

Schedule (UTC/GMT time)

Day 1: Wednesday, July 19, 2023	
09:00	Registration and Reception
10:00	Opening & Welcome from discussion Panel members
10:30	Plenary session 1: "An Inquiry into Perception and Relative Truth" <i>Mohamed Quafafou</i>
11:15	Plenary session 2: "Understanding the Visual Aesthetics of Mobile Apps in Everyday Life" <i>Lee Chei Sian</i>
12:00	Morning Coffee Break
12:30	Session_01: Artificial Intelligence and Business Intelligence
Day 2: Thursday, July 20, 2023	
9:00	Registration and Reception
10:00	Plenary session 3: "Business Analytics" <i>Lee Pui Mun</i>
10:45	Morning Coffee Break
11:15	Session_02: Optimization and Decision Support
15:00	Best Papers Award and Closing
Day 3: Friday, July 21, 2022	
9:00 – 12:00	Social Event, Excursion

Keynote Speeches

Keynote Speech 1	Title: An Inquiry into Perception and Relative Truth Author: Professor Mohamed Quafafou
Keynote Speech 2	Title: Understanding the Visual Aesthetics of Mobile Apps in Everyday Life Author: Professor Lee Chei Sian
Keynote Speech 3	Title: Business Analytics Author: Professor Lee Pui Mun

Paper sessions

SESSION 01: ARTIFICIAL INTELLIGENCE AND BUSINESS INTELLIGENCE

Chairs: Y. EL MOURABIT & R. EL AYACHI

N. Meriem	Deep learning models for cybersecurity in IoT networks
Y. FAKIR	Diabetes prediction by machine learning algorithms and risks factors
Z. Elamrani	Machine learning prediction of weather-induced road crash events for experienced and novice drivers: Insights from a driving simulator study
A. AZI	Predicting driving license applicant's performance for Car Reverse Test System
A. Darwiesh	A business intelligence system for governing risks in SMEs
A.K.M.T. Alam	A Systematic Analysis for Machine Learning Based Cow Price Prediction
M. Fahad	Ontology-based Mediation with Quality Criteria

SESSION 02: OPTIMIZATION AND DECISION SUPPORT

Chairs: M. BINIZ & D. AIT OMAR

D. Joshi	A Comparative Study on the implementation of Blockchain in Supply Chain Models
L. AIT BEN MOUH	A Hybrid Approach of Dijkstra's algorithm and A* search, with an optional adaptive threshold heuristic
H. Ben roummane	Localization and Navigation of ROS-based Autonomous Robot in Hospital Environment
O. Dib	Three-Phase Hybrid Evolutionary Algorithm for the Bi-Objective Travelling Salesman Problem
I. OUAADI	Causal Discovery and features importance analysis: What can be inferred about at-risk students?
N. Makhlouki	Computational features and applications of an inhomogeneous Gompertz diffusion process?
F. Farhi	Understanding Data Journalism Acceptance among Social TV Users: A Case Study of Twitter in the United Arab Emirates
M. AZALMAD	Unveiling the Performance Insights: Benchmarking Anomaly-Based Intrusion Detection Systems using Decision Tree Family Algorithms