

28th FORUM ASI

Sciences & Innovations



ASI-ISTANBUL'26



PROGRAM

April 27-30, 2026 / Istanbul-Turkey





28th INTERNATIONAL FORUM ON APPLIED SCIENCES AND INNOVATION

ASI-Istanbul'2026 Forum, in its Anglophone edition, organized by the National Centre for Scientific Promotion and Innovation -CNPSI- and the American Centre Sciences & Innovation LLC together with Altınbaş University-Istanbul where the conference will take place. ASI Forum returns to ISTANBUL as a distinguished platform for strategic dialogue and collaboration, uniting industry executives, thought leaders, innovators, and academic researchers.

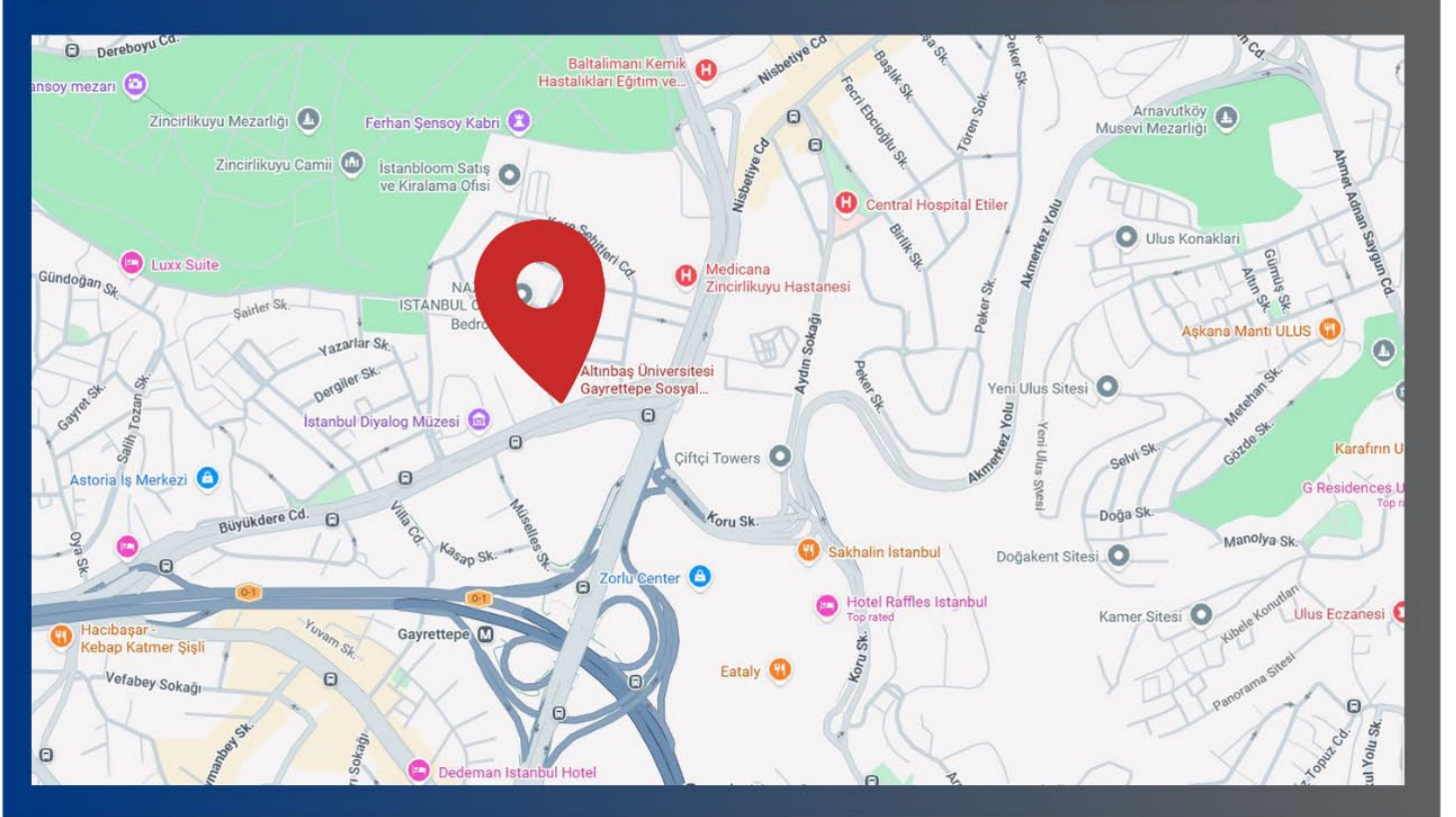
Join us for ASI-Istanbul'2026, guided by its inspiring vision :

**TOWARDS A BETTER WORLD
CREATE, INNOVATE, PRODUCE AND SHARE**



FORUM LOCATION

**Altınbaş University- Büyükdere
caddesi, No: 147 Esentepe / İstanbul**



SPEAKERS & CHAIRS



Achraf Nafzaoui
– MOR



Adriana Mihnea
– ROU



Ahmed Rhif
– TUN



Aleksandra Djukic
– SRB



Argun Karacabey
– TUR



Ayben Koy
– TUR



Chaimae Bahi Slaoui
– MOR



Erdogan Koc
– TUR



Galip Cansever
– TUR



Guleda Engin
– TUR



Hakan Kaygusuz
– TUR



Hanife Yesilyurt
– TUR



Hilmi Yassine
– MOR



Ille Gebeshuber
– AUT



Ioan-Cezar Marcu
– ROU



Jane Paunkovic
– SRB



Marija Boban
– CRO



Marwa Ammar
– TUN



Mehmet Karan
– TUR



Miglena Zhiyanski
– BGR



Nadine Khair
– JOR



Osman Adiguzel
– TUR



Seref Naci Engin
– TUR



Tamara Zhukabayeva
– KAZ



Vladimir Ivanov
– BGR



Zeynep Ozsoy
– TUR

DAY 0 : 27/04/2026

3:00 pm - 5:00 pm [Registration desk] : Registration

Registration managed by the organizing team at Altınbaş University, Büyükdere caddesi, No: 147 Esentepe / İstanbul.



DAY 1 : 28/04/2026

8:00 am - 8:50 am [Registration desk] : Registration

8:50 am : Welcome

9:00 am - 9:40 am : Opening

[Main Room - Room A]

Moderator : Bengi Kurtuluş – TUR



Argun Karacabey – TUR
Altınbaş University Vice Rector



Ahmed Rhif – TUN



Zeynep Ozsoy – TUR



Galip Cansever – TUR



Adriana Mihnea – ROU



Ille Gebeshuber – AUT



Marija Boban – CRO

PLENARY SESSION

9:40 am - 10:30 am [Main Room - Room A]



Seref Naci Engin – TUR

« AI for Monitoring, Maintenance, and Environmental Intelligence - Towards Self-Aware Transportation Systems »



Coffee Break : 10:30 am - 11:00 am + Poster Session [Hallway]

28/04/2026 / 10:30 am - 11:00 am [Hallway] - Poster Session

ID	Author	Co-authors	Papers' Title
G-11	Hammad Imane	Benmalleem Yakout	Advancing Food Industry Innovation through a New Optimized Blend of Plant-Based Beverages
G-13	Koceila Doufene	Belaid Mokrani, Lamis Derbal, Karima Tlaghi, Hind Zereb	Pistachio Lentisque, a Natural Ally for the Development of Skincare Therapeutics
G-17	Chaoufi Ali	Benzeguao Ali, Badraoui Ahmed	Caractérisation physique et mécanique d'un composite à base de poil de chameaux
G-34	Boufas Sihem	Laila Lamia Allouche, Amel Djedouani	New Investigation in benzylidene compounds for aluminum 1050 corrosion in acidic media
G-41	Ali Benosmane	Salem Souigui, Mohamed Amine Benaouida	Combined experimental and theoretical investigation of structural and optoelectronic features of a nickel(II) complex containing (o-tolyldiazenyl)naphthalen-2-ol
G-42	Abdelmalek Abdelmalek	Lairedj Abdelaziz	Analysis of the potential impact of electrical energy fluctuations on turbo generator vibrations
G-47	Iqra Rabani	Karolien De Wael	Visible Light-Driven Photocatalytic Degradation of Rhodamine B and Crystal Violet Using ZIF-67/GO for Efficient Wastewater Purification
G-48	Manel Terbeche	Nawel Deramchia, Jacek Łyczko, Antoni Szumny	SPME–GC–MS Profiling of Smyrniun olusatrum (Wild Celery) Seeds: Volatile Composition and Culinary Significance in European Cuisine
G-49	Abdelaziz Lairedj	Abdelmalek Abdelmalek	Development of Locally Sourced Composite Materials for CNG/LPG Pipelines
G-57	Benyahia Khadidja	Bensaad Naoual, Hammou Farid	Development of an Intelligent Online System for Predicting Membrane Fouling Using Real-Time TSS and SDI Estimation
G-61	Bensaad Naoual	Benyahia Khadidja	Comparison of an advanced oxidation and membrane process for humic acid degradation: Energy challenges and perspectives
G-72	Elabbari Chaimaa	Labjar Najoua, El Ouali Oujidane, El Hajjaji Souad	Sustainable Soil Management Practices for Environmental Protection
G-76	Rania Zaghdoud	Stanley Lutts	From germination to maturity: understanding stable strontium stress tolerance and phytoremediation ability in the xero-halophyte <i>Atriplex halimus</i> L.
G-86	Billal Zenati	Abdellah Meknachi, Adel Ait Saidi, Belkacem Guenachi, Meriem Ayad, Yasmina Benchama, Sidali Kourdali	Comparative growth of local <i>Chlorella</i> sp. strains 5CNR and 2ST in BG11 and non-sterile <i>Tilapia</i> wastewater effluent
G-91	Nabbou Nouria	Bekaddour Meriem, Hamouine Abdelmadjid	Removal of organic matters, phosphates and nitrates present in pond wastewater using chemical coagulant solutions
G-96	Maria Glushkova	Miglena Zhiyanski	Climate, Soil, and Plant Community effect on Early-Stage Litter Decomposition at Regional Scale in Bulgaria
G-111	Islam Hassani	Abdelmalek Chibani, Redha Bendoumia, Elhachemi Kouddad	Implementation of acquisition card for meteorological parameters of a photovoltaic system in a southern region

G-112	Tarek Larbi	Klaus Doll, Mosbah Amlouk	Design and conception of low dimensional materials of various families: from carbon based materials to transition metal dichalcogenides TMDs , oxides TMO, carbides and nitrides. A DFT exploration
G-113	Rym Triki Ben Youssef	Tarek Larbi, Nasr Sdiri	Hexagonal BaMnO3: From Crystal Structure to Magnetic and Optical Behavior
G-110	Verziu Marian Nicolae	Andrei Neacșu, Ana Niculescu, Anca Dumitru, Ionuț Radu, Derniza Cozorici, Erika Blânzeanu, Cătălin Zaharia, Rafel Luque	Sustainable 3D-Printed Ni-Si Composites – supported Pd: an efficient catalyst in the one-pot conversion of carbohydrates into lactic acid
B-175	Chaimae Aboukassem	Imane El Yamlaoui, Nabil Bouayad Amine	Entrepreneurs' well-being: A theoretical review of job demands, resources, and self-determination theory

28/04/2026 / 11:00 am - 1:00 pm [Room 1] - Panel : Digital Transformation & Information Technology
Chairs : Hilmi Yassine (MOR), Marija Boban (CRO), Ayben Koy (TUR)

ID	Author	Co-authors	Papers' Title
B-46	Fatima Anaam	Zahra Anaam	Students' Use of Social Networks in Moroccan Higher Education
B-21	Grine Houda	Loulid Mohamed	Évolutions du contrôle de gestion à l'ère digitale : une analyse bibliométrique
B-57	Souhir Khemir	Sophie Wodociag	Is digital transformation really enhancing student success? Evidence from UHA
B-98	Fadoua Belhaj	Abderrahim Hansali	Artificial Intelligence and Digital Learning: Contributions to Scientific Research
B-142	Nour El Houda Mokhtari	Ouriachi Nisrine, Kamary Nissrine	L'IA au service du marketing : un atout stratégique pour les entreprises
B-87	Amina El Abed	-	The Impact of Artificial Intelligence on Employee Engagement and Performance in Tunisian ICT Companies
B-56	Ya-Ching Lee	-	Replacement Strategies Following AI Influencer Transgressions
B-100	Kenza Mammad	Housna Aissaoui	Artificial Intelligence and Digital Transformation: Implications for User Experience and Customer Relationship Management in E-Commerce
B-128	Vitiana L'Abate	Giuseppe Nicolò, Filippo Vitolla, Paolo Tartaglia Polcini, Nicola Raimo	The Determinants of Universities' Contribution to SDG 9 in Emerging Economies
B-176	Aya Daruich	Mounya Chahboune, Lhoussein Baouzil	Artificial Intelligence as an Epistemic Co-Agent: Redefining the Scientific Research Process and Organizational Practices

28/04/2026 / 11:00 am - 1:00 pm [Room 2] - Panel : Management & Entrepreneurship
Chairs : Adriana Mihnea (ROU), Chaimae Bahi Slaoui (MOR), Ahmed Rhif (TUN)

Keynote Speaker : Adriana Mihnea (ROU)



« Turkiye-Tunis-Romania: A structural analysis of their interactions in the context of Multicriterial Decision Making »

ID	Author	Co-authors	Papers' Title
B-119	Ouriachi Nisrine	Kamary Nissrine, Moukhtari Nour El Houda	Internal Audit Competencies in the Age of Digital Transformation and RPA

B-20	Kais Hiba	Naoui Fouad	Gestion durable de l'eau en contexte de pénurie : pratiques managériales et performance environnementale des entreprises industrielles marocaines
B-50	Kamon Bohou Daniel Eric	-	L'arrimage de la RSE à la culture d'entreprise : une stratégie de durabilité pour les PME : cas de IRI Conseil
B-130	Ibtissame Lakhilili	Rachid Ouskou	Profil du dirigeant et engagement RSE : une étude qualitative des PME industrielles au Maroc.
B-29	El Idrissi Alami Oumaima	Loulid Mohammed	Les plans de développement dans le secteur public : instrument stratégique ou exercice formel ?
B-126	Haifa Maaloul	Amira Bouhamed	L'Intelligence Artificielle au service des startups durables
B-131	Ibtissame Lakhilili	Rachid Ouskou	Mise en place de la RSE dans les PME : déterminants et enjeux
B-143	Latifa Mednini	Mouna damak turki	Isn't It a Fake Video? Understanding Consumer Brand Hate and Distrust in the Age of Deepfakes

28/04/2026 / 11:00 am - 1:00 pm [Room 3] - Panel : Chemical Engineering and Materials

Chairs : Ioan-Cezar Marcu (ROU), Marwa Ammar (TUN), Hakan Kaygusuz (TUR)

Keynote Speaker : Ioan-Cezar Marcu (ROU)



« Versatile multifunctional mixed oxide catalysts obtained from layered double hydroxide precursors »

ID	Author	Co-authors	Papers' Title
G-25	Azzahra Nur Kholifah	Is Fatimah, Nunung Nurlaela, Ruey-An Doong, Azlan Kamari, Suresh Sagadevan	Catalytic activity of CoCr2O4 prepared utilizing Syzygium myrtifolium extract for methyl violet degradation
G-26	Tri Wahyuni	Nunung Nurlaela, Azlan Kamari, Ruey-An Doong, Suresh Sagadevan, Is Fatimah	Plant-mediated synthesis of Co3O4 as photocatalyst for methyl violet degradation
G-84	Gianluca Landi	A. Di Nardo, L. P. Di Bonito, A. Di Colandrea, A. Parisi, M. Musone, S. Scognamiglio, G. Ruoppolo, F. Di Natale	Crude glycerol valorization by Aqueous Phase Reforming on Waste-derived platinum-based catalysts
G-30	Abu Bakar Bin Sulong	Asyraf, Lim	Parametric Optimization of Anion Exchange Membrane Water Electrolysis (AEMWE): Insights from CFD Modeling and Experimental Validation
G-40	Boudinar Naouam	Nawel Nedjah, Abdelmalik Djekoun	Synthesis and Characterization of FeS and NiS nanocrystalline powders
G-50	Touafek Naima	Touafek Ouassila, Bensouici Aicha	Structural and Optical Evolution of Graphene Oxide Reduced by NaOH at Different Fraction Ratios



Lunch : 1:00 pm - 2:00 pm

28/04/2026 / 2:00 pm - 4:00 pm [Room 1] - Panel : Economic Strategies & International Finance

Chairs : Achraf Nafzaoui (MOR), Mehmet Karan (TUR), Hanife Yesilyurt (TUR)

Keynote Speaker : Mehmet Karan (TUR)



« The Narrative Foundations of Energy Competition in the Eastern Mediterranean: Turkey, Greece, Cyprus, and the Great Powers »

ID	Author	Co-authors	Papers' Title
B-25	Aboudou Hicham	Hilmi Yassine, Elbakkouri Oumaima	Corporate Finance and Governance: Redefining Financial Decision-Making in the Era of Organizational Transformation
B-135	Annunziata Tarulli	Domenico Morrone, Chiara Colamartino	Leveraging Telco-Derived Digital Footprints for Market Analysis: Evidence from Tourist Flows in Bari
B-69	Oumaima Hamou	Mohamed Oudgou, Abdeslam Boudhar	Forecasting MASI and MASI ESG Indices: Evaluation of the GJR-GARCH Model and Analysis of Its Limitations
B-70	Amine El Bakkouri	-	The impact of green finance on sustainable in Morocco
B-11	Merve Kaya	Mesut Karakaş	Data-Driven Evidence on Household Inflation Experiences and Expectations: Implications for Business Strategy
B-107	Souha Bouaziz Siala	Anis Jarboui	How corporate social responsibility effect of earnings management in the European context?
B-136	Annunziata Tarulli	Domenico Morrone	Coding Sustainability: How Digital Innovation is Re-Shaping Tourism Competitiveness and Environmental Performance

28/04/2026 / 2:00 pm - 4:00 pm [Room 2] - Panel : Modelling & Identification / Control & Instrumentation

Chairs : Tamara Zhukabayeva (KAZ), Seref Naci Engin (TUR), Ahmed Rhif (TUN)

Keynote Speaker : Tamara Zhukabayeva (KAZ)



«Evaluating the Stochastic Robustness of Ensemble Learning Architecture for Multiclass Intrusion Detection in CAN-Based IoV Systems»

ID	Author	Co-authors	Papers' Title
C-3	Zehra Kartal	Kadir Erkan	Modelling of Circular Halbach Array for an Electrodynamical Levitation of a Microgravity Platform
C-84	Nikolaos D. Kouvakas	Fotis N. Koumboulis, Maria P. Tzamtzi, Dimitrios G. Fragkoulis, Klimis Katsiavrias, Konstantinos Katsiavrias, John Dimitropoulos	On the Discrete Time Stepwise Safe Switching Soft Sensor Design for Water Distribution Networks
C-86	Fotis N. Koumboulis	Nikolaos D. Kouvakas, Maria P. Tzamtzi, Dimitrios G. Fragkoulis, Antonios N. Menexis, Klimis Katsiavrias, Konstantinos Katsiavrias, John Dimitropoulos	Toward Edge Implementation of Soft Sensors for Water Distribution Networks
C-4	Zehra Kartal	Kadir Erkan	Control of an Electrodynamically Levitated Microgravity Platform

C-85	Nikolaos D. Kouvakas	Fotis N. Koumboulis, Maria P. Tzamtzi, Dimitrios G. Fragkoulis, Klimis Katsiavrias, Konstantinos Katsiavrias, John Dimitropoulos	Composite water quality indices for supply networks
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28/04/2026 / 2:00 pm - 4:00 pm [Room 3] - Panel : Environmental Engineering & Biotechnology Applications

Chairs : Miglena Zhiyanski (BGR), Ille Gebeshuber (AUT), Marwa Ammar (TUN)

Keynote Speaker : Miglena Zhiyanski (BGR)



« New Technology and Research Infrastructure Upgrade – A Basis for Long-Term Sustainable Environmental Monitoring (LTER-BG example) »

ID	Author	Co-authors	Papers' Title
G-14	Elena Rumenova Todorova	Lora Kirova, Miglena Zhiyanski	Remote Sensing and GIS-Based Spatial Analysis for Enhanced Understanding of Soil Processes in Montado Agro-Silvo-Pastoral Systems
G-36	Nassima Sedrati	Halimi Fahima; Chaoui Widad	Landfill Leachate Contamination of Water Resources: Physicochemical Assessment and Environmental Risk in the Dréan Area –Algeria-
G-38	Oumaima Ben Laghlagh	Jamal NAOURA	Geological and hydrological approach to surface water pollution the case of the haut inaouene catchment area
G-59	Kent Naiah D. Araña	Yee Cheng Lim, Chiu-Wen Chen, Cheng-Di Dong	Sintering of Contaminated Dredged Harbor Sediments and Waste Glass into Artificial Aggregates: Densification Behavior and Heavy-Metal Stabilization
G-60	Noralyn G. Dimaongon	Chih-Feng Chen, Chiu-Wen Chen, Cheng-Di Dong	Resolving sediment toxicity drivers in a contaminated harbor using bioavailability-adjusted risk quotients and bioassay-based assessment
G-64	El Attrassi Mohamed	El Bourakadi Khadija, Ait El Had Mustapha	A study of the molecular docking of compounds derived from himachalene and their application to the targeting of histological biomarkers and disease models.
G-83	Ameni Mokni	Maroua Ammar, Nahed Soussi, Sayma Rania Ben Hamida	Evaporation Mitigation and Performance Improvement in Floating Photovoltaic Plants: A Case Study of Sidi Saad Dam, Tunisia



Coffee Break : 4:00 pm - 4:20 pm

28/04/2026 / 4:20 pm - 6:20 pm [Room 1] - Panel : Economic Strategies & International Finance

Chairs : Chaimae Bahi Slaoui (MOR), Adriana Mihnea (ROU), Jane Paunkovic (SRB)

ID	Author	Co-authors	Papers' Title
B-99	Hajar Ettaya	Tarek Zari	Beyond the Copula: A Survey of Artificial Intelligence Methods for Modeling Reserve Dependence in Non-Life Insurance
B-158	Sana Safi	Hanen Moalla	Dysfunctional audit behavior, pressure exerted, and professional judgment: qualitative research
B-13 online	Ghandi Aya	Nait Lachgar Taib	Governance and Product Innovation in Clusters: The Role of Proximity Dynamics

B-140	Fatma Fraj	Thouraya Boujelbene	Inflation Shocks and Remittance Flows as Consumption Smoothing Mechanisms: A Dynamic Analysis of Tunisian Households (1990–2025)
B-149	Samira Troudi	Sami Aouadi	Circular Economy Practices and Financial Performance for Sustainable Economic Growth: A Global Meta-Analysis
B-93 online	Yedji Paul Dotou	Roukayatou Boni Yara Aboudou, Judith Bm.Glidja	Quels choix stratégiques et mode d'organisation des activités pour la performance de l'administration des douanes du 21 ^{siècle} ?
B-173	Fatine Fatima Ezzahra	Hilmi Yassine, Hijab Oumaima	Digitalization and Internal Audit Effectiveness: The Case of Large Moroccan Companies in the Casablanca-Settat Region
B-151	El Akrany Ibtissam	Mesrar Asmaa	Artificial Intelligence Adoption in Public Administration: Implications for Human Resource Management and Employee Engagement

28/04/2026 / 4:20 pm - 6:20 pm [Room 2] - Panel : New Approaches in Marketing Research

Chairs : Hilmi Yassine (MOR), Nadine Khair (JOR)

Keynote Speaker : Nadine Khair (JOR)



« From Friction to Flow: Understanding Experiential Realities in Consumer Behavior »

ID	Author	Co-authors	Papers' Title
B-24	Mounia Amer	Yassine Hilmi, Fatima Ezzahra Essahli	Impact of ERP Systems on the Roles of Management Controllers in Moroccan Public Institutions: A Quantitative Study
B-8	Ez Zahi Issam	-	Du "play" au "pay" : Influence du gaming, de l'e-sport et du streaming sur les habitudes de consommation des jeunes au Maroc
B-141 online	Masmoudi Sonia	-	Application of LOPA Method in the assessment and risk management
B-61	Fadoua Ahl Belkheir	Rime Zaidane, Fadoua Lemsagued, Mouaad Chafai	Digitalization of Airport Marketing in the Service of Travelers' Health and Well-Being: Innovations, Experiences, and Value Creation : Case of Morocco
B-60	Zaidane Rime	Fadoua Ahl Belkheir, Fadoua Lemsagued, Mouaad Chafai	Digital Transformation of Seafood Marketing and Commercialization: Implications for Public Health, Sustainable Fisheries, and Market Performance – The Case of Dakhla–Oued Eddahab, Morocco
B-76 online	Tmoulik Rajae	Moutmihi Mohammed, El Yamani Rachida	The Emergence of Sustainable Bonds in the MENA Region: A Bibliometric and Systematic Analysis of Development Trajectories and Regulatory Frameworks
B-62 online	Marija Gombar	Marija Boban	Algorithmic Nudging for Sustainable Consumption: A Dual Theoretical and Bibliometric Contribution

28/04/2026 / 4:20 pm – 6:20 pm [Room 3] - Panel : Chemical Engineering and Materials

Chairs : Osman Adiguzel (TUR), Ille Gebeshuber (AUT), Guleda Engin (TUR)

Keynote Speaker : Osman Adiguzel (TUR)



« Memory Characteristics of Shape Memory Alloys and Crystallographic Studies in Copper Based Shape Memory Alloys »

ID	Author	Co-authors	Papers' Title
G-6	Kharmouche Ahmed	-	Synthesis of Co based Thin Films and Investigations of their Structural and Magnetic Properties
G-18	Is Fatimah	Nunung Nurlaela, Zeeshan Ahmad, Azlan Kamari, Ruey-An Doong, Suresh Sagadevan	Unravelling physicochemical feature of cobalt-doped hydroxyapatite as photocatalyst and potential cancer drug delivery agent

G-19	Zakiyya Salma Hamidah	Nunung Nurlaela, Azlan Kamari, Ruey-An Doong, Suresh Sagadevan, And Is Fatimah.	Magnetic Photoactive Material of NiFe ₂ O ₄ - Supported Onto Chicken Bone-Derived Hydroxyapatite for Dye-Contaminated Water Purification
G-79 online	Fatima Zohra Bellara	Hacene Bendjeffal	Enhanced Sono-Photocatalytic Degradation of Methyl Violet 10B over an Iron-Nitroprusside Complex Immobilized on Kaolin (FeNP@Kao) under Visible Light
G-20	Elisa Prihatiningsih	Solekah, Azlan Kamari, Ruey-An Doong, Latiful Kabir, Won Chun Oh, Is Fatimah	Plant-mediated preparation of CeO ₂ /g-C ₃ N ₄ as photocatalyst for dye degradation and hydrogen production
G-21	Raihan Baihaqi	Zeeshan Ahmad, Nunung Nurlaela, Azlan Kamari, Suresh Sagadevan, Ruey-An Doong	Photocatalyst of Hydroxyapatite-supported Co ₃ O ₄ prepared from Snail Shell for Degradation of Dye-Contaminated
G-97	Mohamed Nasser Tandjaoui	Zeynab Cherki	Eco-environmental prerogative of integrating a solar power plant in Béni Abbés into the western Algerian grid

DAY 2 : 29/04/2026

PLENARY SESSIONS

8:50 am - 09:40 am [Main Room - Room A]



Vladimir Ivanov – BGR

« Problem of energy transition in times of climate change? »

9:40 am - 10:30 am [Main Room - Room A]



Erdogan Koc – TUR

« How to Publish in Top Tier Journals »



Coffee Break : 10:30 am - 11:00 am

29/04/2026 / 11:00 am - 1:00 pm [Room 1] - Panel : Management & Entrepreneurship

Chairs : Hilmi Yassine (MOR), Jane Paunkovic (SRB), Achraf Nafzaoui (MOR)

ID	Author	Co-authors	Papers' Title
B-110	Haithem Chaabouni	-	Étude des déterminants de la formation des opportunités entrepreneuriales en Tunisie.
B-42 online	Miftah abdeljalil	Helmi driss	Artificial Intelligence, dematerialization and the effectiveness of management control in public organizations: A bibliometric and systematic literature review
B-153	Boumahdi Lobna	Hamliri Abdelouhab	Responsible management and CSR performance
B-72	Bousrih Myriam	-	Artificial Intelligence as a Strategic Lever for Business Model Transformation: Toward a Hybrid Model in the Luxury Sector
B-91	Zaynab Bouchkara	Said Bribich, Amal Biynkhar	L'entrepreneur contemporain face au management réinventé
B-134 online	Neffar Fatima Ezzahra	Mounya Chahboune	Le bien être psychologique des livreurs du dernier kilomètre : un levier stratégique de fidélité client dans l'e commerce marocain dominé par le paiement à la livraison (COD)

B-73	Bousrih Myriam	-	Integrating Entrepreneurial Intensity and Quality: A Conceptual Model for Emerging Economies
B-157	Hanene Mahjoubi	-	Community Management and Generation Z: A systematic review
B-172 online	El Harradi Hicham	El Hila Rachid	Gouvernance universitaire et performance publique : analyse des dispositifs de pilotage stratégique dans les établissements de l'Université Mohammed Premier par SmartPLS

29/04/2026 / 11:00 am - 1:00 pm [Room 2] - Panel : Economic Strategies & International Finance

Chairs : Marija Boban (CRO), Chaimae Bahi Slaoui (MOR)

Keynote Speaker : Marija Boban (CRO)



ID	Author	Co-authors	Papers' Title
B-27 online	Chaimae Kaizar	Gaga Dounia, Agoudal Amine, Hilmi Yassine, Benarbi Houda	Towards Cyber-Resilient Management Control: The Role of Intelligent Technologies in Information Protection and Quality.
B-85	Maher Abida	-	Politiques gouvernementales et transmission des risques entre marchés chinois et numériques
B-120	Mihai Busu	Adriana Mihnea	Forward Accuracy for Composite Indicators:A comparison among Turkiye, Tunis and Romania
B-174 online	Nadiri Lina	Helmi Driss	Artificial Intelligence, Energy Transition, and the Rebound Effect: A Lexicometric Mapping of the Literature and Sustainability Conditions in African and Developing Economies
B-146 online	Azhari Kaoutar	El Bakili Fatima Zahra, Loulid Mohamed	Transformation numérique des établissements publics au Maroc : Évaluation de la performance des Systèmes d'Information comme levier d'optimisation
B-170	Sanaa Rezki	Omar Jaoual, Chaimaa Zayer	Performance bancaire à l'ère de l'IA
B-152	Tazmaite Omar	Dafir Amine	AI-Enabled Logistics Service Quality in E-Commerce: A Managerial and Customer-Centered Perspective

29/04/2026 / 11:00 am - 1:00 pm [Room 3] - Panel : Chemical Engineering and Materials

Chairs : Ille Gebeshuber (AUT), Marwa Ammar (TUN), Hakan Kaygusuz (TUR)

Keynote Speaker : Ille Gebeshuber (AUT)



« Learning from Nature Functional structures in bio-based and biodegradable materials »

ID	Author	Co-authors	Papers' Title
G-85	Gianluca Landi	A. Di Nardo, G. Luciani, M. Portarapillo, D. Russo, G. Ruoppolo, A. Di Benedetto, F. Migliardini	Borate-boosted bio-alcohol valorisation to hydrogen and high-added value products
G-95	Asmae Smaili	Latifa El Farissi, Lina Goudali, Omar Tanane, Souad El Hajjaji	Sustainable biopolymer films derived from carrot by-products for food packaging applications

G-22	Septiana Intan Permata	-	Low-cost magnetic photocatalyst of Fe ₂ O ₃ - supported hydroxyapatite by utilization of chicken bone waste raw material for dye - contaminated water purification
G-23	Ibnu Maulana	-	Conversion of chicken bone waste into magnetic photocatalyst of CuFe ₂ O ₄ --supported hydroxyapatite for dye degradation under UV-illuminated photocatalytic treatment
G-24	Solekah	Is Fatimah, Nunung Nurlaela, Azlan Kamari, Ruey-An Doong, Suresh Sagadevan Uzak	Kinetics and Mechanistics Study of Dye-Contaminated Water Removal Using Nickel/Biochar
G-114	Daniyar Bossinov	Zhapbasbayev, Gaukhar Ramazanova	Calculation of High-Viscosity Oil Temperature During Pipeline Operation and Shutdown



Lunch : 1:00 pm - 2:00 pm

29/04/2026 / 2:00 pm - 4:00 pm [Room 1] - Panel : New Approaches in Marketing Research

Chairs : Chaimae Bahi Slaoui (MOR), Nadine Khair (JOR)

Keynote Speaker : Chaimae Bahi Slaoui (MOR)



« Entrepreneurial Digital Expectations Across Contexts: Evidence from Morocco and the United States »

ID	Author	Co-authors	Papers' Title
B-79	Moez Bellaaj	-	Quand l'IA devient un levier de performance ? Une analyse du Task–Technology Fit dans une agence de conseil en communication
B-22	Douibi Meriem	Hilmi Mouna	Branding of Moroccan Public Universities in the Digital Age: A Qualitative Study of Mohammed V University's Social Media Presence
B-18 online	Bounassi Firdaousse	Raqiq Oussama, Naoui Fouad, Lechheb Hafsa	Digitalisation et intelligence artificielle comme leviers de la synchronisation Marketing-Supply Chain: impact sur la performance des PME marocaines.
B-133	Molka Zouari	Mouna Damak Turki	The Role of Generative Artificial Intelligence in the Adoption of Environmental Information: An Analysis Based on Trust and Knowledge Acquisition
B-125 online	Mouna Allouche	Molka Boujelben	When AI Ethics Shape Motivation and Trust Toward Sustainable AI Adoption in Education
B-114 online	Najla Wannès	Anis Jarboui	Behind the Financial Success of Micro-Entrepreneurs: Evidence from Tunisia

29/04/2026 / 2:00 pm - 4:00 pm [Room 2] - Panel : Architecture, Design and Heat Transfer

Chairs : Marwa Ammar (TUN), Miglena Zhiyanski (BGR), Aleksandra Djukic (SRB)

ID	Author	Co-authors	Papers' Title
G-37	Soumaya Kersenna	-	Sustainable Bioclimatic Urbanism in Arid Regions: The Case of the Ksar of Tafilet
G-10	Olivera Radovanović	Aleksandra Đukić, Svetlana Perović	Form, Space, and Climate: Microclimatic Comfort in the Socialist Era Urban Blocks of Podgorica

G-93 online	Samira Troudi	Sami Aouadi	Agriculture, Environmental Biotechnology, and Water Systems under Climate Change: A Global Qualitative Assessment of Economic Growth and Sustainability Outcomes
G-92	Hamouine Abdelmadjid	Rabia Abdeldjebar, Idder Abdelghani, Nabbou Nouria	Vers une perspective de durabilité des Blocs de Terre Stabilisée par l'incorporation des fibres de palmier dattier prétraitées : une approche écomatériaux
G-80 online	Khaoula Alami	Mouad Chentouf, Hasnaâ Harrak	Sustainable Innovation Driven by Women's Agri-Food Cooperatives: Eco-Friendly Products Development from Local Resources in Moroccan Central Rif
G-87	Mathias Hehle	Elisabeth Endres	Heat Transition and Decarbonization in the German Building Stock: Insights on Energy Vulnerabilities in Northern Germany
G-73	Melike Neşe Tezel Oğuz	Ece Gizem Cakmak, Deniz Sari, Enes Furkan Sancak, Giorgio Passerini	Data Fusion of Low-Cost Sensor Networks and Dispersion Models for High-Resolution Urban Air Quality Mapping

29/04/2026 / 2:00 pm - 4:00 pm [Room 3] - Panel : Electrical Engineering

Chairs : Claudia Fernanda Yasar (TUR), Seref Naci Engin (TUR), Tamara Zhukabayeva (KAZ)

ID	Author	Co-authors	Papers' Title
G-8	Darius Pranckevičius	Mantas Marčiukaitis, Gediminas Kairaitis, Virginijus Radziukynas	Integrated Optimization of Battery and Hydrogen Systems in Hybrid Renewable Energy Configurations for Industrial Decarbonization
G-88 online	Shlomi Nereida Calderón Valdez	-	Instrumentation and Equipment for a Test Bench for High-Power PEM Fuel Cell Modules
G-39	Xuming Zhang	-	Full-Spectrum Solar Water Splitting using Plasmonic Nanostructures
G-43	Magraoui Rabah	Ouali Mohammed	Mechanical and Dynamic Characterization of an Industrial Atomizer Rotor for Predictive Maintenance
G-67 online	Samir Mezghiche	Brahim Ladghem chikouche	A Fast Hybrid Modeling Approach for Design Optimization of Permanent Magnet Synchronous Machines with Nonlinear Magnetic Saturation Effects
G-69	Hajar Dammah	Arsalane Nabil, Bouassam Hamid, Cherrak Omar	A Real-Time PSO MPPT Strategy Combined with Backstepping Control for Grid Connected Photovoltaic System



Coffee Break : 4:00 pm - 4:20 pm





[MAIN ROOM – ROOM A]
CLOSING CEREMONY

4:30 PM
↓
5:00 PM



International Conference Program

April 27-30, 2026 / Istanbul - Turkey

	Monday, April 27	Tuesday, April 28	Wednesday, April 29	Thursday, April 30
8:00 am - 8:50 am		Registration	Registration	<p>Free Day</p>    
8:50 am - 9:40 am		Welcome + Opening	Plenary Session 2 Vladimir Ivanov — BGR	
9:40 am - 10:30 am		Plenary Session 1 Seref Naci Engin — TUR	Plenary Session 3 Erdogan Koc — TUR	
10:30 am - 11:00 am		Coffee break + Poster session	Coffee break	
11:00 am - 1:00 pm		Oral Sessions	Oral Sessions	
1:00 pm - 2:00 pm		Lunch	Lunch	
2:00 pm - 4:00 pm	Registration	Oral Sessions	Oral Sessions	
4:00 pm - 4:20 pm		Coffee break	Coffee break	
4:20 pm - 6:20 pm		Oral Sessions	Closing Ceremony	