



Current Business Issues  
In African Countries  
CBIAC

# 7th Current Business Issues in African Countries 2026

April 14 - 15,  
2026

## Conference Tracks

- Supply Chain
- Climate Change
- Entrepreneurship
- Sustainable Development

## Theme

**Africa as the Wellspring of  
Innovation,  
Entrepreneurship, and  
Engineering**

The conference will be held online

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# 7TH CURRENT BUSINESS ISSUES IN AFRICAN COUNTRIES CONFERENCE

*AFRICA AS THE WELLSPRING OF INNOVATION, ENTREPRENEURSHIP,  
AND ENGINEERING*



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# 7TH CURRENT BUSINESS ISSUES IN AFRICAN COUNTRIES CONFERENCE

*AFRICA AS THE WELLSPRING OF INNOVATION, ENTREPRENEURSHIP,  
AND ENGINEERING*

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# 7TH CURRENT BUSINESS ISSUES IN AFRICAN COUNTRIES CONFERENCE

*AFRICA AS THE WELLSPRING OF INNOVATION, ENTREPRENEURSHIP,  
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# CBIAC Theme



## “The interdependence of the whole world must guide our roadmap.”

These penetrating words were spoken by Isabelle Durant, Deputy Secretary-General, UNCTAD at the United Nations Conference on Trade and Development (UNCTAD15) on October 5, 2021. The CBIAC theme rests upon this belief that countries are interdependent and that aspects of the global economy operate synergistically.

CBIAC gathers business leaders, NGO leaders, researchers, and students to discuss the most pressing issues impacting businesses in African countries. The issues discussed will revolve around the reciprocal impact of businesses, government, and society. The impetus of the conference is the discussions held at UNCTAD 14 and UNCTAD15 (United Nations Conference on Trade and Development) conferences, held in Nairobi, Kenya in July 2016 and Barbados in October 2021.

### 2026 Theme:

## Africa as the Wellspring of Innovation, Entrepreneurship, and Engineering

Throughout the more than fifty countries on the African continent, the growth of innovation, entrepreneurship, and engineering is accelerating. This acceleration is occurring because business leaders, entrepreneurs, and engineers in developing economies are not hindered by the presence of vast, embedded infrastructures and processes; this independence allows them to be highly creative and innovative. Developing economies also provide a plethora of opportunities for entrepreneurs to detect unmet customer needs and to create businesses to meet those needs. Likewise, developing economies offer significant opportunities for innovation in engineering to meet the needs of businesses, infrastructure, and society. Africa's rapid economic development, combined with substantial population growth, the low median age of the labor force, and increases in post-secondary educational attainment, make African countries the epicenter of innovation, entrepreneurship, and engineering.

### Climate Change

Small, developing countries are not the cause of climate change, but they are the ones suffering the most. For many countries, climate change is an existential threat, especially if the 1.5C degree limit of the Paris Accord is not reached. Climate change, trade, and peace are linked. <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>

### Sustainable Development

Annually, trillions of dollars in raw materials leave developing countries and are sent to developed countries, making advancement in developing countries unsustainable. There are massive opportunities for FDI into Africa. While exports from developed countries have returned to pre-pandemic levels, exports from developing countries have reached only 6% of pre-pandemic levels. However, intra-Africa trade via The African Free Trade Market and increased multilateralism between Africa and the Caribbean has helped African countries improve. The multilateralism within Africa and between Africa and the Caribbean can increase sustainable development and can pressure large countries to have true global multilateralism.

### Entrepreneurship

An important issue for discussion is what are the best methods to encourage entrepreneurship in Africa? The power of large technology companies hinders the work of small businesses and hampers creativity. There is not a global framework for corporate tax for countries to obtain revenue based on the activity that occurs in their countries, which represents an unfair disadvantage against entrepreneurs. Trade is now not just at shipping ports but is conducted digitally, so trade is now in private hands more than ever. This private oligopoly must be addressed if development is to be sustainable and entrepreneurship is to flourish.

### Supply Chain

Supply chain problems continue to exist in virtually all industries. Significant pressure exists on supply chains, especially for companies that have single-source suppliers in other countries, such as the chip shortages in Asia negatively affecting automobile production in Europe. Shipping costs are still skyrocketing raising serious inflationary concerns. This inflation negatively impacts food insecurity in SIDS (Small Island Developing States). Problems with production include new industrialization and increasing nationalism.

### UNCTAD16 Documents

<https://unctad.org/unctad16>

### UNCTAD15 Documents

\* **UNCTAD15 Program:** <https://unctad15.org/programme>

\* **The Bridgetown Accord: Creative Economy and Digitalization Forum**

[https://unctad.org/system/files/official-document/td-inf-72\\_en.pdf](https://unctad.org/system/files/official-document/td-inf-72_en.pdf)

\* **The Bridgetown Covenant: From inequality and vulnerability to prosperity for all**

[https://unctad.org/system/files/official-document/td-l-435\\_en.pdf](https://unctad.org/system/files/official-document/td-l-435_en.pdf)

Tuesday, April 14, 2026 - Wednesday, April 15, 2026



**SCHEDULE AT A GLANCE**

**TIMES ARE FOR NEW JERSEY, USA.**

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Day 1			
Time	Main Room		
7:00 AM - 7:30 AM	Welcome and Introductions		
	Track 1	Track 2	Track 3
7:30 AM - 9:30 AM	Entrepreneurship	Sustainable Development (English)	Finance (En français)
	Supply Chain (English)		
9:30 AM - 10:00 AM	Break		
10:00 AM - 11:00 AM	Panel: Building, Expanding, and Consolidating African Innovation		
11:00 AM - 12:00 PM	Break		
	Track 1	Track 2	Track 3
12:00 PM - 2:00 PM	Management (English)	Artificial Intelligence (English)	Gestion, Stratégie, Sportif (En français)
2:00 PM - 2:30 PM	Break		
2:30 PM - 4:30 PM	Management (English)	Finance (English)	Développement durable
			Entrepreneuriat (En français)

Day 2			
Time	Main Room		
7:00 AM - 7:30 AM	Welcome and Introductions		
	Track 1	Track 2	Track 3
7:30 AM - 9:00 AM	Sustainable Development (English)	Entrepreneurship (English)	Développement durable
			Chaîne d'approvisionnement (En français)
9:00 AM - 9:30 AM	Break		
9:30 AM - 10:30 AM	Panel: Consumers as the Wellspring of Innovation		
10:30 am - 11:30 am	Break		
	Track 1	Track 2	Track 3
11:30 AM - 1:30 PM	Marketing, Strategy, Sports (English)	Développement durable	Entrepreneuriat (En français)
		Finance	
		Intelligence artificielle (En français)	
1:30 PM - 2:00 PM	Closing Session		



DAY 1

Tuesday, April 14 2026

7:00 AM - 7:30 AM

WELCOME AND INTRODUCTIONS

7:30 AM - 9:30 AM

## WORKSHOP 1

Entrepreneurship / Supply Chain (*in English*)

Track 1



Ayoub BOURCHICH

**MULTIFACTORIAL DETERMINANTS OF YOUTH ENGAGEMENT IN SOCIAL ENTREPRENEURSHIP: A LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK IN THE MOROCCAN CONTEXT (52)**

- *Ayoub BOURCHICH, Doctorant, FSJES, Souissi, Université Mohammed V de Rabat*



Daryl Scott

**CIVILIZATIONAL SYSTEMS AND INNOVATION PATHWAYS IN EAST AFRICA: AN INTEGRATED CIVILIZATIONAL SYSTEMS THEORY (ICST) ANALYSIS (14)**

- *Daryl Scott, Ph.D. Consultant Star Enterprise*



Fatima GOUIFERDA

**LEVERAGING PERFORMANCE MANAGEMENT SYSTEMS TO BOOST AGRICULTURAL SUPPLY CHAIN RESILIENCE: EVIDENCE FROM MOROCCO (31)**

- *Fatima GOUIFERDA, Phd Ibn Zohr University*
- *Moubarak EL HIJAZI, bn Zohr University*



Abderrahim MASMOUD

**THE EFFECT OF SOCIAL MEDIA USE ON THE SUPPLY CHAIN PERFORMANCE: EVIDENCE FROM MOROCCAN MANUFACTURING SMES (5)**

- *Abderrahim MASMOUD, PhD student, Laboratory of Studies and Research in Economic and Management Sciences, Faculty of Legal, Economic, and Social Sciences of Ait Melloul, Ibn Zohr University, Morocco*
- *Bouchra AIT MOULAY ABDELKRIM, PhD student monitor, Laboratory of Studies and Research in Economic and Management Sciences, Faculty of Legal, Economic, and Social Sciences of Ait Melloul, Ibn Zohr University, Morocco*
- *Youssef TICHOUA, Professor, Laboratory of Studies and Research in Economic and Management Sciences, Faculty of Legal, Economic, and Social Sciences of Ait Melloul, Ibn Zohr University, Morocco*
- *Hafsa LECHHEB, Professor, Laboratory of Studies and Research in Economic and Management Sciences, Faculty of Legal, Economic, and Social Sciences of Ait Melloul, Ibn Zohr University, Morocco*



DAY 1

Tuesday, April 14 2026

7:30 AM - 9:30 AM

## WORKSHOP 2

Sustainable Development (in English)

Track 2



Daneš Brzica

### AFRICAN STRATEGIES FOR COMPETITIVENESS: INTEGRATING TECHNOLOGY, RESOURCES, AND POLICY FRAMEWORKS (38)

- *Daneš Brzica, Senior researcher, Institute of Economic Research SAS*



Driss Tsouli

### POLITICAL STABILITY, GOVERNMENT EFFECTIVENESS, AND ENERGY TRANSITION : THE ROLE OF NATURAL RESOURCE RENTS (8)

- *DRISS TSOULI, Professor, National School of Management (ENCG), Sultan Moulay Slimane University, Morocco*



Jihène Khalifa

### AI INNOVATION, DIGITALIZATION, AND ENERGY TRANSITION FOR ENVIRONMENTAL SUSTAINABILITY. EVIDENCE FROM TUNISIA (6)

- *Jihène Khalifa, Doctoral School of Economics and Management, University of Sousse, Tunisia*



Nnamdi Madichie

### AN INCLUSIVE GENDER-AWARE FRAMEWORK FOR THE OTHER HALF OF GENDER: IMPLICATIONS FOR THE FUTURE OF SDG 5 (GENDER EQUALITY) NNAMDI MADICHIE (15)

- *Nnamdi Madichie, Professor, Woxsen University, Telangana, India*



DAY 1

Tuesday, April 14 2026

7:30 AM - 9:30 AM

## WORKSHOP 3

Finance (En français)

Track 3



Mustapha AMZIL

**LA DIGITALISATION COMME LEVIER D'INNOVATION ET DE TRANSFORMATION DE L'ADMINISTRATION FISCALE : ANALYSE DU CAS DE LA DIRECTION GÉNÉRALE DES IMPÔTS AU MAROC (2013-2024)** DIGITALIZATION AS A DRIVER OF INNOVATION AND TRANSFORMATION IN TAX ADMINISTRATION: EVIDENCE FROM THE MOROCCAN GENERAL DIRECTORATE OF TAXES (2013-2024) (16)

- *Mustapha AMZIL, Doctorant, Ecole Nationale des Sciences Appliquées d'Agadir, Université IBN ZOHR, Agadir- Maroc, Laboratoire de l'ingénierie systèmes et aide à la décision*
- *Amina TOURABI, Enseignant chercheur, Ecole Nationale des Sciences Appliquées d'Agadir Université IBN ZOHR, Agadir- Maroc. Laboratoire de l'ingénierie systèmes et aide à la décision*
- *Larbi YACOUBI, Enseignant chercheur, Université IBN ZOHR, Agadir- Maroc, Laboratoire de l'ingénierie systèmes et aide à la décision*



Mohamed BAL

**CONTRÔLE BUDGÉTAIRE À L'ÈRE NUMÉRIQUE : POUR UNE PERFORMANCE FINANCIÈRE OPTIMALE (51)**

- *BAL Mohamed, Faculty of Legal, Economic, and Social Sciences, University of Agadir, Morocco*
- *ESSAID Ikram, Faculty of Legal, Economic, and Social Sciences, University of Agadir, Morocco*
- *AKALAI Imad, Faculty of Legal, Economic, and Social Sciences, University of Agadir, Morocco*
- *DEMMAMI Yassine, Faculty of Legal, Economic, and Social Sciences, University of Agadir, Morocco*



Mohamed ESSABIR

**MICROFINANCE ET INCLUSION FINANCIÈRE : LE RÔLE DES INTERMÉDIAIRES NUMÉRIQUES (28)**

- *Mohamed ESSABIR (Doctorant), Laboratoire d'Étude et de Recherche en Économie et Management Appliqués, Faculté des sciences juridiques, économiques et sociales d'Agadir*
- *Wafaa TANI (Enseignante, chercheuse), Laboratoire d'Étude et de Recherche en Économie et Management Appliqués, Faculté des sciences juridiques, économiques et sociales d'Agadir*



Mohamed ESSABIR

**ANALYSE EXPLORATOIRE DES FREINS ET LEVIERS DU FINANCEMENT BANCAIRE DES PROJETS DE L'ÉCONOMIE SOCIALE AU MAROC : APPROCHE ÉTHIQUE, INSTITUTIONNELLE ET NUMÉRIQUE (29)**

- *Mohamed ESSABIR (Doctorant), Laboratoire d'Étude et de Recherche en Économie et Management Appliqués, Faculté des sciences juridiques, économiques et sociales d'Agadir*

9:30 AM - 10:00 AM

BREAK



DAY 1

Tuesday, April 14, 2026

10:00 AM - 11:00 AM

## Panel Session: Building, Expanding, and Consolidating African Innovation



Lydia N. Zachary

### INNOVATION HUBS AS RESILIENT ECOSYSTEMS

- **Ms. Lydia N. Zachary, Kenya**
- *Lydia N. Zachary is a Kenya-based innovation and entrepreneurship strategist, lecturer, and partnerships expert. Currently a faculty member and PhD candidate at the University of Nairobi, Faculty of Business and Management Sciences. She drives ecosystem-building initiatives linking academia, industry, and government, with a focus on innovation, youth empowerment, enterprise development, and resilient, inclusive innovation systems across Africa.*



Nandipha Sishuba

### ENTREPRENEURS' WORK LIFE BALANCE

- **Dr. Nandipha Sishuba, Industrial Psychologist Health Professions Council of South Africa (HPCSA) and Master HR Professional (South African Board for People Practices (SABPP)).**
- *She specialises in organisational transformation and talent ecosystem management, emphasising people and organisational health. Her accolades include the Eastern Cape PwC Woman of the Year Award, the Achievers and Leaders Award for Institution Building, and recognition as a semi-finalist for Most Influential Women in the Public Sector.*



Hamza Nidaazzi

### FAMILY BUSINESSES AS DRIVERS OF INNOVATION

- **Prof Dr. Hamza Nidaazzi, Assistant Professor of Management, Cadi Ayyad University, Morocco**
- *Prof Dr Hamza Nidaazzi is an award-winning Assistant Professor of Management at Cadi Ayyad University (Morocco) and a member of the Family Firm Institute (FFI, USA). His research focuses on family business, and strategy. Current projects address family culture, succession, and the development of the Family Business Conservatism Scale (FBC scale). He advises, publishes, and speaks internationally.*

11:00 AM - 12:00 PM

BREAK



DAY 1

Tuesday, April 14 2026

12:00 PM - 2:00 PM

## WORKSHOP 4

Management (in English)

Track 1



Kamar ABAAOUKIDE

### HOW DOES OPEN INNOVATION CREATE A COMPETITIVE ADVANTAGE? (44)

- *Kamar ABAAOUKIDE - Cadi Ayyad University Marrakesh Morocco*



Abdoul Karim Mamoudou

### MANAGEMENT CONTROL AND THE QUALITY OF MANAGERIAL DECISIONS : WHAT ROLE FOR BUSINESS INTELLIGENCE IN THE A.I ERA ? (54)

- *MAMOUDOU Abdoul Karim, Doctorant, Laboratoire d'Études et Recherches en Gestion des Entreprises (LaRGE), Ecole Nationale de Commerce et de Gestion d'Agadir, Université Ibn Zohr, (Maroc)]*
- *Pr. BELLHI Hassan , Enseignant chercheur, Laboratoire d'Études et Recherches en Gestion des Entreprises (LaRGE), Ecole Nationale de Commerce et de Gestion d'Agadir, Université Ibn Zohr, (Maroc)*



Sanaa Malki

### BUSINESS ENVIRONMENT AS A SOURCE OF BURNOUT: INNOVATING AND ENTREPRENEURSHIP WITHOUT EXHAUSTION (18)

- *MALKI Sanaa , Maitre de conférences assistante, Faculté des sciences juridiques économiques et sociales d'Ait Melloul , Université Ibn Zohr , Equipe de Recherche Pluridisciplinaire en Gestion, Maroc*
- *EL AMILI Omar , Professeur d'enseignement supérieur , Faculté des sciences juridiques économiques et sociales d'Agadir , Université Ibn Zohr , Equipe de Recherche Pluridisciplinaire en Gestion, Maroc*



Mustapha ASBAI

### CHANGE MANAGEMENT PRACTICES, INTERNAL COMMUNICATION, AND TRAINING AS KEY DRIVERS OF ERP IMPLEMENTATION SUCCESS MUSTAPHA ASBAI (17)

- *ASBAI Mustapha, Groupe ISCAE*
- *GHILANE Hind, Faculty of Legal, Economic and Social Sciences - Souissi, Mohammed V University of Rabat*



DAY 1

Tuesday, April 14 2026

12:00 PM - 2:00 PM

## WORKSHOP 5

Artificial Intelligence (in English)

Track 2



Zineb Chaoui

### ARTIFICIAL INTELLIGENCE AS A LEVER FOR RESEARCH MANAGEMENT TRANSFORMATION: AN EXPLORATORY STUDY OF PERCEPTIONS, USES, AND BARRIERS IN A PRIVATE UNIVERSITY IN AFRICA (27)

- *Zineb Chaoui, Phd Student, ENCG SETTAT*



Boutayna ESSABRI

### ARTIFICIAL INTELLIGENCE AND THE DIGITAL TRANSFORMATION OF SERVICES IN AFRICA : OPPORTUNITIES AND CHALLENGES. (40)

- *Boutayna ESSABRI , Doctorante, FSJES Ait Melloul, Université Ibn Zohr Maroc, Laboratoire des Etudes et Recherches en Science Economique et de Management*
- *Btissame RAIBOUAA , Doctorante, FSJES Ait Melloul, Université Ibn Zohr Maroc, Laboratoire des Etudes et Recherches en Science Economique et de Management,*
- *Elarbi EL FAKIR , Enseignant chercheur, FSJES Ait Melloul, Université Ibn Zohr Maroc, Laboratoire des Etudes et Recherches en Science Economique et de Management, e.elfakireuiz.ac.ma*



Alain Thierry Iliho Manzi

### SEMANTIC SEGMENTATION OF POVERTY FROM SATELLITE IMAGERY WITH U-NET (55)

- *Alain Thierry Iliho Manzi, Electrical and Computer Engineering Department, Université du Québec à Trois-Rivières,, Trois-Rivières, Québec, Canada*
- *Naima Othberdout, Mohammed VI Polytechnic University, Ai movement,, Rabat, Morocco*
- *Assia Kamal-Idrissi, Mohammed VI Polytechnic University, Ai movement,, Rabat, Morocco*
- *Jean-Sébastien Dessureault, Mathematics and Computer science, Université du Québec à Trois-Rivières, Trois-Rivières, Québec, Canada*



DAY 1

Tuesday, April 14 2026

12:00 PM - 2:00 PM

## WORKSHOP 6

Gestion, Stratégie, Sports (En français)

Track 3



Meriam Dekri

### VERS L'INSTAURATION D'UNE CULTURE D'INNOVATION DANS LE SECTEUR PUBLIC CAS DU MAROC (22)

- *DEKRI Meriam, Maître de conférences, Faculté des Sciences Juridiques, Economiques et Sociales de Marrakech, Université Cadi Ayyad, LIRE-MD*



Badra lamssarbi

### LES DÉTERMINANTS D'USAGE DES OUTILS DIGITAUX EN CONTRÔLE DE GESTION: ETUDE EXPLORATOIRE AU SEIN DES PME AGRO-INDUSTRIELLES DE LA RÉGION SOUSS MASSA (35)

- *Badra LAMSSARBI, Faculté des sciences juridiques économiques et sociales Université Ibn Zohr d'Agadir, Maroc, Doctorante*
- *Si Mohamed BOUAZIZ, Faculté des sciences juridiques économiques et sociales Université Ibn Zohr d'Agadir, Maroc, Professeur de l'enseignement supérieur*



OMAR AKHSAS

### LES DÉTERMINANTS DE LA DEMANDE DE SPECTACLE SPORTIF : UNE ÉTUDE EXPLORATOIRE DU FOOTBALL PROFESSIONNEL AU MARO (26)

- *Akhsas Omar, Enseignant chercheur, Université Ibn Zohr*
- *Rehaimi Hassan, Enseignant chercheur, Université Ibn Zohr*
- *El Fakir Elarbi, Enseignant chercheur, Université Ibn Zohr*
- *Chakir Kamal, Enseignant chercheur, Université Ibn Zohr*



Adil AZZAHIDI

### LE CAPITAL RELATIONNEL ET LA VISION STRATÉGIQUE : UN AVENIR ORIENTÉ VERS LA CAPACITÉ D'INNOVATION (23)

- *AZZAHIDI Adil, Maître de conférence, Faculté d'Économie et de Gestion de Guelmim, Université IBN ZOHR, Agadir, Maroc*
- *TAJABRITE Meryam, Maître de conférence, École Nationale de Commerce et de Gestion de Dakhla, Université IBN ZOHR, Agadir, Maroc*
- *EL ABIDI Ayoub, Maître de conférence, Faculté d'Économie et de Gestion de Guelmim, Université IBN ZOHR, Agadir, Maroc*

2:00 PM - 2:30 PM

BREAK



DAY 1

Tuesday, April 14 2026

2:30 PM - 4:00 PM

## WORKSHOP 7

Management and Supply Chain *(in English)*

Track 1



SORAYA INARITEN

### ETHICS AND GOVERNANCE IN THE DIGITALIZATION OF SSE COMPANIES: ANALYSIS OF CHALLENGES AND PROSPECTS (33)

- *Soraya INARITEN, phd. Ecole Nationale de commerce et de gestion d'Agadir Maroc, Laboratoire de recherche en management de la performance des organisations Publiques, privées et de l'Economie Sociale, EMAPES*



Yasmine Toudaoui

### RECONCEPTUALIZING THE DIGITAL TRANSFORMATION-MATURITY RELATIONSHIP: A SYSTEMATIC LITERATURE REVIEW (42)

- *Yasmine Toudaoui, phd student, ENCG CASABLANCA*



Oumaima BARIHADDI

### DIGITALIZATION AND TECHNOLOGY ACCEPTANCE AND THEIR IMPACT ON ORGANIZATIONAL PERFORMANCE: THE CASE OF THE MOROCCAN PUBLIC ADMINISTRATION. (58)

- *Oumaima BARIHADDI, PhD student, Mohamed V University*



DAY 1

Tuesday, April 14 2026

2:30 PM - 4:30 PM

## WORKSHOP 8

Finance (in English)

Track 2



IMAD AKALAI

### ADOPTION OF ARTIFICIAL INTELLIGENCE AND MOBILE PAYMENT SOLUTIONS IN FINANCIAL SERVICES : CHALLENGES AND PROSPECTS IN MOROCCO (48)

- *AKALAI Imad, LEREMA Laboratory, Faculty of Legal, Economic, and Social Sciences, University of Agadir, Morocco*
- *ECH-CHBANI Amina, LEREMA Laboratory, Faculty of Legal, Economic, and Social Sciences, University of Agadir, Morocco*



HIND BAKKI

### DETERMINANTS OF CAPITAL STRUCTURE: A BIBLIOMETRIC ANALYSIS (30)

- *HIND BAKKI, Research Laboratory in Entrepreneurship, Finance, and Organizational Management, Ibn Zohr University, Agadir, Morocco*
- *MOHAMED ADASKOU, Research Laboratory in Entrepreneurship, Finance, and Organizational Management, Ibn Zohr University, Agadir, Morocco*
- *NAIMA BOUTBHIRT,*
- *Research Laboratory in Entrepreneurship, Finance, and Organizational Management, Ibn Zohr University, Agadir, Morocco*



Naima BOUTBHIRT

### THE INFLUENCE OF DIGITAL FINANCE IN MOROCCAN SMALL AND MEDIUM-SIZED ENTERPRISES (53)

- *NAIMA BOUTBHIRT, Faculty of Law, Economics and Social Sciences of University Ibn Zohr, Agadir, Morocco*



ARIJ BEN MAHMOUD

### DIGITAL TRANSFORMATION AND BANKING PERFORMANCE: EVIDENCE FROM TUNISIAN COMMERCIAL BANKS (59)

- *ARIJ BEN MAHMOUD, Faculty of Economics and Management of Sousse, University of Sousse, Tunisia*
- *JIHÈNE KHALIFA, Doctoral School of Economics and Management, Faculty of Economic Sciences and Management of Sousse (FSEG), University of Sousse, Tunisia.*
- *ANIS BOUABID, Faculty of Economic Sciences and Management of Sousse, University of Sousse, Tunisia*



DAY 1

Tuesday, April 14 2026

2:30 PM - 4:30 PM

## WORKSHOP 9

Développement durable et Chaîne d'approvisionnement **et** Entrepreneuriat (En français)

Track 3



Kamal Chakir

### ENTREPRENEURIAT COOPÉRATIF ET STRATÉGIES D'ADAPTATION AU CHANGEMENT CLIMATIQUE : LE RÔLE DE L'ANCRAGE TERRITORIAL DANS LA RÉSILIENCE DES COOPÉRATIVES AGRICOLES DE LA RÉGION SOUSS-MASSA (4)

- *Chakir Kamal, Enseignant chercheur, Université Ibn Zohr*
- *Elmahfoudi Fatima Ezzahra, Enseignante chercheuse, Université Ibn Zohr*



Hajar LAFKIR

### L'ENTREPRENEURIAT SOCIAL ET L'INCLUSION DES JEUNES : UNE REVUE DE LITTÉRATURE DANS LE CONTEXTE MAROCAIN (57)

- *Hajar LAFKIR, PHD Student, University of Chouaib Doukkali EL JADIDA*



Larbi Yacoubi

### TOLÉRANCE À L'AMBIGÜÏTÉ ET COMPÉTENCE DE RÉSILIENCE INDIVIDUELLE CHEZ L'ENTREPRENEUR INDIVIDUEL : MÉCANISMES ÉMOTIONNELS, COGNITIFS ET COMPORTEMENTAUX EN CONTEXTE MAROCAIN (24)

- *Yacoubi Larbi, EST Geulmim, Université ibn Zohr*
- *Tourabi Amina, ENSA Agadir, Université Ibn Zohr*



Radouane Benmallouk

### VERS LA PRÉDICTION DU COMPORTEMENT PRO-ENVIRONNEMENTAL DE CHOIX DE LA DESTINATION TOURISTIQUE CHEZ LES TOURISTES PAR L'APPLICATION DE LA VALUE-BELIEF-NORM THEORY. (25)

- *Bouchra LEBZARE, Professor, Cadi Ayyad University*
- *Radouane BENMALLOUK, Phd candidate, Cadi Ayyad University*



DAY 2

Wednesday, April 15, 2026

7:00 AM - 7:30 AM

WELCOME AND INTRODUCTIONS

7:30 AM - 9:00 AM

## WORKSHOP 10

Sustainable Development *(in English)*

Track 1



Saadia KARMOUDE

### A BIBLIOMETRIC ANALYSIS ON SUSTAINABLE PERFORMANCE IN TOURISM (7)

- *KARMOUDE SAADIA, phd student, (FSJES IBN ZOHR AIT MELLOUL)*
- *EL FAKIR ELARBI, phd, (FSJES IBN ZOHR AIT MELLOUL)*
- *ELAZZAQUI LAHOUSSIN, phd, (FSJES HASSAN II CASABLANCA)*



Ioan David Legman

### TOWARDS INCLUSIVE DEVELOPMENT: THE ROLE OF SECONDARY EDUCATION AND INTERNET ACCESS IN AFRICA'S ECONOMY (13)

- *Ioan-David Legman, ransylvania Economic College of Targu Mures,ROMANIA;*



Narjisse Mahassine

### BUILDING SUSTAINABLE ATTRACTIVENESS: THE ROLE OF EMPLOYER BRANDING IN HUMAN CAPITAL MANAGEMENT (46)

- *Narjisse MAHASSINE, PhD Student, Université Cadi Ayyad de Marrakech, Faculté des sciences juridiques économiques et sociales, Département : Sciences de gestion, Laboratoire des études et recherche en Management, Économie, Science, Administration et Droit*
- *NAOUI FOUAD, Professor, Université Cadi Ayyad de Marrakech, Faculté des sciences juridiques économiques et sociales, Département : Sciences de gestion, Laboratoire des études et recherche en Management, Économie, Science, Administration et Droit*



DAY 2

Wednesday, April 15, 2026

7:30 AM - 9:00 AM

## WORKSHOP 11

Entrepreneurship (in English)

Track 2



YASSINE DEMMAMI

### THE ROLE OF ENTREPRENEURIAL PRACTICES IN BUSINESS MODEL INNOVATION IN MOROCCAN SMES: A CONCEPTUAL FRAMEWORK. (49)

- *DEMMAMI Yassine, Faculty of Legal, Economic, and Social Sciences, Ibn Zohr University, Morocco*
- *OUABOUCH Lhoussaine, Faculty of Legal, Economic, and Social Sciences, Ibn Zohr University, Morocco*



Tabeth Dumbu

### ENTREPRENEURSHIP AS A CATALYST FOR INNOVATION AND SUSTAINABLE DEVELOPMENT IN AFRICA'S EMERGING ECONOMIES (10)

*Tabeth Dumbu, Research Fellow, Chinhoyi University of Technology*



Fatima-Ezzahra MAAKILI

### FROM FEAR TO FAMILIARITY: HOW AI RESHAPE TECHNOLOGICAL RISK AND DIGITAL DIVIDE AMONG MOROCCAN ENTREPRENEURS. (41)

- *Fatimaezzahra MAAKILI, PhD Student, Département : Sciences de gestion, Laboratoire : QUALIMATE-DS : QUALITÉ, MARKETING, TERRITOIRE, ENTREPRENEURIAT - DROIT ET SOCIÉTÉ*
- *MALAININE HIND, Professor, Département : Sciences de gestion, Laboratoire : QUALIMATE-DS : QUALITÉ, MARKETING, TERRITOIRE, ENTREPRENEURIAT - DROIT ET SOCIÉTÉ*



DAY 2

Wednesday, April 15, 2026

7:30 AM - 9:00 AM

**WORKSHOP 12**

**Développement durable, Entrepreneuriat, Intelligence artificielle et Chaîne d'approvisionnement. (En français) Track 3**



Kamal Chakir

**RÉSILIENCE TERRITORIALE ET CAPACITÉS D'INNOVATION : LE CAS DE LA RÉGION SOUSS MASSA FACE AUX CHOCS ÉCONOMIQUES ET CLIMATIQUES (MAROC) (11)**

- *Chakir Kamal, Enseignant chercheur, Université Ibn Zohr*
- *El Fakir Elarbi, Enseignant chercheur, Université Ibn Zohr*
- *Rehaimi Hassan, Enseignant chercheur, Université Ibn Zohr*
- *Akhsas Omar, Enseignant chercheur, Université Ibn Zohr*



NABIL EL ABIDI

**ETUDE DE LA CONTRIBUTION DU SERVICE ACHAT A L'INNOVATION PRODUIT : PROPOSITION D'UN MODELE THEORIQUE NABIL EL ABIDI (37)**

- *EL ABIDI Nabil, Doctorant, Faculté des Sciences Juridiques, Économiques et Sociales d'Ait Melloul, Université IBN ZOHR Agadir-Maroc*
- *SAYYAD Redouane, Maître de Conférences Habilité, Faculté des Sciences Juridiques, Économiques et Sociales d'Ait Melloul, Université IBN ZOHR Agadir-Maroc*



Larbi Yacoubi

**RÉSILIENCE FRUGALE DANS LES CIRCUITS TRADITIONNELS AFRICAINS : LA RÉSILIENCE DES CHAÎNES D'APPROVISIONNEMENT FMCG LARBI YACOUBI (39)**

- *Yacoubi Larbi, EST Geulmim, Université ibn Zohr*
- *Tourabi Amina, ENSA Agadir, Université Ibn Zohr*
- *Amzil mustapha, Doctorant, ENSA Agadir, Université Ibn Zohr*

9:00 AM - 9:30 AM

**BREAK**



DAY 1

Tuesday, April 14, 2026

9:30 AM - 10:30 AM

## Panel Session: Consumers as the Wellspring of Innovation



Zineb Ait Tamarmoucht

### RESPONSIBLE CONSUMPTION OF SCARCE RESOURCES

- **Zineb Ait Tamarmoucht, PhD Researcher in Sustainability Science | Project Management, Morocco**
- *AIT TAMARMOUCHT Zineb is a dedicated academic researcher deeply passionate about advancing knowledge in her field. Focused on consumer behavior, she is actively engaged in doctoral research aimed at enhancing our understanding of responsible and sustainable consumption. Zineb's commitment to academic research is evident not only in her research endeavors but also in her role as a temporary teacher, where she shares her expertise and contributes to the growth of future scholars. Her enthusiasm for research and teaching underscores her invaluable contribution to the academic world and higher education.*



Prenesen Moodley

### SOUTH AFRICAN CONSUMER TRIBUNAL

- **Prenesen Moodley, National Consumer Tribunal, South Africa**
- *I am known to be strategically minded leader with a passion for innovation. After years of developing operational excellence and being blessed with a passion for knowledge, I transitioned into a strategic force armed with intimate details of operations. My strength is my persistence in striving to achieve superior levels of emotional intelligence. During this journey, I developed a stronger understanding of myself and off others allowing me to drive performance in any function I occupy. Currently I am the Deputy Registrar of the National Consumer Tribunal, an organization that adds real-value to the South African economy and its people. The ability to play a role in the betterment of South Africa is a strong motivator for me. Through my experience at Tribunal I have developed into an expert in the consumer law and general management. I have a proven track record of excelling throughout my career-history and the reason for this, is that I will only work for companies whose purpose and values align with mine... whilst I have the choice...*



Imane Achhibat

### TECHNOLOGICAL SERVICE QUALITY IN HIGHER EDUCATION

- **Dr. Imane Achhibat, Doctor of Management Sciences at the Doctoral Studies Centre of the Faculty of Law, Economics and Social Sciences of Marrakech, Morocco**
- *Docteure en Sciences de Gestion au sein du Centre des Etudes Doctorale de la FSJES de Marrakech/Laboratoire L-qualimat Docteure en Sciences de Gestion au sein du Centre des Etudes Doctorale de la FSJES de Marrakech/Laboratoire L-qualimat*

10:30 AM - 11:30 AM

BREAK



DAY 2

Wednesday, April 15, 2026

11:30 AM - 1:00 PM

## WORKSHOP 13

Marketing, Strategy, Sports *(in English)*

Track 1



Abderrahmane Mousstain

**THE ROLE OF SPORTS IN PROMOTING BRAND MORROCCO AND PUBLIC DIPLOMACY DURING THE QATAR WORLD CUP, ARGUING THAT SPORTS CAN BE A POWERFUL WAY TO PROMOTE NATIONAL VALUES AND IDENTITY (19)**

- *Abderrahmane Mousstain, Researcher, HASSAN II UNIVERSITY*
- *Kawtar Oubdi*



Mosongo Moukwa

**THE PROFITABLE BALANCE: INTEGRATING PURPOSE, PEOPLE, AND PERFORMANCE IN MODERN BUSINESS (3)**

- *Mosongo Moukwa, Ph.D., MBA, Founder, Profit Coach*



MOHAMED JALAL  
ELKABCHE

**ANALYSIS OF THE SOCIOECONOMIC IMPACT OF MEGA SPORTING EVENTS: AN ECONOMETRIC PANEL DATA MODELING OF FIFA WORLD CUP HOST COUNTRIES BETWEEN 1982 AND 2022. (9)**

- *ELKABCHE Mohamed Jalal, PHD Student, EREMA-LERSEM, FSJES Ait Melloul, Ibn Zohr University, Agadir, Morocco.*
- *AKHSAS Omar, Professor, EREMA-LERSEM, FSJES Ait Melloul, Ibn Zohr University, Agadir, Morocco.*



DAY 2

Wednesday, April 15, 2026

11:30 AM - 1:00 PM

## WORKSHOP 14

Développement durable, Finance, Intelligence artificielle (En français) Track 2



Sofia Saddouq

### ENTREPRENEURIAT TOURISTIQUE ET DURABILITÉ EN AFRIQUE : LE CAS D'AGAFAY COMME MODÈLE D'INNOVATION TERRITORIALE

[TOURISM ENTREPRENEURSHIP AND SUSTAINABILITY IN AFRICA: THE AGAFAY CASE AS A TERRITORIAL INNOVATION MODEL] (45)

- **Sofia Saddouq**, Founder of Lina Travel Marrakech and PhD Candidate, Faculty of Human Sciences, Cadi Ayyad University, Marrakech Program, LERMA Laboratory



EL ABIDI AYOUB

### L'ORIENTATION ENTREPRENEURIALE, PARTAGE DES CONNAISSANCES ET INTELLIGENCE ARTIFICIELLE : LEVIERS CONJOINTS DE LA PERFORMANCE DES INNOVATIONS (36)

- **EL ABIDI AYOUB**, Maître de conférences, Faculté d'Économie et de Gestion de Guelmim, Université IBN ZOHR Agadir-Maroc
- **ENNAMER NAIMA**, Docteur chercheur, Faculté des Sciences Juridiques, Économiques et Sociales d'Agadir, Université IBN ZOHR Agadir-Maroc
- **AZZAHIDI ADIL**, Doctorante en science de gestion, Faculté d'Économie et de Gestion de Guelmim, Université IBN ZOHR Agadir-Maroc



Btissame RAIBOUAA

### L'IMPACT DES CARACTÉRISTIQUES DU CONSEIL D'ADMINISTRATION SUR LA PERFORMANCE FINANCIÈRE DES BANQUES AFRICAINES [THE IMPACT OF BOARD OF DIRECTORS CHARACTERISTICS ON FINANCIAL PERFORMANCE OF AFRICAN BANKS] (43)

- **RAIBOUAA Btissame**, Doctorante, FSJES Ait Melloul, Université Ibn Zohr Maroc, Laboratoire des Etudes et Recherches en Science Economique et de Management,
- **ESSABRI Boutayna**, Doctorante, FSJES Ait Melloul, Université Ibn Zohr Maroc, Laboratoire des Etudes et Recherches en Science Economique et de Management,
- **EL FAKIR Elarbi**, Enseignant chercheur, FSJES Ait Melloul, Université Ibn Zohr Maroc, Laboratoire des Etudes et Recherches en Science Economique et de Management



DAY 2

Wednesday, April 15, 2026

11:30 AM - 1:30 PM

## WORKSHOP 15

Entrepreneuriat (En français)

Track 3



Naima ENNAMER

## CAPITAL SOCIAL ET ORIENTATION ENTREPRENEURIALE : CADRE CONCEPTUEL ET MÉDIATIONS CLÉS (2)

- *ENNAMER NAIMA, Docteur chercheur, Faculté des sciences juridiques économiques et sociales d'Agadir, Université Ibn Zohr*
- *EL ABIDI AYOUB, Maître de conférences, Faculté d'économie et de gestion de Guelmim, Université Ibn Zohr*



Elarbi El Fakir

## PERFORMANCE DES ÉCOSYSTÈMES ENTREPRENEURIAUX AU MAROC : UNE ANALYSE BIBLIOMÉTRIQUE DES DÉTERMINANTS DE PRODUCTIVITÉ, D'INNOVATION ET DE LA CRÉATION D'EMPLOIS (12)

- *El Fakir Elarbi, Enseignant chercheur, Université Ibn Zohr*
- *Chakir Kamal, Enseignant chercheur, Université Ibn Zohr*
- *Akhsas Omar, Enseignant chercheur, Université Ibn Zohr*
- *Rehaimi Hassan, Enseignant chercheur, Université Ibn Zohr*



Naima ENNAMER

## CULTURE, DIGITALISATION ET INNOVATION : UNE LECTURE STRATÉGIQUE DE L'ENTREPRENEURIAT MAROCAIN (50)

- *ENNAMER NAIMA, Docteur chercheur, Faculté des Sciences Juridiques, Économiques et Sociales d'Agadir, Université IBNOU ZOHR Agadir-Maroc*
- *EL ABIDI AYOUB, Maître de conférences, Faculté d'Économie et de Gestion de Guelmim, Université IBNOU ZOHR Agadir-Maroc,*



Hassan Rehaimi

## CONTRIBUTION DES POLITIQUES PUBLIQUES ÉDUCATIVES À L'ENTREPRENEURIAT : UNE ANALYSE BIBLIOMÉTRIQUE DES TENDANCES DE RECHERCHE EN AFRIQUE ET AU MAROC (20)

- *Rehaimi Hassan, Enseignant chercheur, Université Ibn Zohr*
- *Akhsas Omar, Enseignant chercheur, Université Ibn Zohr*
- *Chakir Kamal, Enseignant chercheur, Université Ibn Zohr*
- *El Fakir Elarbi, Enseignant chercheur, Université Ibn Zohr*

1:30 PM - 2:00 PM

CLOSING SESSION