

International Conference

**Sustainable Business Practices
in a VUCA World - ICSBP 2022**

June 23rd - 24th, 2022

Rabat, Morocco



Program Overview

Day 1: Thursday June 23, 2022		
08:30 – 09:00	Registration	Atrium
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Conference Opening:		
	Olivier Aptel , Dean of Rabat Business School <i>Rabat Business School, International University of Rabat, Morocco</i>	
09:00 – 09:30	Ikram Jebabli , Conference Chair and Associate Dean for Research <i>Rabat Business School, International University of Rabat, Morocco</i>	Auditorium
	Albrecht Fritzsche , Conference Co-Chair <i>Rabat Business School, International University of Rabat, Morocco</i>	
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09:30 – 10:30	Yogesh K. Dwivedi , Keynote Speaker 1 <i>School of Management, Swansea University, UK</i>	Auditorium
10:30 – 11:30	Miguel Pina e Cunha , Keynote Speaker 2 <i>Nova School of Business and Economics, Universidade Nova de Lisboa, Portugal</i>	Auditorium
11:30 – 11:50	Coffee Break	Atrium
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11:50 – 13:10	Parallel Sessions A	
A.1. Supply Chain Management		
Chair: Qing Lu (<i>Rabat Business School, International University of Rabat, Morocco</i>)		
Improving supply chain resilience and responsiveness through supply chain risk management practices: Lessons from COVID-19 pandemic		
Jean-Noël Beka Be Nguema (<i>Rabat Business School, International University of Rabat, Morocco</i>)		
Applications of AI to improve environmental sustainability along the product life cycle		
Philipp Gölzer (<i>Nuremberg Tech University of Applied Science, Germany</i>)		
Is carbon emission measurable: A technological perspective on agriculture in the VUCA world		
Raja Sreedharan (<i>Rabat Business School, International University of Rabat, Morocco</i>) and Albrecht Fritzsche (<i>Rabat Business School, International University of Rabat, Morocco</i>)		
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A.2. Organizational Culture and Human Performance		
Chair: Moustafa Abdelmotaleb (<i>Rabat Business School, International University of Rabat, Morocco</i>)		
Career change during pandemic times: Patterns of job transition in disruptive context		
Rachid Boutannoura (<i>EST Safi, Cadi Ayyad University, Morocco</i>)		
Research model proposal: Towards a better understanding of the relationship between organizational commitment, emotional labor and intentions to quit		
Oujidane Iddoub (<i>University Ibn Tofail, Morocco</i>) and Redouane Barzi (<i>University Ibn Tofail, ENCG Kénitra, Morocco</i>)		
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The impact of a new organizational culture on the performance of multicultural teams: The case of Franco-Tunisian collaborations		
Imen Bejar (<i>Faculty of Economics and Management of Sfax, Tunisia</i>) and Sami Boudabbous (<i>Faculty of Economics and Management of Sfax, Tunisia</i>)		

A.3. Islamic & Behavioral Finance		Hall F
<i>Chair: Abdelkader El Alaoui (Rabat Business School, International University of Rabat, Morocco)</i>		
The impact of sustainability on investment decisions: Evidence from a stated-choice experiment among German investors		
Philipp Kleffel (University of Bamberg, Germany) and Matthias Muck (University of Bamberg, Germany)		
Oil prices versus global Islamic indices: Evidence from S&P sectoral stock indices		
Fadoua El Meslouhi (Université Mohammed V, Morocco), Hashim Jusoh (Universiti Sultan Zainal Abidin, Malaysia), Amina Dchieche (Rabat Business School, International University of Rabat, Morocco) & Abdelkader O. El Alaoui (Rabat Business School, International University of Rabat, Morocco)		
Interrelations between oil, digital assets and bonds-sukuk? Evidence from Covid-19 period		
Wajahat Azmi (Thiagarajar School of Management, India) and Abdelkader El Alaoui (Rabat Business School, International University of Rabat, Morocco)		
Cryptocurrency and Covid-19: What impact on Islamic stock indices?		
Hashim Jusoh (Universiti Sultan Zainal Abidin, Malaysia), Abdelkader El Alaoui (Rabat Business School, International University of Rabat, Morocco), Amina Dchieche (Rabat Business School, International University of Rabat, Morocco), Ahmad Faizol Ismail (Universiti Sultan Zainal Abidin, Malaysia), and Rosalan Ali (Putra Business School, Malaysia)		
A.4. Developmental Track I		Hall G
<i>Chairs: Ahmed Tariq (Rabat Business School, International University of Rabat, Morocco) & Lamiae Benhayoun-Sadafiyine (Rabat Business School, International University of Rabat, Morocco)</i>		
Artificial Intelligence in Supply Chain: Researched topics, barriers, and enablers – LDA based topic modelling approach		
Yousra Riahi (Rabat Business School, International University of Rabat, Morocco), Tarik Saikouk (Excelia Business School, France), and Ismail Badraoui (Rabat Business School, International University of Rabat, Morocco)		
A review of firm's bankruptcy prediction from 1968 to 2022		
Doha Zaim (University Ibn Tofail, Morocco), Meriem Dairi (Rabat Business School, International University of Rabat, Morocco), Bassma Guermah (College of Engineering & Architecture, International University of Rabat, Morocco), and Abdelkader El Alaoui (Rabat Business School, International University of Rabat, Morocco)		
Hybrid vehicle routing problem: Literature review and perspectives		
Ayat Marzouqi (Rabat Business School, International University of Rabat, Morocco), Mohamed Amine Masmoudi (Rabat Business School, International University of Rabat, Morocco), Simona Mancini (University of Klagenfurt, Austria), and Yong-Hong Kuo (The University of Hong Kong, China)		
Let's connect with each other in Metaverse. Brand's new Destination to increase consumers' affective brand engagement and their virtual brand experience		
Yousra Bousba (Rabat Business School, International University of Rabat, Morocco), Vikas Arya (Rabat Business School, International University of Rabat, Morocco), and Farha Elbied (Rabat Business School, International University of Rabat, Morocco)		
Hello consumers'- Let's try product in virtual mode using Augmented Retail. A study to explore the predictors of AR-based retail brand engagement apps.		
Farha Elbied (Rabat Business School, International University of Rabat, Morocco), Vikas Arya (Rabat Business School, International University of Rabat, Morocco), and Yousra Bousba (Rabat Business School, International University of Rabat, Morocco)		
13:10 – 14:00	Lunch Break	Atrium

14:00 – 16:00 Parallel Sessions B	
<p>B.1. Circular Economy Chair: Raja Sreedharan (Rabat Business School, International University of Rabat, Morocco)</p> <p>Our common WASTE - resources for a circular economy? Dina Barbian (Institute for Sustainability, Germany)</p> <p>Distributed artificial intelligence for sustainable product development process Abla Chaouni Benabdellah (Rabat Business School, International University of Rabat, Morocco), and Kamar Zekhnini (ENSAM, Moulay Ismail University, Morocco)</p> <p>Modeling and analysis of circular economy practices: Evidence from European industries Zakaria El Hathat (Rabat Business School, International University of Rabat, Morocco), Tarik Zouadi (Rabat Business School, International University of Rabat, Morocco), and Raja Sreedharan (Rabat Business School, International University of Rabat, Morocco)</p> <p>The impact of the digital and circular economy on social sustainability: An exploratory review Amira Nabli (Rabat Business School, International University of Rabat, Morocco)</p>	Hall D
<p>B.2. Entrepreneurship Chair: Albrecht Fritzsche (Rabat Business School, International University of Rabat, Morocco)</p> <p>Sustainable Development of family firms in the view of conflict: Evidence from Romania Anca Clipa (University Alexandru Ioan Cuza, Romania), Albrecht Fritzsche (Rabat Business School, International University of Rabat, Morocco), Catalin Ioan Clipa (UAIC, Romania)</p> <p>Financial constraint as a major obstacle for informal entrepreneurs Olugbenga Joseph Omoloba (LIRSA CNAM - Hesam Université, Paris, France) and Christophe Estay (École de management de Normandie, France)</p> <p>Digital responsible entrepreneurship: A systematic literature review Irene Gea Labella (University of Almeria, Spain), José Antonio Plaza Úbeda (University of Almeria, Spain), Miguel Pérez Valls (University of Almeria, Spain), and José Céspedes Lorente (University of Almeria, Spain)</p> <p>Freeing the business modelling process from a results-oriented lens: Introducing a socially responsible dimensions of capitals perspective on venture design Marc Idelson (HEC Paris, France)</p> <p>Analyzing the evolution of research on social entrepreneurship: pre and post covid crisis Salma Idrissi Boutaybi (Université Mohammed V Agdal Rabat, Morocco) and Manal El Abboubi (Université Mohammed V Agdal Rabat, Morocco)</p> <p>Social entrepreneurial intentions among Moroccan higher education students Adil Mgueraman (Université Mohammed V Agdal Rabat, Morocco) and Manal El Abboubi (Université Mohammed V Agdal Rabat, Morocco)</p>	Hall E
<p>B.3. Corporate Finance & Governance Chair: Sabri Boubaker (EM Normandie Business School, France)</p> <p>Brand capital and debt choice Nurul Alam (The University of Sydney, Australia), Sabri Boubaker (EM Normandie Business School, France), Xiaomeng Chen (Macquarie University, Australia), and Mostafa Monzur Hasan (Macquarie University, Australia)</p> <p>Does financing strategy accelerate corporate energy transition? Evidence from green bonds Mohammed Benlemlih (EM Normandie Business School, France, France), Jamil Jaballah (Grenoble Ecole de Management, France), and Lamya Kermiche (Grenoble Ecole de Management, France)</p> <p>Long-run performance following corporate green bonds issuance Marcellin Makpotche (École des Sciences de la Gestion - Université du Québec à Montréal, Canada), Bouchra M'Zali (École des Sciences de la Gestion - Université du Québec à Montréal, Canada), and Kais Bouslah (Centre for Responsible Banking and Finance, School of Management, St Andrews University, Scotland, UK)</p> <p>The effect of firm size and industry on the relation between corporate social responsibility and financial performance: The case of STOXX Europe index Salma Zaiane (FSEG Tunis, Tunisia) and Dorra Ellouze (ESC Tunis, Tunisia)</p> <p>ESG parameters effect on return and volatility: Insights from top CDP compliant firms Abdelkader O. El Alaoui (Rabat Business School, International University of Rabat, Morocco), Amina Dchieche (Rabat Business School, International University of Rabat, Morocco), and Fedwa Jebli (Rabat Business School, International University of Rabat, Morocco)</p>	Hall F

B.4. Leadership		Hall G
Chair: Diorgenes Falcao Mamedio (<i>Rabat Business School, International University of Rabat, Morocco</i>)		
Leadership styles and organizational improvisation as a responsiveness to VUCA contexts Diórgenes Mamédio (<i>Rabat Business School, International University of Rabat, Morocco</i>), Qing Lu (<i>Rabat Business School, International University of Rabat, Morocco</i>), and Zineb Cherkaoui (<i>Rabat Business School, International University of Rabat, Morocco</i>)		
Change managers: are you ready for success? Abdelhadi Naji (<i>Université du Québec à Trois-Rivières, Canada</i>) and Jamal Ben Mansour (<i>Université du Québec à Trois-Rivières, Canada</i>)		
Transformational leadership and followers' CSR performance: A review and conceptual framework Hajar Boutmaghzoute (<i>Rabat Business School, International University of Rabat, Morocco</i>) and Fedwa Jebli (<i>Rabat Business School, International University of Rabat, Morocco</i>)		
Generation Z leaders and sustainable transformational leadership in start-ups June Borge Doornich (<i>Business School, Nord university, Norway</i>)		
16:00 – 16:20	Coffee Break	Atrium
16:20 – 17:20	Mia Negru , Keynote Speaker 3 <i>Entrepreneur in the field of sustainability, Denmark</i>	Auditorium

Day 2: Friday June 24, 2022		
09:00 – 10:00	Constantin Blome , Keynote Speaker 4 <i>Sussex University Business School, UK</i>	Auditorium
10:00 – 11:00	Brian Lucey , Keynote Speaker 5 <i>Trinity College Dublin, Ireland</i>	Auditorium
11:00 – 11:20	Coffee Break	Atrium
11:20 – 13:20	Parallel Sessions C	
	C.1. Operational Research Chair: Tarik Zouadi (<i>Rabat Business School, International University of Rabat, Morocco</i>)	Hall D
	A decision support system for evaluating the logistical risks in supply chains based on RPN factors and multi criteria decision making approach Nabil Kayouh (<i>National School of Applied Sciences Tétouan, Morocco</i>) and Btissam Dkhissi (<i>National School of Applied Sciences Tétouan, Morocco</i>)	
	A novel robust version of berth and quay crane allocation and scheduling with operator and truck assignment Kaoutar Chargui (<i>Rabat Business School, International University of Rabat, Morocco</i>), Tarik Zouadi (<i>Rabat Business School, International University of Rabat, Morocco</i>), and Tarik Chargui (<i>Université Polytechnique Hauts-de-France, France</i>)	
	Green cyclic inventory routing with speed dependent fleet sizing and scheduling Anass Kajji (<i>Rabat Business School, International University of Rabat, Morocco</i>), Tarik Aouam (<i>UGent, Belgium</i>), Asmae El Mokrini (<i>Rabat Business School, International University of Rabat, Morocco</i>), and Birger Raa (<i>UGent, Belgium</i>)	
	A simulation-optimisation coupling mechanism for physical Internet road-rail cross-docking Tarik Chargui (<i>Université Polytechnique Hauts-de-France, France</i>), Tarik Zouadi (<i>Rabat Business School, International University of Rabat, Morocco</i>), Kaoutar Chargui (<i>Rabat Business School, International University of Rabat, Morocco</i>), and Mohamed Reghioi (<i>ENCG Tangier, University of Abdelmalek Essaadi, Morocco</i>)	
	Discounted model for the dynamic lot-sizing with liquidity constraints and financing options Oussama Kajjone (<i>Rabat Business School, International University of Rabat, Morocco</i>), Tarik Aouam (<i>UGent, Belgium</i>), and Tarik Zouadi (<i>Rabat Business School, International University of Rabat, Morocco</i>)	
	Selecting the most sustainable renewable energy technology using a multi-tolerance fuzzy goal programming (MT-FGP) model Amin Hocine (<i>Rabat Business School, International University of Rabat, Morocco</i>) and Noureddine Kouaissah (<i>Excelia Business School, France</i>)	
	C.2. Marketing Chair: Vikas Arya (<i>Rabat Business School, International University of Rabat, Morocco</i>)	Hall E
	Internet marketing campaigns: how effective? Karim Darban (<i>ENCG Casablanca, Morocco</i>) and Smail Kabbaj (<i>ENCG Casablanca, Morocco</i>)	
	Green service: A bibliometric analysis Oluwatobi Ogunmokun (<i>Rabat Business School, International University of Rabat, Morocco</i>), Juliet Ikhide (<i>Eastern Mediterranean University, Turkey</i>), and Chris Osakwe (<i>Rabat Business School, International University of Rabat, Morocco</i>)	
	Customer's product experience: A sentiment analysis and topic modelling approach from European bank's tweets Abdul Bashiru Jibril (<i>Rabat Business School, International University of Rabat, Morocco</i>), Raphael Kwaku Botchway (<i>Tomas Bata University in Zlin, Czechia</i>), John Amoah (<i>Tomas Bata University in Zlin, Czechia</i>), Zuzana Komínková Oplatková (<i>Tomas Bata University in Zlin, Czechia</i>), and Najlae Zhani (<i>Rabat Business School, International University of Rabat, Morocco</i>)	
	A holistic review of the consumer misbehavior literature: Understanding and definitions Redouane Bakrim (<i>Rabat Business School, International University of Rabat, Morocco</i>), Martin Yongho Hyun (<i>Rabat Business School, International University of Rabat, Morocco</i>), Ouidade Sabri (<i>Université Paris 1 Panthéon-Sorbonne Sorbonne Business School, France</i>), and Seoki Lee (<i>Pennsylvania State University, USA</i>)	

Using social selling by salespeople working in BtoB: Exploratory study in different sectors
Imane Ouazzai Touhami (*Ibn Tofail University, Morocco*) and Hassan Azouaoui (*Ibn Tofail University, Morocco*)

Case study of cendol haji metali: Innovation of ready-to-drink (RTD) cendol
Syukriah Kadir (*University Technology Brunei, UTB school of Business, Accounting Dept, Brunei*) and Junaid M. Shaikh (*University Technology Brunei, UTB school of Business, Accounting Dept, Brunei*)

C.3. Economic Policy & Environmental Sustainability

Hall F

Chair: Mhamed Ali El Aroui (*Rabat Business School, International University of Rabat, Morocco*)

ICT and environmental sustainability in energy-exporting MENA countries: Evidence from Quantile-on-Quantile approach

Ben Lahouel Béchir (*IPAG Paris Business School, France*), Lotfi Taleb (*University of Tunis, Tunisia*), **Ben Zaied Younes** (*EDC Paris Business School, France*), and Managi Shunsuke (*Kyushu University, Japan*)

The effects of economic growth, energy consumption and financial development on CO2 emissions in Tunisia: ARDL bounds testing approach to cointegration

Chouaibi Nejib (*Higher Institute of Computer Sciences and Management of Kairouan, Tunisia*) and **Guenichi Hassen** (*Higher Institute of Computer Sciences and Management of Kairouan, Tunisia*)

Impact of socioeconomic factors on environmental quality: A panel quantile regression method

Ahmed Imran Hunjra (*Rabat Business School, International University of Rabat, Morocco*), Muhammad Azam (*Ghazi University, Dear Ghazi Khan, Pakistan*), and Wajhi Abbassi (*IRG, University of Paris-Est, France*)

Asymmetric effects of climate variability on food security in Morocco: Evidence from the nonlinear ARDL model

Sid'Ahmed Soumbara (*Mohammed V University in Rabat, Morocco*) and **Ahmed El Ghini** (*Mohammed V University in Rabat, Morocco*)

On some indices of urban concentration in African countries: Determinants and impacts

Bouchaib Ferrahi (*Faculté des Sciences Tétouan, Morocco*), El Hadj Ezzahid (*Mohammed V University of Rabat, Morocco*), and Oumar El Hamdani (*Faculty of Arts and Human Sciences. University Mohamed V, Morocco*)

The impact of the industrial ecosystem's maturity factors on the economic growth of Morocco: The industrial ecology and industrial territorial ecology

Nouhaila Ettalibi (*Rabat Business School, International University of Rabat, Morocco*) and Muhammad Saad Baloch (*Rabat Business School, International University of Rabat, Morocco*)

C.4. Developmental Track II

Hall G

Chairs: Chris Osakwe (*Rabat Business School, International University of Rabat, Morocco*) & Martin Yongho Hyun (*Rabat Business School, International University of Rabat, Morocco*)

M-servicescape, mobile value and purchase intention relationship. The role of trust in the mobile environment

Mohamed Amine Akhatar (*Rabat Business School, International University of Rabat, Morocco*), Nacef Mouri (*Rabat Business School, International University of Rabat, Morocco*), and Najlae Zhani (*Rabat Business School, International University of Rabat, Morocco*)

Effect of informal entrepreneurship on sustainable development

Maria Baijou (*Rabat Business School, International University of Rabat, Morocco*) and Ahmed Tariq (*Rabat Business School, International University of Rabat, Morocco*)

Sustaining complementary in business ecosystems- Towards a game-theoretical approach

Faouz Benadada (*Rabat Business School, International University of Rabat, Morocco*) and Albrecht Fritzsche (*Rabat Business School, International University of Rabat, Morocco*)

Moroccan gen y and eWOM

Houda Elafdel (*Rabat Business School, International University of Rabat, Morocco*)

13:20 – 14:00

Lunch Break

Atrium

14:00 – 16:00 Parallel Sessions D	
D.1. Human Development Chair: Fedwa Jebli (<i>Rabat Business School, International University of Rabat, Morocco</i>)	Hall D
Examining the effect of employee engagement on megaphoning and scouting behaviors Khalid Bourrouk (<i>Sidi Mohamed Ben Abdellah University, Morocco</i>)	
Talent management at the service of corporate performance and sustainability: The case of talent management in the Moroccan banking sector Soufiane Karrakchou (<i>Mohammed V University Rabat Souissi, Morocco</i>)	
How to organize devops' teams in client companies? Insights from comparative case-studies Lamiae Benhayoun (<i>Rabat Business School, International University of Rabat, Morocco</i>), Charmaine Carda (<i>mc2i France, Institut Mines Télécom Business School, France</i>)	
Sustainably shaping learning organizations to be VUCA-savvy: Broadening OL models to Yin-Yang logics Marc Idelson (<i>HEC Paris, France</i>)	
Increase human development through CSR: A theoretical framework for developing economies [with a study of the Moroccan case] Hind Lebbar (<i>Rabat Business School, International University of Rabat, Morocco</i>) and Mhamed-Ali El-Aroui (<i>Rabat Business School, International University of Rabat, Morocco</i>)	
D.2. Strategy & Digital Technologies Chair: Nacef Mouri (<i>Rabat Business School, International University of Rabat, Morocco</i>)	Hall E
The mediating effect of digital capabilities on managerial and sustainable capabilities among digital users and providers Miguel Pérez-Valls (<i>Universidad de Almería, Spain</i>), T. Bartosz Kalinowski (<i>University of Lodz, Poland</i>), Paweł Głodek (<i>University of Lodz, Poland</i>), Adrian Solomon (<i>South East European Research Centre, Greece</i>), and Jose A. Plaza-úbeda (<i>University of Almería, Spain</i>)	
The mediating role of industrial cluster in designer=enterprise model Yao-Jen Fan (<i>Department of Industrial Design, National Cheng Kung University, Taiwan</i>), Albrecht Fritzsche (<i>Rabat Business School, International University of Rabat, Morocco</i>), and Pei-Shan Teng (<i>Providence University, Department of Computer Science and Communication Engineering, Taiwan</i>)	
Revenge tourism: Is it a real potential for sustainable development within emerging economies? Ossama Lhachimi (<i>ISC Paris, France</i>)	
Quality dimensions of augmented reality-based mobile apps for tourism industry and its impact on traveller satisfaction & reuse intention Vikas Arya (<i>Rabat Business School, International University of Rabat, Morocco</i>), Komal Anand (<i>National Institute of Technology Karnataka, India</i>), Anshuman Sharma (<i>Ajman University, United Arab Emirates</i>), and Sheena Suresh (<i>National Institute of Technology Karnataka, India</i>)	
Consumer E-trust, does service quality really matters? An e-commerce perspective Kiran Manzoor (<i>Institute of Management Sciences, University of Baluchistan, Quetta</i>), Tayyaba Arshad (<i>University of Balochistan, Quetta</i>), Ahmed Tariq (<i>Rabat Business School, International University of Rabat, Morocco</i>), Nadeem Uz Zaman (<i>BUIITEMS, Quetta</i>), and Beenish Malik (<i>Institute of Management sciences, University of Baluchistan, Quetta</i>)	
D.3. Financial Markets Chair: Ahmed Imran Hunjra (<i>Rabat Business School, International University of Rabat, Morocco</i>)	Hall F
Deep learning for forecasting returns and volatility: Case of futures versus spot indices in the Malaysian market Bassma Guermah (<i>College of Engineering & Architecture, International University of Rabat, Morocco</i>), Abdelkader El Alaoui (<i>Rabat Business School, International University of Rabat, Morocco</i>), and Mohamed Bouamama (<i>ESCA, Morocco</i>)	
Cryptocurrency market anomalies detection: Machine-learning perspectives Achraf Yahia (<i>ENSA Kenitra, University Ibn Tofail, Morocco</i>), Abdelkader El Alaoui (<i>Rabat Business School, International University of Rabat, Morocco</i>), and Yassine Mouhssine (<i>Rabat Business School, International University of Rabat, Morocco</i>)	
The role of financial investors in commodity markets: An equilibrium model Mohammad Isleimeyyeh (<i>Rabat Business School, International University of Rabat, Morocco</i>)	
Connections among cryptocurrencies, commodities, and financial markets Ismail Jirou (<i>Rabat Business School, International University of Rabat, Morocco</i>), Ikram Jebabli (<i>Rabat Business School, International University of Rabat, Morocco</i>), and Mohammad Isleimeyyeh (<i>Rabat Business School, International University of Rabat, Morocco</i>)	

D.4. Resilient Societies and Organizations		Hall G
Chair: Venkataswamy Gurusamy Venkatesh (<i>EM Normandie Business School, France</i>)		
Bridging risks in business & overcoming ethical discrepancies in uncertainty: A study of rural collectives V.G.Venkatesh (<i>EM Normandie Business School, France</i>) and Sneha Kumari (<i>Symbiosis School of Economics, Symbiosis International (Deemed University), Pune, India</i>)		
Towards increased system sustainability, survivability, and innovativeness: Robustness and resilience as a capability Florian Maurer (<i>Vorarlberg University of Applied Sciences, Austria</i>)		
Proactive approaches for distributed crisis management in VUCA environments Levente Bakos (<i>Sapientia Hungarian University of Cluj Napoca, Romania</i>)		
A framework for understanding challenges and levers in smart resilient and sustainable supply chains: insights from literature review and multiple case studies Imane Benkhati (<i>ENSA-Safi, Cadi Ayyad University, Morocco</i>), Fatima Ezahra Touriki (<i>ENSA-Safi, Cadi Ayyad University, Morocco</i>), and Amine Belhadi (<i>Cadi Ayyad University, Morocco</i>)		
Sanitation Behavior in rural India Deepa Gupta (<i>IRMA, India</i>)		
The macroeconomic case and impact of basic income Geoff Crocker (<i>Basic Income Forum, UK</i>)		
16:00 – 16:20	Coffee Break	Atrium
16:20 – 17:00	Closing, Awards, and Picture Ceremony	Auditorium

Organizing Committee

- Dr. Vikas Arya
- Dr. Surajit Bag
- Dr. Kaoutar Chargui
- Dr. Abdelhak El Idrissi
- Dr. Albrecht Fritzsche
- Dr. Ikram Jebabli
- Dr. Diorgenes Falcao Mamedio
- Dr. Mohamed Amine Masmoudi
- Dr. Raja Sreedharan
- Dr. Tarik Zouadi

Scientific Committee

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- Dr. Houssam Bouzgarrou, University of Sousse, Tunisia
- Dr. David Bryde, Liverpool Business School, Liverpool John Moores University, UK
- Dr. Marco Busi, Carisma RCT Ltd, Republic of San Marino
- Dr. Kaoutar Chargui, Rabat Business School, International University of Rabat, Morocco
- Dr. Stephen Childe, Plymouth Business School, UK
- Dr. Tsan-Ming Choi (Jason), College of Management, National Taiwan University, Taiwan
- Dr. Anca Clipa, Alexandru Ioan Cuza University of Iași, Romania
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- Dr. Yogesh K. Dwivedi, School of Management, Swansea University, UK
- Dr. Abdelkader El Alaoui, Rabat Business School, International University of Rabat, Morocco
- Dr. Mhamed Ali El Aroui, Rabat Business School, International University of Rabat, Morocco
- Dr. Abdellah El Fallahi, ENSA of Tetouan, University Abdelmalek Essaadi, Morocco
- Dr. Ahmed El Ghini, Mohammed V University in Rabat, Morocco
- Dr. Aghezzaf El Houssaine, Ghent University, Belgium
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- Dr. Albrecht Fritzsche, Rabat Business School, International University of Rabat, Morocco
- Dr. Zied Ftiti, EDC Paris Business School, France
- Dr. Angappa Gunasekaran, School of Business Administration, Penn State Harrisburg, USA
- Dr. Shivam Gupta, NEOMA Business School, France
- Dr. Erik G. Hansen, Johannes Kepler University Linz, Austria
- Dr. Charice Hayes, Baltimore City Community College, USA
- Dr. Linda D Hollebeek, Montpellier Business School, France
- Dr. Ahmed Imran Hunjra, Rabat Business School, International University of Rabat, Morocco
- Dr. Abdelmajid Ibenrissoul, University Hassan II Casablanca, Morocco
- Dr. Ikram Jebabli, Rabat Business School, International University of Rabat, Morocco
- Dr. Fedwa Jebli, Rabat Business School, International University of Rabat, Morocco

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- Dr. Yong-Hong Kuo, University of Hong Kong, China
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- Dr. Ann Langley, HEC Montreal, Canada.
- Dr. Brian Lucey, Trinity College Dublin, Ireland
- Dr. Diorgenes Falcao Mamedio, Rabat Business School, International University of Rabat, Morocco
- Dr. Simona Mancini, University of Eastern Piedmont, Italy
- Dr. Mohamed Amine Masmoudi, Rabat Business School, International University of Rabat, Morocco
- Dr. Ferenc Meszaros, Budapest University of Technology and Economics, Hungary
- Dr. Eleni Michopoulou, College of Business, Law and Social Sciences, University of Derby, Buxton
- Dr. Bouchra Mzali, ESG UQAM, Canada
- Dr. Thanos Papadopoulos, Kent Business School, UK
- Dr. Justin Paul, University of Puerto Rico, USA
- Dr. Yvonne du Plessis, North-West University Business School, South Africa
- Dr. Christophe Rault, University of Orléans, France
- Dr. Mohamed Reghioui, ENCG of Tangier, University Abdelmalek Essaadi, Morocco
- Dr. Hiran Roy, Fairleigh Dickinson University, Canada
- Dr. David Sarpong, Brunel University, UK
- Dr. Deepa Sethi, Indian Institute of Management Kozhikode, India
- Dr. Anshuman Sharma, Ajman University, UAE
- Dr. Édison Renato Silva, Federal University of Rio de Janeiro, Brazil
- Dr. Raja Sreedharan, Rabat Business School, International University of Rabat, Morocco
- Dr. Tendai Douglas Svotwa, Botho University, Botswana
- Dr. Hiram Ting, Faculty of Hospitality & Tourism Management, UCSI University, Malaysia
- Dr. Miguel Pérez Valls, University of Almería, Spain
- Dr. Samuel Fosso Wamba, Toulouse Business School, France
- Dr. Jochen Wirtz, National University of Singapore, Singapore
- Dr. Imran Yousaf, Air University School of Management, Pakistan
- Dr. Tarik Zouadi, Rabat Business School, International University of Rabat, Morocco

Keynote Speakers



Prof. Yogesh K. Dwivedi

Professor of Digital Marketing and Innovation, School of Management, Swansea University, UK

Yogesh K. Dwivedi is a Professor of Digital Marketing and Innovation and Founding Director of the Emerging Markets Research Centre (EMaRC) at the School of Management, Swansea University, Wales, UK. In addition, he holds a Distinguished Research Professorship at the Symbiosis Institute of Business Management (SIBM), Pune, India. Professor Dwivedi is also currently leading the International Journal of Information Management as its Editor-in-Chief. His research interests are at the interface of Information Systems (IS) and Marketing, focusing on issues related to consumer adoption and diffusion of emerging digital innovations, digital government, and digital and social media marketing particularly in the context of emerging markets. Professor Dwivedi has published more than 500 articles in a range of leading academic journals and conferences that are widely cited (more than 39 thousand times as per Google Scholar). He has been named on the annual Highly Cited Researchers™ 2020 and 2021 lists from Clarivate Analytics. Professor Dwivedi is an Associate Editor of the Journal of Business Research, European Journal of Marketing, Government Information Quarterly and International Journal of Electronic Government Research, and Senior Editor of the Journal of Electronic Commerce Research.



Prof. Brian Lucey

Professor of Finance, Trinity College Dublin, Ireland

Brian Lucey is a Professor of Finance at the School of Business, Trinity College Dublin (TCD), Ireland. He has worked as an economist at the Central Bank of Ireland and an Administrative Officer at the Department of Health prior to joining TCD. His research interests include financial market efficiency, international asset market integration and contagion, and the psychology of economics. Professor Lucey has been named on the annual Highly Cited Researchers™ 2021 list from Clarivate Analytics. Professor Lucey is Editor-in-Chief of the International Review of Financial Analysis and Co-Editor-in-Chief of the International Review of Economics and Finance.



Prof. Constantin Blome

Professor of Operations Management, Sussex University Business School, UK

Constantin Blome is Professor of Operations Management and Associate Dean for Research at University of Sussex Business School. Before Constantin was the GlaxoSmithKline Chaired Professor in Strategic Sourcing and Procurement at Université catholique de Louvain, Belgium and affiliated with the Center of Operations Research and Econometrics (CORE). Constantin's research interests include supply chain management, procurement and operations management with strong focus on sustainability, innovation and risk issues. In 2020 and 2021, he received the highly cited research award from Clarivate in the category "cross field", highlighting the top 0,1% cited scholars. Constantin is also co-owner and board member of two companies (n-side Belgium, and Procurement, Poland). He is also Co-Editor-in-Chief of International Journal of Operations & Production Management.



Prof. Miguel Pina e Cunha

Professor of Leadership and Organization Studies, Nova School of Business and Economics, Universidade Nova de Lisboa, Portugal

Miguel Pina e Cunha is the Fundação Amélia de Mello Professor at Nova SBE, Universidade Nova de Lisboa (Portugal). He studies different dimensions of organizing and organizations, using the lens of paradox. He is a co-author of the Elgar Introduction to Organizational Paradox Theory (Elgar, 2021), Positive Organizational Behaviour: A Reflective Approach (Routledge, 2020), and Elgar Introduction to Organizational Improvisation Theory (Elgar, 2022) and a co-editor of Contemporary Social Theory for Management (Routledge, 2019).



Ms. Mia Negru

Entrepreneur in the field of sustainability, public speaker and advisor to the city of Copenhagen, Denmark

Mia Negru is the co-founder of 2030 Builders, the first digital innovation tool for sustainable strategy.

Publication Opportunities



International Journal of Information Management, IJIM Data Insights (Elsevier), ISSN 2667-0968



International Journal of E-Entrepreneurship and Innovation (IGI Global), ISSN 1947-8585, Scopus indexed



Journal of Global Operations and Strategic Sourcing (Emerald), ISSN 2398-5364, Scopus indexed, ABDC ranked



Benchmarking: An International Journal (Emerald), ISSN 1463-5771, Scopus indexed, ABS and ABDC ranked



International Journal of Financial Studies (MDPI), ISSN 2227-7072, Scopus indexed, ABDC ranked



Strategic Change: Briefings in Entrepreneurial Finance (Wiley), ISSN 1099-1697, ABS and ABDC ranked



International Journal of Spa and Wellness (Taylor & Francis Online), ISSN 2472-1735, ABDC ranked



The Journal of Risk Finance (Emerald), ISSN 1526-5943, Scopus indexed, ABS and ABDC ranked



Journal of Risk and Financial Management (MDPI), ISSN 1911-8074, Scopus indexed, ABDC ranked



Sustainability (MDPI), ISSN 2071-1050, Scopus indexed



The Journal of Economic Asymmetries (Elsevier), ISSN 1703-4949, Scopus indexed, ABDC ranked

Pre-Conference Day Workshops

June 22, 2022

Workshop 1: How to Write Good Quality Manuscripts To Target High Ranked Journals

10:00-12:00

Resource Person:

Dr. Yogesh K. Dwivedi

Professor of Digital Marketing and Innovation

School of Management, Swansea University, UK

Chief-Editor – International Journal of Information Management

Associate Editor – Journal of Business Research, European Journal of Marketing, Government Information Quarterly

Workshop 2: Quantitative Data Analysis Using Process-Macro (SPSS-Plugin)

14:00-16:00

Resource Person:

Dr. Vikas Arya

Professor of Marketing

Rabat Business School, International University of Rabat, Morocco

Workshop 3: Structural Equation Modeling (SEM)- SMART PLS: A Hands-on Approach

16:00-18:00

Resource Person:

Dr. Ahmed Tariq

Professor of Marketing

Rabat Business School, International University of Rabat, Morocco



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