



ICSBP

International Conference on Sustainable Business Practices in a VUCA World





 **ICSBP**

INTERNATIONAL CONFERENCE ON SUSTAINABLE BUSINESS PRACTICES IN A VUCA WORLD

3rd EDITION

PROGRAM

 **May 14th - 15th, 2026**

 **RABAT, MOROCCO**



DAY 1: THURSDAY, MAY 14, 2026		
08:00 – 09:00	Registration & Welcome Coffee	Atrium
09:00 – 09:20	Conference Opening:	Auditorium
	<p>Abdelaziz Benjouad, Vice President for Research, Innovation & Partnerships <i>International University of Rabat, Morocco</i></p> <p>Nicolas Arnaud, Dean of Rabat Business School <i>Rabat Business School, International University of Rabat, Morocco</i></p> <p>Ikram Jebabli, Associate Dean for Research, Conference Chair <i>Rabat Business School, International University of Rabat, Morocco</i></p>	
	Plenary Session:	Auditorium
09:20 – 10:00	<p>Marina Dabić <i>University of Ljubljana, Slovenia & University of Dubrovnik, Croatia</i> Editor-in-Chief, Technology in Society</p> <p>Title: Generative AI and the Evolution of Business Models: Toward New Frameworks of Value Creation</p>	
10:00 – 10:40	<p>Arman Eshraghi <i>City University of Macau; Cardiff University, UK</i> Editor-in-Chief, Global Finance Journal</p> <p>Title: AI and Finance: Applications and Implications</p>	
10:40 – 11:00	Coffee Break	Atrium
	Plenary Session:	Auditorium
11:00 – 11:40	<p>Martin C. Schleper <i>NEOMA Business School, France</i> Editor-in-Chief, International Journal of Operations & Production Management</p> <p>Title: Who Bears the Risk? Rethinking the Interaction between Supply Chains and Society</p>	
11:40 – 12:20	<p>Erik Stam <i>Utrecht University, Netherlands</i> Editor, Entrepreneurship Theory and Practice/ Small Business Economics</p> <p>Title: Entrepreneurial Ecosystems and Sustainable Development</p>	
12:30 – 13:30	Lunch Break	Atrium

13:30 – 15:20	Parallel Sessions (A1-A6)
A.1. Explainable AI in Economics and Finance: Building Trust in Data-Driven Decisions HALL D	
Session Chair: Sami Ben Jabeur (<i>Lyon Catholic University, ESDES, France</i>)	
The Applicability of Artificial Intelligence for Evaluating the Verbal Interventions of the Central Bank of the Russian Federation	
Ekaterina Mochalina (<i>Plekhanov Russian University of Economics PRUE, Russia</i>), Ivankova Galina (<i>PRUE, Russia</i>), Aleksei Solin (<i>PRUE, Russia</i>), Iuliia Kvasnikova (<i>PRUE, Russia</i>)	
Artificial Intelligence Attention and Cryptocurrency Market Dynamics	
Khaled Mokni (<i>Rabat Business School, UIR, Morocco</i>), Sami Ben Jabeur (<i>Lyon Catholic University, ESDES, France</i>), Chamsa Fendri (<i>Lyon Catholic University, ESDES, France</i>)	
Measuring Firm-Level Climate Risk and Opportunity in Managerial Narratives with LLMs	
Youssef Bouyaddou (<i>Rabat Business School, UIR, Morocco</i>), Ikram Jebabli (<i>Rabat Business School, UIR, Morocco</i>)	
What Drives Oil Price Volatility? A Time-Varying Analysis Using Machine Learning and Explainable Artificial Intelligence	
Youness El Amine (<i>Sidi Mohamed Ben Abdellah University, Morocco</i>), Mounir Benboubker (<i>Sid Mohamed Ben Abdellah University, Morocco</i>)	
Modelling Asymmetric Volatility and Persistence in Cryptocurrency Markets: A Comparative Analysis of Bitcoin, Ethereum, and Leading Stablecoins	
Najlae El Haddad (<i>Abdelmalek Essaâdi University, Morocco</i>), Bouchaib Ferrahi (<i>Abdelmalek Essaâdi University, Morocco</i>), Abdelkader El Alaoui	
A.2. Entrepreneurship and Innovation for Sustainable Futures HALL E	
Session Chairs: Hayford Amegbe (<i>Rabat Business School, UIR, Morocco</i>), Ahmed Tariq (<i>Rabat Business School, UIR, Morocco</i>)	
Entrepreneurs as Agents of Sustainable Transformation: Business Models, Technologies, and Institutional Constraints	
Sandip Rakshit (<i>Rabat Business School, UIR, Morocco</i>), Tripti Paul (<i>Rabat Business School, UIR, Morocco</i>)	
Atlas Gives Back: How Objectivist Entrepreneurs Balance Profit and Purpose	
Karina Bogateryva (<i>Graduate School of Management, St. Petersburg State University, Russia</i>)	
The Pilot Application of the Entrepreneurial Potential Scoring Model (EPSM): A case Study of St. Petersburg and Leningradskaya Oblast	
Sergej Smirnov (<i>St. Petersburg State University, Russia</i>)	
Informal Entrepreneurship Measurement: Concepts, Indicators, and Theoretical Framework	
Maria Baijou (<i>Rabat Business School, UIR, Morocco</i>), Ahmed Tariq (<i>Rabat Business School, UIR, Morocco</i>)	
Structuring Success: ISM-Based Hierarchical Analysis of Automotive and Wiring Harness Ecosystems	
Faouz Benadada (<i>Rabat Business School, UIR, Morocco</i>), Albrecht Fritzsche (<i>IEDC-Bled School of Management, Slovenia</i>), Asmae El Mokriani (<i>Rabat Business School, UIR, Morocco</i>)	
A.3. Ethical and Sustainable Finance HALL F	
Session Chairs: Maria Giuseppina Bruna (<i>IPAG Business School, France</i>), Ahmed Imran Hunjra (<i>IPAG Business School, France</i>)	
Turning Climate Concern into Climate Courage: Female Parliamentarians, Environmental Taxation and SDG13	
Asif Saeed (<i>EMLV Business School, France</i>)	
Assessing the Impact of Country-by-Country Reporting on Multinational Tax Strategies	
Wala Salah (<i>University of Sousse, Tunisia</i>), Houssam Bouzgarrou (<i>University of Sousse, Tunisia</i>)	
Local Stock Returns and Extreme Weather Local Impact	
Tarik Bazgour (<i>EMLV Business School, France</i>), Roméo Tédongap (<i>ESSEC Business School, France</i>)	
ESG Factors and M&A Success: Evidence from Russian Acquirers	
Elena Rogova (<i>GSOM SPbU, Russia</i>), Elizaveta Salova (<i>GSOM SPbU, Russia</i>)	
Towards Sustainable Development: Exploring the Impact of ESG on Enterprise Green Transformation	
Ahmed Imran Hunjra (<i>IPAG Business School, France</i>), Jinhui Zheng (<i>School of Economics, ZJUT, China</i>), Maria Giuseppina Bruna (<i>IPAG Business School, France</i>), Shikuan Zhao (<i>School of Public Administration, ZJUT, China</i>)	
Does Nonfinancial Information Reinforce Analysts' role in Constraining Earnings Management?	
Nazim Hussain (<i>University of Groningen, Netherlands</i>)	
The Impact of Sustainability Disclosure on Firm Value: A Quantile Regression Evidence from an African Emerging Country	
Mohamed Anas Belidan (<i>ISCAE Casablanca, Morocco</i>), Halima Baghdad (<i>ISCAE Casablanca, Morocco</i>)	

A.4. Purpose-Driven Marketing and Brand Strategy in a VUCA World: Navigating Trust, Culture, and Climate Impact

HALL G

Session Chair: Nnamdi Madichie (*School of Business, Woxsen University, India*)

From Concern to Action: A PLS-SEM Analysis of Sustainable Behavior and Gender Dynamics in the UAE
Hasnan Baber (*American university of Sharjah, UAE*)

Sustainability Brand Addiction as a Contribution in Seller's Competitive Advantage Under VUCA Conditions and a Case of Unfair Competition

Vitaly Cherenkov (*Graduate School of Management, St. Petersburg State University, Russia*), Irina Staroverova (*Graduate School of Management, St. Petersburg State University, Russia*)

Multi Brand Loyalty in Moroccan Retail Banking

Mohammed Hour (*National School of Business and Management, Hassan II University, Morocco*), Souad Elmanssouri (*National School of Business and Management, Hassan II University, Morocco*)

Clean Cooking and Cultural Continuities in India's Eating-out Sector: An Exploratory Study of Dhabas in Greater Hyderabad

Nnamdi Madichie (*School of Business, Woxsen University, India*), Bala Ahmed Jinjiri (*School of Business, Woxsen University, India*), Kenneth Chukwujiokwe Agbim (*School of Business, Woxsen University, India*)

A Bibliometric Analysis of Greenwashing in Marketing and Consumer Behaviour Research from 2001 to 2025

Precious Ezeh (*Rabat Business School, UIR, Morocco*), Christian Nedu Osakwe (*Rabat Business School, UIR, Morocco*), Hayford Amegbe (*Rabat Business School, UIR, Morocco*)

A.5. Energy Transition and Carbon Neutrality in Supply Chains

HALL A

Session Chairs: Imad El Harraki (*National School of Mines of Rabat, Morocco*), Abdelbari Redoune (*National School of Mines of Rabat, Morocco*)

Co-Optimizing Decentralized Hybrid Renewable and Hydrogen Systems and Industrial Supply Chains: A Case Study from Morocco

Norddine Oubouch (*National School of Mines of Rabat, Morocco*), Anouar Makhoukh (*National School of Mines of Rabat, Morocco*), **Abdelbari Redouane** (*National School of Mines of Rabat, Morocco*), Khalid Oukhdamch (*National School of Mines of Rabat, Morocco*)

Decarbonizing the Energy Supply Chain: An Integrated Energy Management Strategy for Smart Microgrids and Electric Vehicle Integration

Anouar Makhoukh (*National School of Mines of Rabat, Morocco*), Norddine Oubouch (*National School of Mines of Rabat, Morocco*), Abdelbari Redouane (*National School of Mines of Rabat, Morocco*)

Integrating Lean Management and the Circular Economy for Carbon Neutrality in Supply Chains: Towards a Structuring Theoretical Model of Decarbonisation

Yassin Selouani (*ENCGT, Université Abdelmalek Essaâdi, Morocco*), Iman Zahri (*Faculty of Science and Technology Tangier, Abdelmalek Essaâdi University, Morocco*)

Waste Collection Vehicle Routing Problem with Time Windows using a Mixed Fleet of Conventional and Compacting Electric Vehicles

Elouali Khayya (*Rabat Business School, UIR, Morocco*), Mohamed Amine Masmoudi (*Rabat Business School, UIR, Morocco*)

Decomposing AOS – CA and MAB-based OS for EV Charging Scheduling

Hiba Errafik (*College of Engineering and Architecture, UIR, Morocco*), Mustapha Oudani (*College of Engineering and Architecture, UIR, Morocco*), Ammar Oulamara (*University of Lorraine, France*)

A.6. Organizational Ethics, CSR, and Employee Behavioral Outcomes

HALL B

Session Chairs: Antonina Lisovskaia (*Rabat Business School, UIR, Morocco*), Charles Hanu (*Rabat Business School, UIR, Morocco*)

The Management of Ethics

Maria Santos (*ISEG Lisbon School of Economics & Management, Universidade de Lisboa, Portugal*)

The Multifaceted Nature of Ethical Leadership for Corporate Sustainability Performance: Evidence from Russia

Andrei Sharonov (*National ESG Alliance, Russia*), **Anna Veselova** (*Graduate School of Business HSE University, Russia*)

Employee-Oriented HRM and Turnover Intentions: The Mediating Roles of Trust and Identification

Kamran Iqbal (*University of Sargodha, Pakistan*)

Could Internal CSR Perceptions Induce Employees' Unethical Behavior? The Role of Organizational Identification and Perceived Code of Ethics

Youssra Noubli (*Rabat Business School, UIR, Morocco*), Moustafa Abdelmotaleb (*Rabat Business School, UIR, Morocco*)

	<p>Person–Job Fit as a Cognitive Mediator Between High-Performance Human Resource Practices and Employee Outcomes Lamiaa Ait Benbrahim (<i>UIT, Morocco</i>), Nabil Boubrahimi (<i>UIT, Morocco</i>), Waheed Akhtar (<i>Rabat Business School, UIR, Morocco</i>)</p>	
15:20 – 15:40	Coffee Break	Atrium
15:40 – 17:30	Parallel Sessions (B1-B6)	
	<p>B.1. SMEs and the Challenge of Sustainability and ESG Integration HALL D Session Chairs: Khaled Mokni (<i>Rabat Business School, UIR, Morocco</i>), Mouna Youssef (<i>Rabat Business School, UIR, Morocco</i>)</p>	
	<p>Sustaining Small and Medium Enterprises in the Quicksand of Emerging Markets: The Dual Engines of Ambidexterity and Resilience Yulia Aray (<i>GSOM SPbU, Russia; MBRSG, Dubai</i>), Karina Bogatyreva (<i>GSOM SPbU, Russia</i>), Anastasia Laskovaya (<i>GSOM SPbU, Russia</i>), Olga Garanina (<i>GSOM SPbU, Russia</i>), Diana Dmitrieva (<i>GSOM SPbU, Russia</i>)</p>	
	<p>The Veracity Trap: How Low- and High-Quality Big Data Impact Performance of Ambidextrous SMES Rafik Smara (<i>GSOM SPbU, Russia</i>), Karina Bogatyreva (<i>GSOM SPbU, Russia</i>)</p>	
	<p>Integrating ESG into SME Strategy: Digital Transformation, Sustainable Finance, and Performance Outcomes Tripti Paul (<i>Rabat Business School, UIR, Morocco</i>), Sandip Rakshit (<i>Rabat Business School, UIR, Morocco</i>)</p>	
	<p>Industrial Symbiosis as a Driver of Circular Economy Transitions in West Africa Mounir Boumhamdi (<i>FSJESAC, University of Hassan II, Morocco</i>), Ilham Dkhissi (<i>Rabat Business School, UIR, Morocco</i>), Laila Frija (<i>Rabat Business School, UIR, Morocco</i>), Marouane Ikira (<i>FSJESJ, University of Chouaib Doukkali, Morocco</i>)</p>	
	<p>Revisiting the Effect of Institutions on the Foreign Direct Investment-Growth Nexus: Threshold Evidence in Africa Hamza Ayass (<i>Faculty of Legal, Economic, and Social Sciences Rabat, Morocco</i>), Hassane Zouiri (<i>Faculty of Legal, Economic, and Social Sciences Rabat, Morocco</i>), Fatima Zahra Belarbi (<i>Faculty of Legal, Economic, and Social Sciences Rabat, Morocco</i>)</p>	
	<p>B.2. Trust Dynamics in Complex Socio-Technical Systems: Interdisciplinary Perspectives HALL E Session Chairs: Senija Causevic (<i>Rabat Business School, UIR, Morocco</i>), Reinhard Bachmann (<i>University of London, UK</i>)</p>	
	<p>Trust, Complexity, and the Commons: Rethinking Food Security through Biodiversity Deniz Guler (<i>SOAS University of London, UK</i>)</p>	
	<p>Digital Infrastructure as a Socio-Technical Mediator in Small-Scale Farming: A Regional Resilience Perspective Jeanne Marie Attoungbre (<i>Rabat Business School, UIR, Morocco</i>), Albrecht Fritzsche (<i>IEDC-Bled School of Management, Slovenia</i>)</p>	
	<p>Whom to Trust? An Exploratory Note on Consumer Perceptions of Automated Driving Systems (ADS) in China Wenwei Li (<i>SOAS University of London, UK</i>), Reinhard Bachmann (<i>SOAS University of London, UK</i>)</p>	
	<p>The Judgment Shield-Contestability Trap (JSCT) in AI Customer Support: Transformative Service Inclusion and Psychological Resilience Across US Airlines and French Banking Asma Bakrim (<i>Rabat Business School, UIR, Morocco</i>), Albrecht Fritzsche (<i>IEDC-Bled School of Management, Slovenia</i>), Poonam Oberoi (<i>Excelia Business School, France</i>)</p>	
	<p>From Personalization to Loyalty: Modeling Customer Experience in AI-Enhanced Digital Marketing Zainab Bourak (<i>Faculty of Economics and Management, Ibn Tofail University, Morocco</i>), Youssef Khatori (<i>Faculty of Economics and Management, Ibn Tofail University, Morocco</i>), Ranya Belaidi (<i>Faculty of Economics and Management, Ibn Tofail University, Morocco</i>), Hiba El Aouni (<i>Faculty of Economics and Management, Ibn Tofail University, Morocco</i>)</p>	

B.3. Adaptive and Resilient Supply Chain Systems

HALL F

Session Chairs: Omar Bentahar (*IAE Metz, University of Lorraine, France*), Maria Lebbar (*National School of Mines of Rabat, Morocco*)

Enhancing Supply Chain Circularity Through Predictive Maintenance in a VUCA World: Impacts, Indicators, and Strategic Pathways

Oussama Moutaoukil (*ENSAM Meknès, Morocco*), Hassana Mahfoud (*ENSAM Meknès, Morocco*), Imane Bouhaddou (*ENSAM Meknès, Morocco*)

Beyond Green Logistics: The Strategic Role of Social Performance in Driving Competitiveness in Emerging Logistics Markets

Malak Kami (*ENCG Kénitra, Morocco*), Abdessamad Rhalimi (*Euromed University of Fez, Morocco*)

Resilience and Turbulence in the Maritime Supply Chain: A Stochastic Approach Inspired by the Burgers-Korteweg-de Vries Model

Renaud Kessler (*University of Lorraine, France*), Omar Bentahar (*University of Lorraine, France*)

Operational Slack and Resilience: Evidence from U.S. Manufacturing Firms during COVID-19

Oumayma El Bouchtaoui (*Rabat Business School, UIR, Morocco*), Ahmed Hamdi (*Rabat Business School, UIR, Morocco*), Tarik Saikouk (*Excellia Business School, France*)

Resilient Strategies within Complex Adaptive Supply Networks in Response to Global Disruptions: Systematic Literature Review, Integrative Framework and a Proposed Research Agenda

Hajar Taki (*Rabat Business School, UIR, Morocco*), Tarik Zouadi (*Rabat Business School, UIR, Morocco*)

B.4. Mathematical and Forecasting Approaches in Energy and Electricity Markets, and Green Finance

HALL G

Session Chairs: Foued Saâdaoui (*Rabat Business School, UIR, Morocco*), Chouhaïd Souissi (*Faculty of Sciences of Sfax, Tunisia*)

Recurrent Neural Networks with Linear Structures for Electricity Price Forecasting

Souhir Ben Amor (*Duisburg University Essen, Germany*), Florian Ziel (*Duisburg University Essen, Germany*)

Financial Performance and Impact of ESG ETFs in Renewable and Traditional Energy Markets

Mayssa Mhadhbi (*IPAG Business School, France*)

Higher-Moment Systemic Risk in Green Financial Markets: A GARCH-Filtered TVP Quantile VAR Connectedness Approach

Othman Ihsane (*Rabat Business School, UIR, Morocco*), Khaled Mokni (*Rabat Business School, UIR, Morocco*)

Explainable Short-Term Electricity Consumption Forecasting: A Comparative Study of EBM and XGBoost with Shap-based Interpretation for Smart Grid Applications

Safaa Kahil (*Faculty of Sciences of Rabat, Mohammed V University, Morocco*), Omar Jellouli (*College of Engineering and Architecture, UIR, Morocco*), Mohamed Fihri (*Faculty of Sciences of Rabat, Mohammed V University, Morocco*)

Detection of Anomalies in Moroccan Electricity Import Data: A Comparative Approach using IQR and Extreme Value Theory

Ibtissam Chabba (*Faculty of Sciences of Rabat, Mohammed V University, Morocco*), Omar Jellouli (*College of Engineering and Architecture, UIR, Morocco*), Mohamed Fihri (*Faculty of Sciences of Rabat, Mohammed V University, Morocco*)

A Cellular Automaton Framework for Shallow Water Wave Propagation and Local Energy Tracking over Variable Bathymetry

Meryem El Habbazi (*College of Engineering and Architecture, UIR, Morocco*), Omar Jellouli (*College of Engineering and Architecture, UIR, Morocco*), Latifa Boutat-Baddas (*University of Lorraine, France*), Mustapha Oudani (*College of Engineering and Architecture, UIR, Morocco*), Mohamed Boutayeb (*University of Lorraine, France*)

Generative Artificial Intelligence as a New Determinant of Port Performance: Evidence from Mediterranean Container Ports

Chouhaïd Souissi (*Faculty of Sciences of Sfax, Tunisia*), Dirin Mchirgui (*Faculty of Economics and Management of Sfax, Tunisia*)

B.5. Beyond Transformation: Shaping the Future of Work & Human Enterprise

HALL A

Session Chair: Fauzia Syed (*Rabat Business School, UIR, Morocco*)

Jazzing Up Creativity: Enhancing Creative Competence through Improvisation as a Dialogic Practice

Zineb Cherkaoui (*Rabat Business School, UIR, Morocco*), Diogenes Falçao Mamedio (*De Vinci Higher Education, France*), António Cunha Meneses Abrantes (*TBS Business School, France*), Qing Lu (*Sunway University, Malaysia*)

When AI becomes a Cognitive Burden: Examining AI-Induced Information Overload and Responsible Organizational Responses

Chaimae Bouha (*Rabat Business School, UIR, Morocco*), Lamiae Benhayoun (*Rabat Business School, UIR, Morocco*)

Sustainable AI-Augmented Assessment Development: A Validation Framework for Russian Language Assessment Items Creation in a VUCA World

Mikhail Ananyan (*Graduate School of Business, Higher School of Economics, Russia*), Peter Panfilov (*Graduate School of Business, Higher School of Economics, Russia*), Seungmin Jin (*Graduate School of Business, Higher School of Economics, Russia*)

The Impact of Collaborative Platforms on Employee Well-Being: A Systematic Review and Meta-Analysis

Imane El Mejbar (*ENCG, Morocco*), Noureddine Belhssen (*ENCG, Morocco*)

The Industrial Acceleration Plan in Morocco: Effects on Employment and the Moderating Role of Institutions (2008–2019)

Fatima Zahra Belarbi (*Mohammed V University, Morocco*), Hamza Ayass (*Mohammed V University, Morocco*)

Sustainability from the Inside Out: The Role of Entrepreneurial Characteristics in Driving Sustainable Business Model Innovation: Insights from Moroccan SMEs

Zineb Moummad (*Rabat Business School, UIR, Morocco*)

B.6. AI, Digital Innovation, and Consumer Behavior in Transforming Markets

HALL B

Session Chairs: Saleem ur Rahman (*Rabat Business School, UIR, Morocco*), Christian Nedu Osakwe (*Rabat Business School, UIR, Morocco*)

Digital Marketing in the Age of AI: Brand Authenticity, Integrity, and Trust

Bouchra Oukhayi (*Rabat Business School, UIR, Morocco*), Vikas Arya (*Paris Business School, France*)

The Impact of AI-powered Virtual Influencers on Consumer Purchase Intentions – A conceptual Model

Imane Ezzaouia (*Rabat Business School, UIR, Morocco*)

Decoding Consumer Perceptions of AI-Generated Ads in the Automotive Industry

Issrae Ejjelthi (*Rabat Business School, UIR, Morocco*), Najlae Zhani (*Rabat Business School, UIR, Morocco*), Tarik Zouadi (*Rabat Business School, UIR, Morocco*)

Tensions Between Strategy and Practice in Social Selling Adoption

Imane Ouazzani Touhami (*Ibn Tofail University, Morocco*)

How Social Media Features Shape Customer Engagement and Value Co-Creation: Literature Review

Intissar Sqal (*ENCG, Ibn Tofail University, Morocco*), Redouane Barzi (*ENCG, Ibn Tofail University, Morocco*)

DAY 2: FRIDAY, MAY 15, 2026		
08:00 – 09:00	Registration & Welcome Coffee	Atrium
09:00 – 10:00	Meet the Editors Session	Auditorium
10:00 – 10:20	Coffee Break	Atrium
10:20 – 12:10	Parallel Sessions (C1-C5)	
	C.1. Responsible People, Work, and Leadership in the Age of AI and Global Challenges	HALL D
	Session Chairs: Waheed Akhtar (<i>Rabat Business School, UIR, Morocco</i>), Moustafa Abdelmoteleb (<i>Rabat Business School, UIR, Morocco</i>)	
	Sustainable Remote Hiring: A Lightweight Multimodal Decision Support System for HR in a VUCA World Arseniy Baloyan (<i>High School of Economics, Russia</i>), Islam Yangurazov (<i>High School of Economics, Russia</i>), Petr Panfilov (<i>High School of Economics, Russia</i>), Boris Belov (<i>High School of Economics, Russia</i>)	
	Driving Sustainable Organizational Success through Digitalization: Evidence from Employee Behaviours Abdulaziz Alabood (<i>Prince Sattam bin Abdulaziz University, Saudi Arabia</i>)	
	Constructing Team Interaction as a Social Ecosystem in a VUCA Context: The Perspective of Russian Managers and HR Practitioners Elena Stegnii (<i>HSE University, Russia</i>)	
	Entrepreneurial Leadership and Employee Engagement with Sustainability Initiatives Khadija El Karafli (<i>Rabat Business School, UIR, Morocco</i>), Muhammad Waheed Akhtar (<i>Rabat Business School, UIR, Morocco</i>)	
	Digital Transformation and Student Success at the University: Opportunities, Limitations and Challenges of Responsibility Souhir Khemir (<i>Université de Haute Alsace, France</i>), Sophie Wodociag (<i>Université de Haute Alsace, France</i>)	
	Towards an Integrative Framework for Responsible Leadership in the Age of Artificial Intelligence: A Conceptual Literature Review Hiba El Goudi (<i>Rabat Business School, UIR, Morocco</i>)	
	C.2. Technology Adoption and Consumer Behavior in Tourism and Leisure	HALL E
	Session Chair: <i>Youssef El Archi (Mohammed V University of Rabat, Morocco)</i>	
	Opportunities and Challenges of the Metaverse in the Hospitality Industry: Customer Experience and Digital Technology Adoption Abderrahim Laachach (<i>The Higher International Institute of Tourism of Tangier, Morocco</i>), Ali Rachid (<i>The Higher International Institute of Tourism of Tangier, Morocco</i>)	
	Algorithmic Consumers in Travel and Tourism Youssef El Archi (<i>Mohammed V University of Rabat, Morocco</i>)	
	Building Iconic Destinations: A Study of Successful Territorial Branding in China Anna Chelnokova-Siejka (<i>Graduate School of Business, Higher School of Economics, Russia</i>), Liudmila Veselova (<i>Graduate School of Business, Higher School of Economics, Russia</i>), Anna Veselova (<i>Graduate School of Business, Higher School of Economics, Russia</i>)	
	Economic Justice and Inclusive Finance in Sustainable Tourism Development in Southern Morocco Dounia Berrachid (<i>Higher School of Technology, Ibn Zohr University, Morocco</i>), Nabil Berrachid (<i>FSJES, Cadi Ayyad University, Morocco</i>)	

C.3. Innovations in Agricultural Operations and Supply Chains

HALL F

Session Chairs: Mustapha Oudani (*College of Engineering and Architecture, UIR, Morocco*), Zied Achour (*University of Lorraine, France*)

Enhancing Transparency in Short Food Supply Chains through Blockchain

Houda Dahbi (*Rabat Business School, UIR, Morocco*), Abla Chaouni Benabdellah (*Rabat Business School, UIR, Morocco*), Amine Belhadi (*Rabat Business School, UIR, Morocco*)

Learning-Guided Neighborhood Search for Stochastic Fertilizer Planning in Regulated Agricultural Systems

Clément Bamogo (*University of Lorraine, France*), Mustapha Oudani (*College of Engineering and Architecture, UIR, Morocco*), Amine Belhadi (*Rabat Business School, UIR, Morocco*), Sofiene Dellagi (*University of Lorraine, France*), Zied Achour (*University of Lorraine, France*)

A Sensemaking Perspective on Resolving DEI Logics Paradox in Agrifood Supply Chains

Salma Garra (*Rabat Business School, UIR, Morocco*), Amine Belhadi (*Rabat Business School, UIR, Morocco*)

Dynamic Contracting, Survival Pressure, and Persistent Labor Exploitation in African Agrifood Supply Chains

Chaymae Sabraoui (*Rabat Business School, UIR, Morocco*), Amine Belhadi (*Rabat Business School, UIR, Morocco*)

Resilience of Agri-Food Systems in Africa: Integrated Strategies and Frameworks for Climate Change Adaptation

Soumeya Souleiman (*Rabat Business School, UIR, Morocco*), Amine Belhadi (*Rabat Business School, UIR, Morocco*)

C.4. Real Economy & Climate Risk

HALL G

Session Chairs: Mhamed Ali El Aroui (*Rabat Business School, UIR, Morocco*), Abdessamad Raghbi (*ENCG, Ibn Zohr University, Morocco*)

FDI and Climate Vulnerability: Evidence from GRF-CATE Analysis

Adel Dalal (*Graduate School of Management, St Petersburg University, Russia*), Chenyang Li (*University College London, UK*)

From Heatwaves to Hoarding: Climate Risk's Grip on African Bank Liquidity

Anas Alaoui Mdaghri (*ENCG, Ibn Zohr University, Morocco*), **Abdessamad Raghbi** (*ENCG, Ibn Zohr University, Morocco*), Abdelhamid Ait Bihi (*ENCG, Ibn Zohr University, Morocco*), Khalid Elbadraoui (*ENCG, Ibn Zohr University, Morocco*)

Food Production, Agricultural Structure and Macro-economic Living Standards: Evidence from Morocco

Nada Berrak (*Cadi Ayyad University, Morocco*), Abdelkader El Khider (*Cadi Ayyad University, Morocco*)

CEO Reputation and the Strategic Pursuit of Environmental Innovation: Roles of Social Competence and Financial Motivation

Muhammad Saad Baloch (*University of Southampton, UK*), Huda Khan (*University of Aberdeen, UK*), **Nouhaila Ettalibi** (*Rabat Business School, UIR, Morocco*), Tahiru Liedong (*University of Bath, UK*)

Consumers' Sentiments and Commodity Prices Linkage

Mohammad Isleimeyyeh (*Rabat Business School, UIR, Morocco*), Meriem Dairi (*Rabat Business School, UIR, Morocco*), Amine Ben Amar (*Africa Business School, UM6P, Morocco*)

Do Heterogeneous Beliefs Matter for Market Performance? Evidence from Emerging and Developed Equity Markets

Dounia Zouggar (*Abdelmalek Essaâdi University, Morocco*), Bouchaïb Ferrahi (*Abdelmalek Essaâdi University, Morocco*), Abdelkader El Alaoui

C.5. Blockchain, Fintech, and Metaverse Technologies for Sustainability Practices

HALL A

Session Chair: Slimane Ed-Dafali (*ENCG, Chouaib Doukkali University, Morocco*)

Metaverse-Driven Sustainability Disclosure: An Integrative Strategic Decision-Support Framework

Wassim Jalil (*ENCG, Chouaib Doukkali University, Morocco*), Zahra Adardour (*ENCG, Chouaib Doukkali University, Morocco*), Slimane Ed-Dafali (*ENCG, Chouaib Doukkali University, Morocco*)

Digitalizing Trust: How Emerging Technologies Transform ESG Reporting, Governance, and Sustainable Performance

Rakia Riguen (*FSEG Sfax, University of Sfax, Tunisia*), Maali Kachouri (*Higher Institute of Finance and Taxation Sousse, Tunisia*)

Financial Inclusion under Environmental Risk: Micro-Insurance and Artificial Intelligence

Zineb Alaoui (*ENCG Agadir, Ibn Zohr University, Morocco*), Imane Bari (*ENCG Agadir, Ibn Zohr University, Morocco*)

Fintech and CSR Nexus: Theoretical Evidence from Non-Financial Industries

Ibtissam El-Ghaylany (*ENCG, Chouaib Doukkali University, Morocco*), Oumaima Waraki (*FSJES Fès, Sidi Mohamed Ben Abdellah University, Morocco*), Mohammed El-Khodary (*FSJES Fès, Sidi Mohamed Ben Abdellah University, Morocco*)

The Impact of Fintech on Energy Transition: A systematic Literature Review

Hiba El Harousse (*Faculty of Economics and Management, Ibn Tofail University, Morocco*), El Mehdi Ferrouhi (*Faculty of Economics and Management, Ibn Tofail University, Morocco*)

Scaling Decentralized Energy Markets: A ZK-Rollup Framework for Privacy-Preserving P2P Trading in Microgrids

Aïmane Harrak (*National School of Mines of Rabat, Morocco*), Anouar Makhoukh (*National School of Mines of Rabat, Morocco*), Norddine Oubouch (*National School of Mines of Rabat, Morocco*), Imad El Harraki (*National School of Mines of Rabat, Morocco*), Abdelbari Redouane (*National School of Mines of Rabat, Morocco*)

12:20 – 13:20

Lunch Break

Atrium

13:20 – 15:10

Parallel Sessions (D1-D5)

D.1. Explainable AI for Intelligent and Ethical Supply Chains

HALL D

Session Chairs: Abu Naser (*London Metropolitan University, UK*), Sandip Rakshit (*Rabat Business School, UIR, Morocco*)

Emerging Human-AI Decision Roles in AI-enabled Supply Chains: A Perspective on Transitions across Decision Domains

Youssra Riahi (*Rabat Business School, UIR, Morocco*)

AI driven Financial Analytics in Supply Chain Resilience

Zaynab Khalfi (*ENCG El Jadida, Morocco*), Asmae Masouabi (*ENCG El Jadida, Morocco*), Mohamed Akhlaffou (*ENCG El Jadida, Morocco*), Miloudi Kobiyh (*ENCG El Jadida, Morocco*), Salka Akhlaffou (*ENCG El Jadida, Morocco*)

Optimizing Industrial Energy Costs in Morocco: An Integrated Framework for Distributed Generation and Tariff-aware Load Scheduling

Khalid Oukhdamch (*National School of Mines of Rabat, Morocco*), Anouar Makhoukh (*National School of Mines of Rabat, Morocco*), Abdelbari Redouane (*National School of Mines of Rabat, Morocco*), Nourddine Oubouch (*National School of Mines of Rabat, Morocco*)

Toward Viable Supply Chain as Dynamic System: A Perspective Integrating Control Theory Modeling and Dynamic Capabilities for Self-Reconfiguration

Azz-Eddine Meafa (*Rabat Business School, UIR, Morocco*), Abla Chaouni Benabdellah (*Rabat Business School, UIR, Morocco*)

Designing Return on Investment in Blockchain-Enabled Sustainable Supply Chains: Evidence from Developing-Country Contexts

Elhoussaine Wahyana (*Rabat Business School, UIR, Morocco*), Lamiae Benhayoun (*Rabat Business School, UIR, Morocco*), Néstor Fabián Ayala (*Universidade Federal do Rio Grande do Sul-Brazil, Brazil*)

D.2. Critical Consumer Culture, Business & Geopolitics

HALL E

Session Chairs: Nikhilesh (Nik) Dholakia (*University of Rhode Island, USA*), Delphine Godefroit Winkel (*Toulouse Business School Casablanca, Morocco*)

The Motivational Trajectory of CSR: Moving Beyond Legal Mandates Toward Competitive Differentiation
Ekaterina Nazarenko (*Graduate School of Management, St. Petersburg State University, Russia*), Mahmoud Ibraheam Kotb Saleh (*Helwan University, Egypt*)

Sustainability Concerns and Electric Vehicle Adoption in an Emerging Market: Evidence from Morocco
Asmae El Gharbaoui (*ENCG El Jadida, Chouaib Doukkali University, Morocco*), Hasnaa Alami (*ENCG El Jadida, Chouaib Doukkali University, Morocco*), Reda Tamanine (*ENCG Agadir, Ibn Zohr University*), Ichrak Fahim (*ENCG Agadir, Ibn Zohr University*)

From Smart Voice Assistants to Generative AI Assistants: A Cross-Cultural Analysis of Older Adults' Switching Intentions

Houda Elafdel (*Rabat Business School, UIR, Morocco*)

Understanding Consumers' Behavioral Intention to Adopt Takaful Insurance: A Systematic Review
Hamid El-Boudaly (*Chouaib Doukkali University, Morocco*), Bouchaib Marnouch (*Chouaib Doukkali University, Morocco*), Abdelbari El Khamlichi (*Chouaib Doukkali University, Morocco*)

Exploring Types of Avengers and Active Online Audiences in the Moroccan Context: An Ethnographic Study

Hicham Arrid (*Mohamed First University, Oujda, Morocco*), Zoubir Zarrouk (*Mohamed First University, Oujda, Morocco*)

D.3. Open Science and Open Innovation for Sustainable Business in a VUCA World

HALL F

Session Chair: Hanae Lrhoul (*School of Information Sciences, Morocco*)

Open Access in Africa: A Strategic Lever for Innovation and Sustainable Business

Sanae Ouahbi (*School of Information Sciences, Morocco*)

Opening up Research Data in Private Companies: A Driver of Visibility and Sustainable Business

Bouchra Rahili (*School of Information Sciences, Morocco*)

The Moroccan Scientific Diaspora in Management Between Knowledge Production, Open Access, and International Collaboration

Ilham Oumennana (*School of Information Sciences, Morocco*)

Digital Silk Road and Uzbekistan: Infrastructure Upgrading, Inclusion, and Digital Services Growth

Farkhod Abdurakhmonov (*Tashkent State University of Economics, Uzbekistan*)

Digital Transformation, Open Access in Africa: A Scientometric Analysis of Business Publications

Najat Aachich (*School of Information Sciences, Morocco*)

D.4. Oceans of Opportunity: Charting a New Course for Africa's Blue Economy and

HALL G

Regenerative Tourism

Session Chair: Senija Causevic (*Rabat Business School, UIR, Morocco*)

Building Sustainable Coastal Economic Resilience in the VUCA Era: The Role of Business and Knowledge Management Systems

Wafae Rachidi (*FSJESM, Moulay Ismail University, Morocco*), Boutaina Farsi (*FSJESM, Moulay Ismail University, Morocco*), Hiba El Ghaloussi (*FSJESM, Moulay Ismail University, Morocco*), Lalla Hind El Idrissi (*FSJESM, Moulay Ismail University, Morocco*)

The Green Port Paradox: When Sustainability Matters but Under-Prioritized

Abdelhamid Adarrab (*Ibn Tofail University, Morocco*), Mohamed Mamad (*Ibn Tofail University, Morocco*)

Grounding Blue Economy Transitions: Maritime Identity-Informed Planning and Appraisal for Socially Durable and Resilient European Islands

Zacharoula Kyriazi (*University College Cork, Ireland*), **Senija Causevic** (*Rabat Business School, UIR, Morocco*), Stela Kyvelou (*Panteion University, Greece*), Georgios Remoundos (*University of the Aegean, Greece*), Maria Lekakou (*University of the Aegean, Greece*)

From Rent Capture to Regenerative CoGovernance: The Institutionalized Regenerative Flywheel (IRF) Framework for SMEs in Maritime Heritage Territories

Jawad Chichaoui (*Rabat Business School, UIR, Morocco*), Senija Causevic (*Rabat Business School, UIR, Morocco*), Mebrahtu Leake Teklehaimanot (*Rabat Business School, UIR, Morocco*)

D.5. Ethical and Sustainable Finance

HALL A

Session Chairs: Maria Giuseppina Bruna (*IPAG Business School, France*), Ahmed Imran Hunjra (*IPAG Business School, France*)

From Policy to Practice: How State Ownership and Financial Performance Affect CSR Disclosure in Russian and Chinese Companies

Yulia Aray (*GSOM, SPbU, Russia*), **Diana Dmitrieva** (*GSOM, SPbU, Russia*), Karina Bogatyreva (*GSOM, SPbU, Russia*)

The Impact of Ownership Structure on ESG Performance: Evidence from Listed Firms in the Moroccan Market

Mohammed Ouargani (*ENCG Agadir, Ibn Zohr University, Morocco*), Radi Bouchra (*ENCG Agadir, Ibn Zohr University, Morocco*)

Breaking the Spatial Development Trap: Reconceptualizing Aid Effectiveness and Ethical Sustainable Finance Through Neo-Marshallian Geography and Regional Capability Systems in Africa

Ahmad Imran Hunjra (*IPAG Business School, France*), **Muhammad Azam** (*Rabat Business School, UIR, Morocco*)

Beyond Tokenism: Female Board Leadership, Gender-Supportive Climate, and Directors' Remuneration in Malaysia

Salau Abdulmalik Olarinoye (*Rabat Business School, UIR, Morocco*)

CEO Narcissism, Earnings Management, and CSR Performance: Insights from Automated Machine Learning

Chaima Koubaa (*Institute of Advanced Business Studies of Sfax, Tunisia*), Maali Kachouri (*Higher Institute of Finance and Taxation Sousse, Tunisia*), Anis Ben Amar (*Higher Business School of Sfax, Tunisia*)

Exploring the Corporate Sustainability Reporting Trends: A Bibliometric Analysis using Clarivate's WoS Database between 2014-2025

Hicham Chbihi Kaddouri (*Moulay Ismail University, Morocco*), Mohamed Kadous (*Moulay Ismail University, Morocco*)

Artificial Intelligence-driven Management Control Systems as Levers for Sustainable Financial Performance: A Bibliometric and Scientific Mapping Analysis

Hajar Bouladasse (*Sultan Moulay Slimane University, Morocco*), Said El Ganich (*ENCG Settat, Hassan I University, Morocco*), Taoufik Yahyaoui (*Sultan Moulay Slimane University, Morocco*)

15:10 – 15:30	Coffee Break	Atrium
15:30 – 16:00	Closing, Awards, Group Photo	Auditorium

PLENARY SPEAKERS



Prof. Marina Dabić

University of Ljubljana, Slovenia & University of Dubrovnik, Croatia

Editor-in-Chief, *Technology in Society*

Marina Dabić is Professor at the University of Ljubljana (Slovenia) and the University of Dubrovnik (Croatia), and she has been appointed as visiting scholar at the University of Johannesburg (South Africa). Professor Dabić plays pivotal roles in various editorial capacities, serving as Editor-in-Chief of *Technology in Society*, and as Associate Editor of *Technological Forecasting and Social Change* and *Strategic Change* journals. She also serves as Senior Department Editor at *IEEE Transactions on Engineering Management*, contributing significantly to academic research in innovation and technology management. She is a member of the editorial board of several leading journals, including *Journal of Business Research*, *Journal of Business Logistics*, *Journal of Knowledge Management*, *Journal of Managerial Science*, *International Journal of Physical Distribution & Logistic Management*, among others. She also served on the editorial board of *Journal of World Business* from 2006 to 2019. She has been a panel member of the European Research Council since 2023 and, since 2018, a member of panels for Horizon 2020 and Horizon Europe projects.



Prof. Arman Eshraghi

City University of Macau; Cardiff University, UK

Editor-in-Chief, *Global Finance Journal*

Arman Eshraghi is Professor of Finance at the City University of Macau and holds the Chair of Finance and Investment at Cardiff Business School (Cardiff University, UK) with nearly two decades of academic research, teaching and leadership experience across the UK (Cardiff University, University of Edinburgh, University of Manchester), visiting scholarships in the US (Harvard), UK (Cambridge, University College London) and Asia (Japan, China, New Zealand). Prior to academia, he gained professional experience in the banking sector. His research spans finance, accounting and management with interests including behavioural and corporate finance, financial markets and financial technology. He is the founding director of the Cardiff Fintech Research Group, Fintech Theme Lead at the Digital Transformation Innovation Institute, and a member of the Centre for Innovation Policy Research. He is a Shimomura Fellow of the Development Bank of Japan, an Erskine Fellow of the University of Canterbury in New Zealand, and a Visiting Fellow of the Centre for Study of Decision-Making Uncertainty at University College London. He also serves as Chair of the British Accounting and Finance Association Professorial Committee, and co-director of the Behavioural Finance Working Group. Professor Eshraghi actively serves in editorial roles for leading finance journals, including as Editor-in-Chief of *Global Finance Journal*, and previously served as Co-Editor-in-Chief of *International Review of Economics and Finance* for several years.



Prof. Martin C. Schleper

NEOMA Business School, France

Editor-in-Chief, International Journal of Operations & Production Management

Martin C. Schleper is Professor of Supply Chain Management and Sustainability at NEOMA Business School. Prior to joining NEOMA, he held academic positions at Nottingham University Business School and the University of Sussex Business School, where he developed an extensive research portfolio in operations and supply chain management. His research focuses on the complex operational, sustainability, and ethical challenges embedded in buyer–supplier relationships and global supply chains. In particular, he examines issues of risk, responsibility, transparency, and governance in multi-tier supply chain networks, with an emphasis on how firms manage social and environmental responsibilities across global value chains. His work contributes to advancing both theoretical understanding and managerial practice in sustainable and responsible supply chain management. Professor Schleper serves as Co-Editor-in-Chief of the *International Journal of Operations & Production Management*, one of the leading journals in the field of operations and supply chain research. He also serves on the editorial review boards of several highly regarded academic journals, contributing actively to the development and quality of scholarly research in operations and supply chain management.



Prof. Erik Stam

Utrecht University, Netherlands

Editor, Entrepreneurship Theory and Practice/ Small Business Economics

Erik Stam is Professor of Strategy, Organization and Entrepreneurship at the Utrecht University School of Economics, Netherlands. He is internationally recognized for his work on entrepreneurial ecosystems, innovation, and economic development. His research focuses on how entrepreneurship, institutions, and policy environments shape economic performance and regional development, with a particular emphasis on entrepreneurial ecosystems and system-level conditions for innovation and growth. Before joining Utrecht University, he held academic positions at Erasmus University Rotterdam, the University of Cambridge, and the Max Planck Institute of Economics (Germany), and he has been a visiting scholar at several international institutions including universities in China, Italy, South Africa, Rwanda, and the United Kingdom. Professor Stam is a frequently consulted expert by governments, international organizations, and development agencies on entrepreneurship policy and regional innovation strategies. He has served in several editorial and advisory roles in the field of entrepreneurship research and is actively engaged in bridging academic research and policy practice to foster more effective entrepreneurial ecosystems worldwide. Prof. Stam serves on the editorial boards of leading international journals in entrepreneurship and innovation, including *Entrepreneurship Theory and Practice*, and *Small Business Economics*.

PUBLICATION OPPORTUNITIES & AWARDS

ASSOCIATED JOURNALS



International Journal of Operations & Production Management



Technology in Society



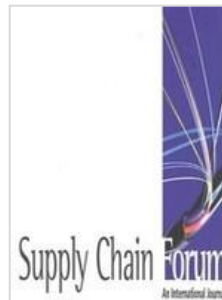
Global Finance Journal



Journal of the Operational Research Society



IEEE Transactions on Engineering Management



Supply Chain Forum: An International Journal

SPECIAL ISSUES



Trust in Complex Systems - Approaches from the Social Sciences, Philosophy, Engineering and Management



Sustainable Energy Transitions and Climate Action under Nonlinear and Asymmetric Economic Dynamics

AWARDS

Best Paper Award recipients at ICSBP2026 would be eligible for complimentary registration to the Academy of Management (AOM) Annual Meeting & travel reimbursement up to USD 1,000 to attend the Annual Meeting (via AOM process, AOM Community Accelerator Program). Up to two papers will be awarded.



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