

















AI2SD '2024 Global Summit Symposium Track: Agriculture 4.0 & Food Security

PARALLEL SESSION 1:

07-12-2 09h00 To		SESSIONCHAIRS: Prof Ahmed Bentajer, Prof Jihane Abdessadak
091100 10	3 11NOO	
JOIN THE	E SESSION: <u>HERE</u>	
ID	Corresponding Author	TITLE
565902	Tafah Nidal	COMPARATIVE EVALUATION OF AFFORDABLE SMART IRRIGATION SOLUTIONS IN AFRICAN AGRICULTURAL CONTEXTS: EXPLORING OPPORTUNITIES, ADDRESSING CHALLENGES, AND ASSESSING SOCIAL IMPACT
566166	Abdellaoui Ayoub	MULTIPOINT RELAYS SELECTION BASED ON SPATIAL MOBILITY AND ENERGY FOR SMART AGRICULTURE
566207	Abdelkrim El Assfouri	THE BLACK MARKET FOR EDIBLE MUSHROOMS IN MOROCCO: A LOOK AT THE INFORMAL SECTOR OF MACROMYCETE SALES.
566472	Id elhakkar Nour	CONTRIBUTION TO THE STUDY OF SOME ESPECES DE MACROMYCETES GASTEROÎDES OF MOROCCO
574179	Ezziyyani Mohammed, El Rouini Mohamed	CONTRIBUTION TO VARIETY SELECTION OF STRAWBERRY (FRAGARIA X ANANASSA) BY INDUCTION OF MUTATION BY GAMMA RADIATION
566678	El Ghrifi Youssef	EPIDEMIOLOGICAL SITUATION OF LEISHMANIASIS AND DISTRIBUTION OF ITS PHLEBOTOMINE VECTORS IN THE TAFINGOULT REGION (TAROUDANT - MOROCCO)
566728	Abdellaoui Smail, Ouazzani Touhami Amina, Douira Allal	IGNORANCE OF FARMERS ABOUT THE ORIGIN OF BAYOUD: IMPACT ON PROPAGATION IN THE TAFILALT PALM GROVE - FIELD SURVEY
580454	Hakim Jebari, Siham Rekiek, Mostafa Ezziyyani, Loubna Cherrat	ARTIFICIAL INTELLIGENCE FOR OPTIMIZING LIVESTOCK MANAGEMENT AND ENHANCING ANIMAL WELFARE
593639	Jihane Abdessadak, Adel Zeggaf	INNOVATIVE SOLUTIONS TO WATER SCARCITY IN MOROCCAN AGRICULTURE: A DECISION-MAKING FRAMEWORK
592664	Jihane Abdessadak, Ziyad Zeggaf Tahiri, Adel Zeggaf Tahiri	INNOVATION TOOLS TO THE RESCUE OF WATER RESOURCES SCARCITY IN THE MAGHREB



















AI2SD '2024 Global Summit Symposium Track: Agriculture 4.0 & Food Security

PARALLEL SESSION 2:

07-12-2024 09h00 To 11h00		SESSIONCHAIRS: Prof Hamid Aksasse, Prof Salma Chrit
JOIN THE	E SESSION: <u>HERE</u>	
ID	Corresponding Author	TITLE
567465	Ammar Ayyoub	ASSESSMENT OF THE IMPACT OF CESIUM AND STRONTIUM ON MOROCCAN AGRICULTURE: SOIL ANALYSIS AND WHEAT GROWTH PATTERNS
568481	El Meziane Aya	EVALUATION OF INSECT FRASS AS A BIOFERTILIZER FOR STRAWBERRIES: IMPACT ON PLANT GROWTH AND NITROGEN AVAILABILITY
571840	Ezziyyani Mohammed	EFFECT OF BACILLUS AMYLOLIQUEFACIENS IN CONTROLLING RHIZOPUS STOLONIFER ON PEACHES FRUITS
571841	Ezziyyani Mohammed	EXPLORING THE MULTIFACETED ROLES OF MELATONIN: FROM ANIMAL KINGDOM TO PLANT KINGDOM
572435	Ben Ali Said	REAL-TIME CLASSIFICATION AND QUANTIFICATION OF PESTS ON STICKY TRAPS USING COMPUTER VISION-BASED ON ARTIFICIAL INTELLIGENCE MODEL
572440	Abdelkrim El Assfouri	THE NEW TAXA OF BASIDIOMYCETES FROM THE MOROCCAN RIF.
572572	Ezziyyani Mohammed	THE METABOLITES OF MARINE PETROSIA FICIFORMIS SPONGE AND THEIR INTEREST IN BIOAGRICULTURE APPLICATIONSSTRAINS
572576	El Kaouri Mouad, Gourdo Lahoucine, Khouya Khadija, El Fellah Younes	COMPARATIVE STUDY OF DIFFERENT SUBSTRATES FOR SOILLESS SWEET PEPPER CULTIVATION (CAPSICUM ANNUM L.): IMPACT ON GROWTH, PRODUCTIVITY AND FRUIT QUALITY.
580461	Siham Rekiek, Hakim Jebari, Mostafa Ezziyyani, Loubna Cherrat	AI-DRIVEN PEST CONTROL AND DISEASE DETECTION IN SMART FARMING SYSTEMS



















AI2SD '2024 Global Summit Symposium Track: Agriculture 4.0 & Food Security

PARALLEL SESSION 3:

07-12-2024 09h00 To 11h00		SESSIONCHAIRS: Prof Essaid El Bachari, Prof El Yussefi Yassine
JOIN THE	SESSION: <u>HERE</u>	
ID	Corresponding Author	TITLE
572587	Ezziyyani Mohammed	STUDY OF THE EFFECT OF GAMMA IRRADIATION ON MORPHO-PHYSIOLOGICAL PARAMETERS AND GERMINATION OF PEANUT SEEDS (ARACHIS HYPOGAEA L.) IN FIFTH GENERATION "M5" HYBRIDS
572822	Esserghini Hajar	BIOINFORMATICS ASSESSMENT OF ANTIMICROBIAL RESISTANCE GENES VARIATIONS IN SALMONELLA ENTERICA ISOLATES FROM FOOD AND HUMAN SOURCES: THE CASE OF FOUR AFRICAN COUNTRIES
572838	Odei Ansong Dhaud	DIVERSITY OF ANTIMICROBIAL RESISTANCE GENES IN STAPHYLOCOCCUS AUREUS ISOLATES FROM DIFFERENT FOOD SAMPLES: THE CASE OF FOUR AFRICAN COUNTRIES.
573025	Elabdallaoui Ayyoub, Cherrat Loubna	ASSESSING THE ECONOMIC IMPACT OF CLIMATE CHANGE ON THE AGRICULTURE SECTOR IN MOROCCO
573068	Idrissi Azami Abdellah, Ghazal Hassan	ARGAN TREE COMPLETE CHLOROPLAST GENOME RECONSTRUCTION VIA HYBRID ASSEMBLY
573130	El Majdoubi Ghizlane , El Ayadi Houda	APPLICATION OF I NTEGRATIVE ANALYTICAL MODEL FOR THE WATER-ENERGY-FOOD NEXUS (IWEF MODEL) IN THE CONTEXT OF TANGIER-TETOUAN-AL HOCEIMA REGION IN MOROCCO
573141	Ghazal Hassan	COMPARATIVE MICROBIOME ANALYSIS OF ARGANIA SPINOSA SEEDS AND RHIZOSPHERE USING 16S RRNA SEQUENCING
573196	El Rhoch Mohamed	FUSARIUM SOLANI, A PATHOGEN RESPONSIBLE FOR ROOT ROT AND WILTING OF ARGAN PLANTS IN NURSERIES IN MOROCCO
566505	El Rhoch Mohamed	TRICHODERMA USE AS SEED TREATMENT FOR PROMOTING THE GROWTH OF YOUNG ARGAN SEEDLINGS
574719	Mrizki Anass	CHARACTERIZATION AND VALORIZATION OF PIN PIGNON
568030	Ait Ahmed Nihad, Mostafa Ezziyyani	DECISION SUPPORT SYSTEM AND RISK PREVENTION FOR CLIMATE CHANGE IMPACT ON AGRICULTURE IN MOROCCO: THE CASE OF CANNABIS CULTIVATION IN NORTHERN MOROCCO











SESSIONCHAIRS: Prof Fatima Zahraa Grine, Prof Adel Louly







Online Parallel Sessions



AI2SD '2024 Global Summit Symposium Track: Industry 4.0 & Economic Revolution

PARALLEL SESSION 4:

12h00 To 14h00		
JOIN THE SESSION: HERE		
ID	Corresponding Author	TITLE
560764	Cherkaoui Abdelhai	MODELING AND OPTIMIZATION OF TIME SERIES SIGNAL EXTRACTION METHODS WITH APPLICATION TO MOROCAN MONETARY DATA AND CYCLICAL ECONOMIC POLICY.
565904	Bouanani Oumaima, Sandabad Sara, Ait Allal Abdelmoula, Ech- Chhibat Moulay El Houssine	TOWARDS A CONCEPT OF AN AUTONOMOUS SHIP ALARMS MONITORING SYSTEM
566433	El Aidi Abir	SOCIAL INNOVATION AND SOCIAL CAPITAL: COMPLEMENTARITY OR HINDRANCE?
566469	Aboudrar Yasmine	HOW SIEM TECHNOLOGY IS REVOLUTIONIZING CYBERSECURITY WITH THE AID OF ARTIFICIAL INTELLIGENCE.
566498	Jouilil Zakaria	AN IN-DEPTH TECHNICAL AND FUNCTIONAL REVIEW OF EMERGING CONCEPTS IN THE BIG DATA ECOSYSTEM
566504	Belhaj Nohaila, Issaili Oumaima	DIGITAL TWIN FOR INDUSTRIAL WORKPLACE SAFETY
567234	Belahyane Imane, Idarrou Ali	TOWARDS AN APPROPRIATE REPRESENTATION OF DOCUMENTS IN INFORMATION RETRIEVAL: XML DOCUMENT AS A CASE











SESSIONCHAIRS: Prof Said El Moussaoui, Prof Jalil Baddaoui







Online Parallel Sessions



AI2SD '2024 Global Summit Symposium Track: Industry 4.0 & Economic Revolution

PARALLEL SESSION 5:

12h00 To 14h00		
JOIN THE SESSION: HERE		
ID	Corresponding Author	TITLE
566690	Mohammed Tadmouti, Nohaila Belhaj, Abdelfettah Sedqui	TANGIER MED AND BLOCKCHAIN: REVOLUTIONIZING MARITIME BILLING
573001	Ibtissam Fatmi and Laila El Harouchi	THE ROLE OF TECHNOLOGY IN PRESERVING AND PROMOTING ARTISANAL CULTURAL HERITAGE: THE MOROCCAN CAFTAN CASE
574622	Ouahbi Younesse Ouahbi, Ziti Soumia	ARTIFICIAL INTELLIGENCE AND ROAD LOGISTICS: A PARTNERSHIP TO REDUCE CO2 EMISSIONS
573883	Belachmi Fatima Zahra	{INNOVATIVE MDA-BASED APPROACHES FOR ENHANCING MVC 2 WEB MODEL GENERATION USING ATL TRANSFORMATION: A COMPREHENSIVE REVIEW
574879	Khamlichi Noure	THE DICHOTOMY OF DECISION-MAKING: ART OR SCIENCE IN NEGOTIATION EXCELLENCE?
575065	Souhail Mssassi,Aanas Abou El Kalam	SECURING FPGAS AGAINST TIMING SIDE-CHANNEL ATTACKS: A NOVEL CONSTANT TIME APPROACH
594391	Assiya Bakass	OWARD AN INTELLIGENT DECISION-MAKING FRAMEWORK FOR IMPROVED DEMAND FORECASTING: LEVERAGING RNN, LSTM, AND DSS
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AI2SD '2024 Global Summit Symposium Track: Industry 4.0 & Economic Revolution

PARALLEL SESSION 6:

024 o 14h00	SESSIONCHAIRS: Prof Issam Amellal, Prof Adnane LATIF
SESSION: <u>HERE</u>	
Corresponding Author	TITLE
El Aabbas Mohamed	THERMAL PERFORMANCE OF MULTI-LAYER WALL INCORPORATING BIO-BASED AND PHASE CHANGE MATERIALS
Bakass Assiya	TOWARD AN INTELLIGENT DECISION-MAKING FRAMEWORK FOR IMPROVED DEMAND FORECASTING: LEVERAGING RNN, LSTM, AND DSS
Mkader Hidaya, Al Andaloussi Zineb	THE IMPACT OF AI RELATED TOOLS ON CUSTOMER ENGAGEMENT IN SERVICE- RELATED INDUSTRIES
El Messnaoui Mouhcin	COMPARISON OF POST-QUANTUM CRYPTOGRAPHY ALGORITHMS
Zenab Elmenzhi	EXPLORING THE IMPACT OF BIG DATA ANALYTICS ON RECRUITMENT PRACTICES
Aatany Merwan, Tarbalouti Essaid	EMPIRICAL ANALYSIS OF THE DETERMINANTS OF ECONOMIC GROWTH: THE ROLES OF POLITICAL INSTITUTIONS, INTERNATIONAL TRADE, AND GEOGRAPHY
Idrissi Mehdi	MOROCCAN CRAFTSMANSHIP IN THE ERA OF INDUSTRY 4.0: FOR THE TRANSFORMATION AND RESILIENCE OF A TRADITIONAL SECTOR
	E SESSION: HERE Corresponding Author El Aabbas Mohamed Bakass Assiya Mkader Hidaya, Al Andaloussi Zineb El Messnaoui Mouhcin Zenab Elmenzhi Aatany Merwan, Tarbalouti Essaid



















AI2SD '2024 Global Summit Symposium Track: Green Energy & Smart Environnement

PARALLEL SESSION 7:

07-12-2024 15h00 To 17h00		SESSIONCHAIRS: Prof Younes Oulad Sayad, Prof Anas Abou EL Kalam	
JOIN THE	SESSION: <u>HERE</u>		
ID	Corresponding Author	TITLE	
566456	Saad Bendaoud	WHERE DOES EARTHQUAKE LIGHT'S ELECTROMAGNETIC ENERGY COME FROM	
568026	Boulaich Khaoula	EFFECT OF VANADIUM AND ZINC CO-DOPANTS ON THE IMPROVEMENT OF PHYSICO-CHEMICAL AND ELECTROCHEMICAL PROPERTIES OF ELECTRODES BASED ON CO3O4 USED FOR SUPERCAPACITOR APPLICATION.	
569232	Jeddi Mohamed Rida	THERMAL CHARACTERIZATION OF BIO-COMPOSITE CEB STABILIZED WITH APRICOT NUT SHELL.	
570233	Boudriki Semlali Badr-Eddine	DEVELOPMENT OF AN EARTH OPEN PORTAL FOR REMOTE SENSING DATA PROCESSING FOR SUSTAINABLE ENVIRONMENTAL APPLICATIONS	
572821	Bouyghrissi Soufiane	PROMOTING SUSTAINABLE GROWTH IN MOROCCO: THE ROLE OF GREEN FINANCE AND RENEWABLE ENERGY	
573009	Jbira Kaoutar	SMART MANUFACTURING: ENVIRONMENTAL AND SOCIAL SUSTAINABILITY CHALLENGES	
580374	Mostafa Ezziyyani, Loubna Cherrat	AI & ADVANCING FUTURE SUSTAINABILITY: A HOLISTIC APPROACH TO PRESERVING MOROCCO'S VALLEYS AND RIVERS [GITHUB]	
592258	Soufiane Derfoufi, Aya Albare	ENERGY EFFICIENCY ENHANCEMENT IN TRAINS THROUGH AIR-CONDITIONING SYSTEM OPTIMIZATION	
568031	Towayba Bousselham Khtiri, Mostafa Ezziyyani	AI-DRIVEN OPTIMIZATION FOR SMART ENERGY CONSUMPTION AND EFFICIENCY IN SUSTAINABLE SYSTEMS	



















AI2SD '2024 Global Summit Symposium Track: Green Energy & Smart Environnement

SESSIONCHAIRS: Prof CHORAK Aicha, Prof Amal Boulich

PARALLEL SESSION 8:

15h00 To 17h00		3E33IONCHAIRS. FIOI CHORAR AICHA, FIOI AIHAI BOUIICH	
JOIN THE SESSION: <u>HERE</u>			
ID	Corresponding Author	TITLE	
573101	Gheorghita Roxana	EDIBLE BIOPOLYMER PACKAGING, ZERO-WASTE ALTERNATIVES FOR PRESERVATION AND CONSUMING POWDERED BEVERAGES	
573104	Lupaescu Ancuta	BIOSYNTHESIS AND CHARACTERIZATION OF SILVER NANOPARTICLES ANTIOXIDANT FILMS FROM ALOE VERA DRIED GEL	
573161	Magesh Sajeev, Geng Kevin	A NEURAL NETWORK APPROACH TO PREDICTING ENVIRONMENTAL HAZARDS: HEATWAVES, WILDFIRES, AND DROUGHTS THROUGH URBANIZATION FACTORS	
573951	Bagri Ikram	COMPREHENSIVE ANALYSIS OF VIBRATION SIGNALS IN ROTATING MACHINERY USING VARIATIONAL MODE DECOMPOSITION AND WAVELET TRANSFORM	
576778	Filali Saloua	ANALYSIS OF MECHANICAL PROPERTIES AND SUSTAINABLE METHODS IN CONCRETE UTILIZING RECYCLED MARBLE WASTE	
578161	El-Habib Abdellatif, Brioual Bilal, Aouni Abdesamad, Jbilou Mohamed	SPRAYED CEO2 THINS FILMS FOR ENHANCED ELECTROCHROMIC PERFORMANCE IN SMART WINDOWS	
580367	Mostafa Ezziyyani, Loubna Cherrat, Nadine Safa, Towayba Bousselham Khtiri	RENEWABLE ENERGY CARTOGRAPHY: LOCATING IDEAL SITES FOR SOLAR AND WIND POWER STATIONS	
595872	Hamid Barkouk, Abde Rrafik Laakel Hemdanou, Mohammed Lamarti Sefian, Youssef Achtoun, Ismail Tahiri	DETERMINANT FACTORS FOR PREDICTING STUDENT ACADEMIC SUCCESS	
568035	Nadine Safa, Loubna Cherrat, Mostafa Ezziyyani	MAPPING THE ENERGY OF THE FUTURE: A NEW CLIMATIC CLASSIFICATION TO OPTIMIZE SOLAR AND WIND RESOURCES	











SESSIONCHAIRS: Prof Hakim JEBARI, Prof Hanane HADDAD







Online Parallel Sessions



AI2SD '2024Global Summit Symposium Track: Water & Climate Change

PARALLEL SESSION 9:

15h00 To 17h00		,
JOIN THE SESSION: <u>HERE</u>		
ID	Corresponding Author	TITLE
565808	Alaeddine Bouidi, Mohammed Karim Benhachmi	OPTIMAL DESIGN OF WATER DISTRIBUTION NETWORKS USING LION OPTIMIZATION ALGORITHM
574146	Rizki Adil	WOA-DE WITH LOCAL SEARCH: AN ENHANCED HYBRID ALGORITHM FOR ECONOMIC DISPATCH PROBLEMS
570409	Ezziyyani Mohammed	SPATIAL-TEMPORAL VARIATIONS OF OCEANOGRAPHIC PARAMETERS IN THE MOROCCAN NORTH ATLANTIC SEA COAST BASED ON REMOTE SENSING DATASETS
571791	El Karkri Imad, Lakehal Abdelghni	TRAINING FEED FORWARD MULTILAYER PERCEPTRON ARTIFICIAL NEURAL NETWORKS WITH A SNOW ABLATION OPTIMIZER
575275	Rghif Yousra	SEASONAL TRACKING OF THE MOROCCAN MEDITERRANEAN COASTAL RISKS IN SIDI KANKOUCH BEACH.
577184	Ramdi Ayoub	INTEGRATED GOVERNANCE AND SUSTAINABLE MANAGEMENT OF IRRIGATION WATER IN THE CHTOUKA REGION: A STRATEGIC APPROACH SUPPORTED BY MULTI-CRITERIA ANALYSIS.
574178	Ezziyyani Mohammed, El Bourki Hicham	ANALYSIS AND MANAGEMENT OF THE USE OF PESTICIDES IN SOIL AND SURFACE WATER FROM POTATO (SOLANUM TUBEROSUM) FIELDS IN THE LOUKKOS AREA (MOROCCO)



















AI2SD '2024 Global Summit Symposium Track: Water & Climate Change

PARALLEL SESSION 10:

07-12-2024 18h00 To 20h00		SESSIONCHAIRS: Prof CHORAK Aicha, Prof Badr-Eddine BOUDRIKI SEMLALI
JOIN THE	SESSION: <u>HERE</u>	
ID	Corresponding Author	TITLE
572184	Challi Dounia, Belahbib Nadia	IMPACT OF CLIMATE CHANGE ON THE BIOCLIMATE OF THE SIDI BOUGHABA BIOLOGICAL RESERVE, MOROCCO
572605	Moussa Widad	EFFECT OF POTASSIUM ON TOMATO DEVELOPMENT UNDER WATER STRESS IN AN AGRI-PHOTOVOLTAIC GREENHOUSE
573027	Mahougan Loubna	CONTRIBUTION TO THE STUDY OF THE BIOLOGICAL QUALITY OF FRESHWATER: CASE OF THE OUED OUM ER-RBIA RIVER BY THE STUDY OF MACRO-INVERTEBRATES.
573088	Raoui Sanae, Sehli Sofia	THE FRESH MOROCCAN AQUATIC MICROBIOME: RIVERS VS LAKES
573129	Habib Nihal	DIFFERENTIAL GENE EXPRESSION OF HOLM OAK (QUERCUS ILEX) LEAVES UNDER WELL-WATERING AND DROUGHT-STRESS CONDITIONS: IMPLICATIONS FOR MOROCCAN FORESTRY
573133	El Majdoubi Soukayna	BRINGING TO LIGHT THE NON-PHYSICAL OR NON-ECONOMIC LOSSES OF CLIMATE CHANGE
573136	Chrairi Manal	INSIGHTS INTO THE TAXONOMIC CHARACTERIZATION OF MARINE MICROBIAL COMMUNITIES IN THE MOROCCAN MEDITERRANEAN COASTAL WATERS



















AI2SD '2024 Global Summit Symposium Track: Digital Health & AI For the Future Generation of Healthcare

PARALLEL SESSION 11:

07-12-2024 18h00 To 20h00		SESSIONCHAIRS: Prof Ghazal Hassan, Prof Massou Siham
JOIN THE	SESSION: <u>HERE</u>	
ID	Corresponding Author	TITLE
563090	Ben Youssef Lhoucine	DESIGN AND IMPLEMENTATION OF AN ADVANCED X-RAY DOSE DETECTOR BASED ON PIN PHOTODIODES TECHNOLOGY
564148	Ouhmouk Maryem	AI-POWERED INSIGHTS INTO GENOMIC VARIANTS FOR SUSTAINABLE HEALTHCARE: CLINICAL INTERPRETATION OF HUMAN COPY NUMBER VARIANTS
564344	Said Zakaria	SURVIVALNETS: BRAIN TUMOR PATIENTS SURVIVAL RATES PREDICTION THROUGH MRI SEGMENTATION MODELS
565053	Awwad Hussam, Shurrab Sharif	LEAST - SQUARE ALGORITHM OPTIMIZATION WITH STEADY STATE RESPONSE IN TIME MINIMIZATION
565909	Elmarrachi Hafsa	ADVANCES IN ARTIFICIAL INTELLIGENCE APPLICATION IN CLINICAL PRACTICE FOR COLON CANCER MANAGEMEN
566484	Hakim Salma, El Moutaouakkil Abdelmajid	A COMPREHENSIVE REVIEW OF BONE FRACTURE DETECTION TECHNIQUES USING IMAGE PROCESSING AND ARTIFICIAL INTELLIGENCE
566676	El Akadi Omar, El Madouchi Mourad, Fourtassi Maryam	ARTIFICIAL INTELLIGENCE IN THE MOROCCAN HEALTH SYSTEM: FEASIBILITY STUDY
571594	Sammoud Karima, Najdi Adil	PREVALENCE, INFLUENCING FACTORS, AND PERSPECTIVES ON BULIMIA, ANOREXIA, AND BINGE EATING AMONG UNIVERSITY STUDENTS IN NORTHERN MOROCCO
566439	Asmae yassine, Toufik Mzili, Morad Bouzidi, Mohammed Essaid Riffi	RECONSTRUCTION OF PHYLOGENETIC TREES USING METAHEURISTICS: A REVIEW



















AI2SD '2024 Global Summit Symposium Track: Digital Health & AI For the Future Generation of Healthcare

PARALLEL SESSION 12:

07-12-2024 18h00 To 20h00		SESSIONCHAIRS: Prof M'hamed Ait Kbir, Prof Mohamed Eddabbah
JOIN THE	E SESSION: <u>HERE</u>	
ID	Corresponding Author	TITLE
566744	Omar Qaissi	ARTIFICIAL INTELLIGENCE IN MEDICINE ACCORDING TO WHO: GOVERNANCE BASED ON HUMAN SECURITY
566964	Bouchra Aadil	IMMERSIVE LEARNING IN THE METAVERSE: APPLICATIONS AND ANALYSIS FOR HEALTH EDUCATION AND TRAINING
567616	Ouakhssase Abdallah	SURVEILLANCE SITUATION AND HEALTH RISK RELATED TO PESTICIDE RESIDUES IN MOROCCO
569071	Lahjouji Mohamed	ACHIEVING INVENTORY REDUCTION IN THE HUMANITARIAN PHARMACEUTICAL SUPPLY CHAIN THROUGH COLLABORATIVE DECISION-MAKING TO MINIMIZE WRITE-OFFS
569537	El Mamoune Mouad	HEALTH TIME SERIES WITH DEEP LEARNING
571408	Charif Faiza, Najdi adil	DEVELOPMENT OF AN AI-BASED CLINICAL DECISION SUPPORT SYSTEM IN BREAST CANCER
571590	Bousgheiri Fadila, Najdi Adil	DECODING SUBSTANCE USE PATTERNS AMONG UNIVERSITY STUDENTS: A COMPREHENSIVE INVESTIGATION FROM TANGIER, MOROCCO
571591	Bousgheiri Fadila, Najdi Adil	UNVEILING MENTAL HEALTH CHALLENGES: A DESCRIPTIVE STUDY AMONG MOROCCAN UNIVERSITY STUDENTS
572566	El Maadaoui Youness, Belaguid Abdelaziz, Matrane Aboubaker	STUDY OF THE SENSITIVITY AND SPECIFICITY OF MPS AND ECG IN DETECTING MYOCARDIAL ISCHEMIA IN THE INFERIOR WALL



















AI2SD '2024 Global Summit Symposium Track: Digital Health & AI For the Future Generation of Healthcare

PARALLEL SESSION 13:

08-12-2024 09h00 To 11h00		SESSIONCHAIRS: Prof Othman Abdoun, Prof Loubaba Rida
JOIN THE	SESSION: <u>HERE</u>	
ID	Corresponding Author	TITLE
572562	Ghalim El Mehdi	PUBLIC ATTITUDES TOWARDS MENTAL DISORDERS - SOCIOLOGICAL BARRIERS TO ACCESS TO MENTAL HEALTH CARE SYSTEMS
572753	El Jaddaoui Islam, Ghazal Hassan	SPATIAL AND DAYLIGHT EXPOSURE EFFECTS ON PATIENT ROOMS MICROBIOME IN CLINICAL SETTINGS
572796	Naitali Amal	PERFORMANCE ANALYSIS OF DEEP NEURAL NETWORKS IN DETECTING DEEPFAKES
572841	Sara Fadel, Ghazal Hassan	WHOLE-EXOME ANALYSIS TO DECIPHER THE MUTATIONAL PROFILES OF PATIENTS WITH TRIPLE-NEGATIVE BREAST CANCER (TNBC).
572990	Aba Mohamed, El Ouafi Zainab, Alnounou Mohammad, Jhilal Fayssal, Benmoussa Adnane	EXPLORING NOVEL PD-L1 INHIBITORS THROUGH MOLECULAR DOCKING: A PROMISING APPROACH IN CANCER IMMUNOTHERAPY
572995	Ouchane Meryem, Ezzemani Wahiba, Chakib Soukaina, Benmoussa Adnane	MOLECULAR MODELING AND IN SILICO SCREENING OF ANTIVIRAL MOLECULES AGAINST THE SARS-COV-2 VARIANTS OF CONCERN OMICRON BA.2 AND B.1.1.529
573063	El Ouahabi Othman, Mohammed ARRAZAKI, and Baida Ouafae.	AN OVERVIEW: MEDICAL IMAGE SEGMENTATION USING DEEP NEURAL NETWORKS
573079	El Kettani Zineb	GUT MICROBIOME COMPOSITION IN PATIENTS WITH MAJOR DEPRESSIVE DISORDER OR SCHIZOPHRENIA
563833	Sekkat Salma, Najdi Adil, Zouine Mouna , Fangachi Oussama	"APPLICATION OF ARTIFICIAL INTELLIGENCE IN NEONATOLOGY: EXPERIENCE OF A UNIVERSITY HOSPITAL CENTER IN MOROCCO"



















AI2SD '2024 Global Summit Symposium Track: Digital Health & AI For the Future Generation of Healthcare

PARALLEL SESSION 14:

08-12-2024 09h00 To 11h00 JOIN THE SESSION: HERE		SESSIONCHAIRS: Prof Abdelaziz El Hibaoui, Prof Sihame Rekiek
ID	Corresponding Author	TITLE
573089	Chakib Soukaina	GENDER DIFFERENCES IN THE GUT MICROBIOME OF ALZHEIMER'S PATIENTS
573098	Bidar Hasnae	GUT MICROBIOME MODULATION BY COCAINE AND METHAMPHETAMINE: EFFECTS ON NEUROPLASTICITY AND ADDICTION MECHANISMS
573107	Lechhab Najat	TELE PHARMACY AND BLOCKCHAIN IN THE E-HEALTH
573118	Loukili Ahmad	EXPLORING THE GUT MICROBIOME AND ITS ROLE IN COVID-19 SEVERITY: A FOCUS ON SEX DIFFERENCES
573119	Jbara Soumaya	GUT MICROBIOME IN COLORECTAL CANCER: A BIOINFORMATIC ANALYSIS OF THE MICROBIAL METAGENOME
573121	Sara Ouled Saber, Ghazal Hassan	IMPACT OF COVID-19 AND ANTIBIOTIC TREATMENT ON THE ORAL MICROBIOME: A COMPARATIVE ANALYSIS
573126	El Otmani Dehbi Zineb	IOMT-ENABLED SMART INSOLE FOR REAL-TIME DETECTION OF UNILATERAL WEIGHTS BEARING
573127	Amina Essalihi, Ghazal Hassan	STUDY OF RECURRENT VARIANTS AND GENETIC MARKERS IN MOROCCAN POPULATION
568036	Sarah Khrouch, Loubna Cherrat, Ezziyyani Mostafa	APPLICATION OF MARKOV DECISION PROCESSES IN OPTIMIZING BREAST CANCER TREATMENT STRATEGIES FOR PRECISION MEDICINE











SESSIONCHAIRS: Prof Kaoutar OUARID, Prof Anas Abou EL Kalam







Online Parallel Sessions



AI2SD '2024 Global Summit Symposium Track: Digital Health & AI For the Future Generation of Healthcare

PARALLEL SESSION 15:

09h00 To 11h00		SESSIONCHAIRS. FIOI ROULAI OUARID, FIOI Alias Abou El Raialli
JOIN THE SESSION: <u>HERE</u>		
ID	Corresponding Author	TITLE
573132	Amina Essalihi, Ghazal Hassan	EXPLORING BRCA1 AND BRCA2 VARIANTS IN TRIPLE-NEGATIVE BREAST CANCER: A STUDY OF PATHOGENIC AND NOVEL MUTATIONS IN MOROCCAN PATIENTS
573137	El Younoussi Amine, Lechhab Najat	BLOCKCHAIN AND TELE-ECHOGRAPHY: IMPROVING INTEROPERABILITY BETWEEN MEDICAL SYSTEMS
573138	Douae El Ghoubali, Mohamed Zaki	COMPLETE MITOCHONDRIAL GENOME OF ARCTONOE VITTATA
574744	Bouzini Ghizlan	THE IMPACT OF THE GENERALIZATION OF COMPULSORY HEALTH INSURANCE "AMO TADAMON" ON THE CONTINUITY OF CARE IN PATIENTS WITH BREAST CANCER, MONITORED IN THE ONCOLOGY CENTER OF THE MOHAMMED VI UNIVERSITY HOSPITAL IN TANGIER BETWEEN SEPTEMBER 2022 AND SEPTEMBER 20
574748	Rigalma Benachir	DEVELOPING A MODEL OF HEALTHCARE SERVICES WITH PRE-PROCESSING AS THE MAIN OBJECTIVE TO ENSURE DATA QUALITY
577337	Ben Zaid Fatima	AUTOMATIC TRANSLATION FOR MOROCCAN SIGN LANGUAGE
577718	Ettetuani Boutaina	DATA MINING APPROACH FOR SELECTING THE OPTIMAL P-VALUE THRESHOLD IN GENE EXPRESSION ANALYSIS
573082	El Yacoubi Fatima Azzahrae, Ghazal Hassan	SHORT-TERM IMPACTS ANALYSIS OF COMBINED DIETARY AND EXERCISE INTERVENTIONS ON BODY MASS INDEXIN OBESE CHILDREN VIA MICROBIOME
592710	ABEGIG Ghizlane and AIT KBIR M'hamed	A REVIEW OF LUNG CANCER DETECTION USING MACHINE LEARNING MODELS
573083	Chakib Soukaina, Sara EL JANAHI, Soumaya AJBARA, Zineb YAKOUBI, Hasnae Bidar, Najib ELIDRISSI, Salsabil HAMDI, Jehanne AASFARA, Hassan GHAZAL	CHANGES IN THE COMPOSITION AND DIVERSITY OF THE GUT MICROBIOME IN A MICE MODEL WITH ALZHEIMER'S DISEASE VIA BIOINFORMATICS



















AI2SD '2024 Global Summit Symposium Track: Digital Health & AI For the Future Generation of Healthcare

PARALLEL SESSION 16:

08-12-2024 12h00 To 14h00		SESSIONCHAIRS: Prof Ghazal Hassan, Prof Younes Oulad Sayad
JOIN THE SESSION: HERE		
ID	Corresponding Author	TITLE
573122	Akhattab Amina	ASSESSMENT OF THE GUT MICROBIOME AND ITS CORRELATION WITH SEX IN PHENYLKETONURIA INFANTS
573035	Boudar Zakia, Ghazal Hassan	INFLUENCE OF CESAREAN SECTION ON THE ESTABLISHMENT AND DIVERSITY OF THE INFANT GUT MICROBIOME
578872	Ouhmouk Maryem	AI-POWERED INSIGHTS INTO GENOMIC VARIANTS FOR SUSTAINABLE HEALTHCARE_ CLINICAL INTERPRETATION OF HUMAN COPY NUMBER VARIANTS
580372	Mostafa Ezziyyani, Loubna Cherrat, Sarah Khrouch, Mariame Chraibi	LEVERAGING ARTIFICIAL INTELLIGENCE FOR ENHANCED HISTOPATHOLOGICAL IMAGE ANALYSIS IN LUNG AND COLON CANCER DIAGNOSIS: DEVELOPMENT OF A MOBILE APPLICATION
581014	Mostafa Ezziyyani, Loubna Cherrat, Ayoub Bakkali, Jamal Ouhatna	ENHANCING SURGICAL TRAINING THROUGH SERIOUS GAME SIMULATIONS: A FOCUS ON KNEE REPLACEMENT PROCEDURES
581018	Mostafa Ezziyyani, Loubna Cherrat, Ayoub Bakkali	REVOLUTIONIZING HEALTHCARE: AI AND COMPUTER VISION IN DIAGNOSTICS AND SURGICAL EDUCATION
572600	Ilham Rhzali, Hanane Khalki, Samira Boulbaroud, Fatima- Zahra Azzaoui	THE INTERPLAY OF STRESS, SELF-ESTEEM, AND RESILIENCE AMONG NURSING STUDENTS: IMPLICATIONS FOR MENTAL HEALTH AND EDUCATIONAL PRACTICES IN MOROCCO
568032	Jamal OUHATNA, Mostafa EZZIYYANI	INTEGRATION OF ARTIFICIAL INTELLIGENCE IN REAL-TIME ADAPTIVE RADIOTHERAPY SYSTEMS TO ENHANCE DYNAMIC PERSONALIZATION OF CANCER TREATMENTS



















AI2SD '2024 Global Summit Symposium Track: Education 4.0 & AI-Learning

PARALLEL SESSION 17:

08-12-2024 12h00 To 14h00		SESSIONCHAIRS: Prof Jihane Abdessadak, Prof Adnane LATIF
JOIN THE SESSION: HERE		
ID	Corresponding Author	TITLE
564551	Bais Abdellah	FORECASTING IN SUPPLY CHAIN USING MACHINE LEARNING TECHNIQUES
565799	Retbi Asmaa, Asmae Kassiri	PERSONALIZED LEARNING POWERED BY AI
566424	Alaamri Nahid	EDUCATION FOR SUSTAINABLE DEVELOPMENT: WHAT IMPACT ON INNOVATION AND SUSTAINABLE DEVELOPMENT?
566431	Aznag Khalid	A SURVEY ON DEEP LEARNING IN IMAGE PROCESSING
566478	Ouissale Zaoui Seghroucheni	TACIT KNOWLEDGE CONVERSION USING ONTOLOGY-BASED CHATBOT IN AN E- LEARNING PLATFORM
571555	Ait Adda Khalid	DATA-DRIVEN PREDICTION OF RASPBERRY HARVESTS USING DEEP LEARNING: TOWARDS SMART MANAGEMENT
572758	Asas Sdrf	SUMMARIZING ISLAMICS TEXTBOOKS WITH ARABART, MT5, ARAT5, AND MBART
572811	Santio Jocelyn Fabrice	OBSTACLES AND KEY SUCCESS FACTORS FOR INTEGRATING MACHINE LEARNING FOR CUSTOMER SEGMENTATION IN MOROCCAN ENTERPRISES
584359	Anas Ahachad	APPLICATION OF MACHINE LEARNING IN CROP PREDICTION
592660	Jihane Abdessadak, Kamal Reklaoui	PEDAGOGICAL SCENARIO FOR INNOVATION: A FRAMEWORK FOR SKILL DEVELOPMENT
568033	Amine AZIZ, Mostafa Ezziyyani	ANALYZING THE ADAPTATION OF EDUCATIONAL PROGRAMS TO LABOR MARKET DEMANDS











SESSIONCHAIRS: Prof Amal Boulich, Prof Essaid El Bachari







Online Parallel Sessions



AI2SD '2024 Global Summit Symposium Track: Education 4.0 & AI-Learning

PARALLEL SESSION 18:

12h00 To 14h00		SESSIONCHAIRS. PIOI Alliai Boulicii, Pioi Essaiu El Bacilati
JOIN THE SESSION: <u>HERE</u>		
ID	Corresponding Author	TITLE
572871	Magesh Sajeev, Geng Kevin	A MACHINE LEARNING INTERPRETATION OF THE CORRELATION BETWEEN POVERTY AND AIR POLLUTION IN THE CONTIGUOUS UNITED STATES
573005	Khallouqi Mariyam	IDENTIFICATION OF PATHOGENIC VARIANTS IN RETINITIS PIGMENTOSA: A WHOLE EXOME SEQUENCING STUDY OF A CHINESE FAMILY
573065	Maimouni Najlaa	THE IMPACT OF ARTIFICIAL INTELLIGENCE IN MICRO LEARNING
573245	Ifleh Abdelhadi, Griguer Sara	INTEGRATING DEEP LEARNING MODELS WITH RANDOM FOREST-SELECTED TECHNICAL INDICATORS FOR STOCK MARKET PREDICTION
574722	Akdi Oumaima	THE TEACHING AT THE RIGHT LEVEL APPROACH: A PARADIGM SHIFT TO ACCELERATE MOROCCAN PUPIL'S LEARNING
579530	El Idrissi Sofyan, Ben Abdel Ouahab Ikram, Bouhorma Mohammed	UTILIZING DEEP LEARNING TO PREDICT MOLECULAR MUTATIONS AND CLASSIFY TUMORS RESISTANT TO ANTI-EGFR THERAPIES IN COLORECTAL CANCER
580236	Ben-moussa Outmane	CREDIT CARD FRAUD DETECTION USING DEEP LEARNING: CASE OF AFRICAN FINANCIAL MARKETS
580365	Mostafa Ezziyyani, Loubna Cherrat, Abderrahim El yessefi, Amine Aziz	ENHANCING MASTER ACCREDITATION PROCESSES THROUGH MACHINE LEARNING AUTOMATION
580368	Mostafa Ezziyyani, Loubna Cherrat, Youssef Benmessoud, Soumaya El Mamoune	FLOOD MANAGEMENT THROUGH THE APPLICATION OF LEARNING MODELS AUTOMATIC
597070	Fatima Anaam	STUDYING MATH AND SCIENCE THROUGH ENGLISH IN MOROCCAN PUBLIC SECONDARY SCHOOLS
568034	Abderrahim El yessefi, Loubna Cherrat, Mostafa Ezziyyani	ANT ALGORITHM-BASED PREDICTIVE MODEL FOR PROFESSIONAL SUCCESS



















AI2SD '2024 Global Summit Symposium Track: Transport & Logistics

PARALLEL SESSION 19:

08-12-2024 15h00 To 17h00		SESSIONCHAIRS: Prof Fatima Zahraa Grine, Prof Zine Eddine Khalid
JOIN THE SESSION: <u>HERE</u>		
ID	Corresponding Author	TITLE
565199	Chelkha Abdelilah, Dachry Wafaa	TOWARD RESILIENT AND SUSTAINABLE SUPPLY CHAINS: A LITERATURE REVIEW
566309	Awwad Hussam, Shurrab Sharif	STUDY ON PUMA 560 FORWARD KINEMATICS, INVERSE KINEMATICS, HOMOGENOUS TRANSFORMATION AND PATH TRAJECTORY WITH CONTROL SIMULATION
566449	Erchouk Jihane	LOGISTICS AND THE INDUSTRIAL REVOLUTION LITERATURE REVIEW
594308	Fatima Zahraa Grine, Widad Fethallah, Oulaid Kamach, Lotfi Chraibi	ENHANCING STOCK ACCURACY PERFORMANCE IN THE AUTOMOTIVE INDUSTRY THROUGH RFID TECHNOLOGY: A CASE STUDY OF NORTH AFRICA
575423	Adile Zouhire	ENTREPRENEURIAL RESILIENCE IN THE DIGITAL AGE: A LITERATURE REVIEW ON NAVIGATING THE CHALLENGES AND OPPORTUNITIES OF DIGITAL TRANSFORMATION IN THE WORLD OF ENTREPRENEURSHIP
579665	Berrahmania Nadia, Hammou Hachmi, El Fadi Lekbira	METAHEURISTIC APPROACHES TO THE GREEN VEHICLE ROUTING PROBLEM WITH PICK-UP AND DELIVERY AND TIME WINDOWS: A REVIEW OF CO2 REDUCTION IN DISTRIBUTION LOGISTICS
580252	Gannouni Asmae, Ellaia Rachid	A STOCHASTIC DOMINANCE AND SIMHEURISTIC FOR SOLVING STOCHASTIC TEAM ORIENTEERING PROBLEM
565975	Lakhyari Ahmed	OVERVIEW OF UNMANNED UNDERWATER VEHICLES: CLASSIFICATION AND INTELLIGENCE MOTION CONTROL METHODS
566495	Boularbah Zakaria	ENHANCING ENERGY EFFICIENCY IN WASTEWATER TREATMENT FACILITIES THROUGH COMPARATIVE ANALYSIS OF WASTE ACTIVATED SLUDGE MODELS
566729	Aidi Sanaa	PLANNING QUAY CRANES AND TRUCKS IN CONTAINER TERMINALS
592363	khalid chkara, Mohammed Rida Ech-Charrat	DIGITAL MONITORING SYSTEMS BASED ON ARTIFICIAL INTELLIGENCE FOR THE OIL INDUSTRY



















AI2SD '2024 Global Summit Symposium Track: Smart City & Urbanisation

PARALLEL SESSION 20:

08-12-2024 15h00 To 17h00		SESSIONCHAIRS: Prof Hakim JEBARI, Prof Ahmed Bentajer
JOIN THE	SESSION: <u>HERE</u>	
ID	Corresponding Author	TITLE
564192	El Khaldouni Youssef	OPTIMAL PLACEMENT OF V2G-ENABLED CHARGING STATIONS: A MOROCCAN DISTRIBUTION NETWORK CASE STUDY
568113	Khaoulaj Youssef	SURVEY ON SMART CONTRACT SECURITY: CHALLENGES, TECHNIQUES, AND FUTURE DIRECTIONS
573097	Maha Houir Alami and Laila El Harouchi	AGRITOURISM EXPERIENCE VIA VIRTUAL REALITY: A THEORETICAL FRAMEWORK
573149	Bouazizi Omar	REAL-TIME ROAD OBJECT DETECTION AND TRAFFIC SIGN CLASSIFICATION ON A STANDARD GPU PLATFORM
577291	Ahsissene Safae	INVESTIGATION INTO THE SUBJECTIVE AND OBJECTIVE THERMAL SENSATION IN AN URBAN SPACE IN A MEDITERRANEAN CITY
577445	Ait Moulay Maryem, Salbi Adil, Bouganssa Issam, Lasfar Abdelali	IMAGE PROCESSING OF UNMANNED AERIAL VEHICLE AND DRONE IMAGERY USING ARTIFICIAL INTELLIGENCE: A SYSTEMATIC LITERATURE REVIEW
580373	Mostafa Ezziyyani, Loubna Cherrat, Siham Rekiek, Hakim Jebari	IMAGE CLASSIFICATION OF MOROCCAN CULTURAL TRADEMARKS
567037	Belhaj Soulami Naila	CONNECTIVITY AND SENSING AT THE CORE OF SMART TOURISM DESTINATIONS (STD): A QUALITATIVE RESEARCH APPLIED TO THE CASE OF MOROCCO
592709	Hanane Haddad, Loubaba Rida	CONTRIBUTION OF RISK MANAGEMENT IN THE DIGITAL TRANSFORMATION OF LOCAL AUTHORITIES: CASE OF MOROCCAN MUNICIPALITIES
573169	Oussouaddi Mustapha	HYBRID APPROACH TO LANE DETECTION WITH SWIN TRANSFORMER AND CNN FEATURES
568029	Soumaya El Mamoune and Mostafa Ezziyyani	DATAMINING FOR PREDICTING THE QUALITY OF SERVICES ON DECISION NETWORK
568037	Youssef Benmessoud, Loubna Cherrat, Mostafa Ezziyyani,	QUCC-FITRA: A QUARTILE-BASED URBAN CONGESTION CLASSIFICATION SYSTEM UTILIZING INTEGRATED TRAFFIC REGRESSION AND MACHINE LEARNING ANALYTICS



















AI2SD '2024 Global Summit Symposium Track: Fintech And Digital of Financial Services

PARALLEL SESSION 21:

08-12-2024 15h00 To 17h00		SESSIONCHAIRS: Prof Hamid Aksasse, Prof Maryam EL MOUDDEN	
JOIN THE SESSION: HERE			
ID	Corresponding Author	TITLE	
565740	Bouchtaoui Mohamed	ANALYSE DE L'EFFET DE LA GOUVERNANCE BANCAIRE SUR LA PERFORMANCE DES BANQUES AU MAROC : UNE APPROCHE EMPIRIQUE.	
566210	Rahou El hassania	INNOVATIVE REFORMS IN BANKRUPTCY LAW FOR CORPORATE FINANCIAL RECOVERY.	
566712	Zine El Abidine El Mekkaoui, Hatim Benyoussef	THE EVOLUTION OF MULTI-TOUCH ATTRIBUTION: INTEGRATING ADVANCED TECHNOLOGIES FOR SUPERIOR MARKETING INSIGHTS	
567205	Azirar Hanane, Benyacoub Bouchra	EXPLORING THE NEXUS OF FINTECH AND FINANCIAL INCLUSION	
573134	Hagouch Marouane, El Bouchti Karim, Harchane Hassan, Ziti Soumia	DEVELOP A TRADING STRATEGY BASED ON ARTIFICIAL INTELLIGENCE BY COMBINING BOTH MACD & RSI INDICATORS	
573139	Harchane Hassan, Hagouch Marouane, bahammou Imane	USING TWO INDICATORS BOLLINGER BANDS AND STOCHASTIC OSCILLATOR TO DEVELOP A TRADING STRATEGY BASED ON ARTIFICIAL INTELLIGENCE	
573144	Laaz Naziha	A COMMON METAMODEL FOR SMART CONTRACTS DEVELOPMENT	
573891	Lamjadli Hajar	A COMPREHENSIVE REVIEW OF TRADITIONAL AND AI-BASED TRADING STRATEGIES	
576652	Hajji Mohammed Amine , kharmoum Nassim	NEW ECOSYSTEM TO CREATE THE INTEROPERABILITY OF DIFFERENT STRUCTURE OF BLOCKCHAINS USING THE CORE SHELL STRUCTURE	
579316	Mahdi Ijlal	BIBLIOMETRIC ANALYSIS: THE ADOPTION OF BLOCKCHAIN AND FINTECH IN SUPPLY CHAIN	
572686	Fikri Nada	LEVERAGING AI FOR MARKETING PERSONALIZATION: A STUDY ON THE IMPACT OF AI ON CONSUMER ENGAGEMENT APPROACHES	