OF DIGITALIZATION IN MANAGING POST-COVID RECOVERY : CASE OF MINISTRY OF FOREIGN AFFAIRS OF MOROCCO

El Ghonnaji Hind, Rahmouni Ahmed Fath-Allah

9. THE SOCIO-ECONOMIC MANAGEMENT CONTROL AFTER THE COVID 19 PANDEMIC

Abdelhakim Nassimi, Yassine Alaiadi

10. ANALYSIS OF LENDER TRUST IN A RISK SITUATION

Oukarfi Samira, Samiri Brahim

11. THE CORONAVIRUS: REAL OPPORTUNITY TO ACCELERATE TRANSITION TOWARDS UNIVERSITY 4.0

Yassine Benalla, Badr Abouzaid

12. THE IMPACT OF TRANSPORT ACTIVITY ON THE MOROCCAN SUPPLY CHAIN DURING THE COVID-19 PANDEMIC

Boulitama Othman, Rahli Driss, Sabri Karim

13. TWO TALES OF WOMEN'S UNPAID HOUSEHOLD PRODUCTION: EVIDENCE FROM MOROCCAN HOUSEHOLDS

Nora Benahmed, Marouane Idmansour

14. THE INFLUENCE OF THE TERRITORIAL SPORTS ECOSYSTEM ON THE SOCIAL INCLUSION AND PROFESSIONAL INSERTION OF YOUTH IN MOROCCO

Balhadj Said, Benreghai Mohamed Amine

15. FACTORS INFLUENCING THE CRISIS MANAGEMENT PROCESS: LITERATURE REVIEW

Yassine El Fartakh

14:30 – 16:30 Parallel Session II

Moderators: Prof. Nouredine BELAHCEN (ENCGT), Prof. Zinab ANDALOUSSI (ENCGT)

16. MITIGATING DEMAND AMPLIFICATION FOR AN EFFICIENT SUPPLY CHAIN

Reda Saib. Abdelouhab Salahddine

17. THE INFLUENCE OF SOCIAL INNOVATION ON THE DEVELOPMENT OF HUMAN CAPITAL WITHIN ORGANIZATIONS OF THE SOCIAL AND SOLIDARITY ECONOMY (SSE): LITERATURE REVIEW AND ESSAY OF PROPOSAL OF A CONCEPTUAL FRAMEWORK
Meriam Hammouch, Said Balhadj
 18. SOCIAL MEDIA BRAND ENGAGEMENT: THE CONSTRUCT AND ANTECEDENTS IN HIGHER EDUCATION SECTOR
Hajar Hsina, Malika Haoucha
 19. THE CITY-PORT INTERFACE IN THE TANGIER TERRITORY: WHAT STRATEGIC FIT OF THE TRIPTYCH ECONOMIC PROSPERITY – SOCIAL WELL-BEING – SUSTAINABILITY?
Abakouy Mostafa, Salim Jihane
 20. EFFECTS OF A PANDEMIC ON HUMAN CAPITAL MANAGEMENT: POST-COVID-19 EMPLOYEE MANAGEMENT & DEVELOPMENT
Rami EL Azzouzi, Mohamed Makkaoui
 21. THE MEASUREMENT OF BANK EFFICIENCY
Mouallim Isam, Rafik Oumaima
 22. FOOD SECURITY, ELEMENT OF MOROCCAN SOFT POWER
Abdelghani El Labbar, Essaid El Meskini, Abdelhamid Nechad
 23. GREEN ECONOMY: CHALLENGES AND OPPORTUNITIES IN MOROCCO
Khaoula Zahir, , Tarik Kasbaoui
 24. CRITICAL SUCCESS FACTORS OF IMPLEMENTATION OF ERP IN PUBLIC ORGANIZATIONS: SCOPING STUDY
Zakariae Ben Amar, Abdelouhab Salahddine
 25. IMPACT OF THE COVID-19 PANDEMIC ON CONSUMER BEHAVIOR: LITERATURE REVIEW
Meryeme Ajlani, Imad Elkhalkhali
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14:30 – 16:30 Parallel Session III

Moderators: Prof. Mohammed MAKKAOUI (ENCGT), Prof. Hamid HOUSNI (ENCGT)

26. TOWARDS A MOROCCAN POLICY OF ECONOMIC INTELLIGENCE FAVORABLE TO REGIONAL DEVELOPMENT
El Bougaoui Oussama, Salam Ghizlane
27. THE IMPACT OF DIGITALIZATION ON POVERTY ENTREPRENEURSHIP AND SOCIAL EXCLUSION IN DEVELOPING COUNTRIES, CASE OF MOROCCO: A LITERATURE REVIEW AND FUTURE RESEARCH DIRECTIONS
Alloui Soukaina, Chafik Khalid
28. CONCEPTUALISING AND MEASURING CUSTOMER PERCEIVED VALUE IN THE BANKING CONTEXT
Nezha Nait Boubker, Mahmoud Belamhitou

29. THE GOVERNANCE OF TERRITORIALIZED NETWORKS OF ORGANIZATION (GTNO) AND COLLABORATIVE WORK : THE CASE OF THE LARGE INDUSTRIAL PORT TANGIER MED

Hind Belaziz, Mohamed Makkaoui

30. A PREDICTIVE MODEL OF CUSTOMER BEHAVIOR IN A MARKETING CAMPAIGN USING CATBOOST CLASSIFIER AND STRUCTURED DATA

Nouri Hicham, Sabri Karim

31. SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE IN THE COVID-19 ERA: SUPPORT FOR THE EXPERIENCE OF MOROCCAN SMB.

Bennouna Zhar Meriem, Nechad Abdelhamid, Housni Hamid

32. THE ROLE OF SMES IN NATIONAL ECONOMIES: OVERVIEW AND OUTLOOK

Maghni Ahmed, Goumma Fahd

33. LEVELS OF SOME HEAVY METALS IN BOREHOLES WATER IN GAJIRAM, NGANZAI LOCAL GOVERNMENT AREA OF BORNO STATE, NIGERIA

Abdullateef Baba, Mohammed M Gana Badu, Aliyu Shugaba, Babagana Kolo

34. RESILIENCE APPROACH FOR MOROCCAN PUBLIC HEALTHCARE SUPPLY CHAIN : WHAT AFTER COVID19

Bouker Ben Aissa Ayman

35. CONTEXTUALIZING LISTED MOROCCAN FIRMS' RESILIENCE DURING COVID-19: EVIDENCE FROM A SECTORIAL ANALYSIS

Youssef Alami, Issam El Idrissi, Yousra El Mokrani

16:30 – 17:00 Coffee Break

17:00 – 18:00 Presentation of the partner journals:

- International Journal of Trade and Management
- Afrique Contemporaine
- Journal of Economic and Social Development

18:00 – 18:30 Closing Ceremony