

# Program

## 5<sup>TH</sup> INTERNATIONAL CONFERENCE ON DIGITAL ECONOMY

*Emerging Technologies & Business Innovation*

*June 11-13, 2020*



### Organizers



### Scientific & Organizing Partners



### Sponsors



DAY 1

June 11, 2020

<p><b>07:30 - 8:00 GMT</b></p>	<p>Platform access and welcome (musical background)</p>
<p>Opening Session 08:00 - 8:45 GMT</p>	<ul style="list-style-type: none"> <li>- Vasile Alecsandru Strat, Organization Chair, Dean of Bucharest Business School, Bucharest Univ. of Eco. Studies</li> <li>- Marius Profiroiu, Vice-rector for International Relations, Bucharest Univ. of Eco. Studies</li> <li>- Alina Dima, Vice-rector for Research, development, and innovation, Bucharest Univ. of Eco. Studies</li> <li>- Paul Pocatilu, General Chair, Professor, Faculty of Cybernetics, Statistics and Economic Informatics, Bucharest Univ. of Eco. Studies</li> <li>- Farid Abdallah, Dean of the International University of Beirut BIU, Scientific partner</li> <li>- Mourad Touzani, Program Chair, Professor, Neoma Business School, Rouen</li> <li>- Ahmed Samet, Program Chair, Professor, INSA Strasbourg</li> <li>- Mohamed Anis Bach Tobji, Steering committee, Vice Dean The Higher School of Digital Economy, University of Manouba</li> </ul> <p style="text-align: center;"><i>Welcoming Cultural tour in Romania (2mn video)</i></p>
<p>Keynote speech 1  <i>Chair: Tatiana Lezina, SPBU, Russia</i>  8:45 – 9:25 GMT</p>	<p>Claude Diderich (Switzerland)  “Digital Business Model Innovation towards Competitive Advantage”.</p>
<p>9:25 – 9h40 GMT</p>	<p>Break (15mn)</p>
<p>Competitive sessions  Session 1: Digital transformation  <i>Chair: Mohammad Makki, BIU Lebanon</i>  9:40 – 11:25 GMT</p>	<p>Olga Stoianova, Tatiana Lezina and Victoriia Ivanova (Russia): <i>“Corporate culture: impact on companies' readiness for digital transformation”.</i> Thabo J. Gopane (South Africa): <i>“Digitalization, Productivity, and Measurability of Digital Economy: evidence from BRICS”.</i> Nizar Hariri, Raymond Bou Nader and Sarah Haykal (Lebanon): <i>“Technological change and the Future of E-Skills in the Engineering and Architecture Education: Lessons from Lebanon”.</i></p>
<p>11:25 – 12:25 GMT</p>	<p>Lunch Break (60mn)</p>

Competitive sessions	Teissir Benslama and Rim Jallouli (Tunisia): <i>"Clustering of Social Media Data and Marketing Decisions"</i> .
Session 2: Data Analytics	Lina Shouman and Jamal Chehade (Lebanon): <i>"The Effect of Big Data and Analytics on Firm Decision Making: The Case of the Lebanese Financial Sector"</i> .
<i>Chair: Ahmed Samet, INSA Strasbourg, France</i>	Ghassen Bejaoui and Raouia Ayachi (Tunisia): <i>"A Trust-based Clustering Approach for Identifying Grey Sheep Users"</i> .
12:25 – 14:15 GMT	
14:15 GMT	Closing time

DAY 2  
June 12, 2020

Keynote Speech 2	Daniel Tr. PELE (Romania): <i>A Statistical Classification of Cryptocurrencies"</i>
<i>Chair: Vasile Alecsandru Strat, BBS Romania</i>	
8:00 - 8:40 GMT	
8:40 - 9:00 GMT	Break
Competitive sessions	Kristian Dokic, Tomislava Lauc and Bojan Radisic (Croatia): <i>"Opportunity for video-on-demand services, collecting consumer's neurophysiology data for recommendation systems improvement"</i> .
Session 3: Digital Marketing	Arij Jmour (Tunisia): <i>"MAN-MACHINE Interaction: The Determinants of The Untact Service's Use"</i> .
<i>Chair: Ana Maria Santos Costa Soares, EEG Portugal</i>	Inès Mestaoui and Mourad Touzani (France): <i>"Travelers' dilemma in managing their online/offline presence during the travel experience"</i> .
9:00 – 11:20 GMT	Yoldes Rannen, Norchene Ben Dahmane and Faten Malek (Tunisia-France): <i>"Interactivity: A key element for future digital communication"</i> .

Competitive sessions	Aletta Klopper, Machdel Matthee and Alta Van der Merwe (South Africa): "A Different Enterprise Architecture Project Types".
Session 4: Digital Business Models	Marc Gebauer, Diana Zeitschel and Cyrine Tangour (Germany): "Digital business model innovation in SMEs - Case studies with DIH support from Brandenburg (Germany)".
<i>Chair: Bilal Toufaily, BIU Lebanon</i>	Racquel Antoun-Nakhle, Nizar Hariri and Rim Haidar (Lebanon): "Pricing Digital Arts and Culture through PWYW Strategies: A Reconsideration of the Ricardian Theory of Value".
11:35 – 13:20 GMT	
13:20 GMT	Closing time

DAY 3 June 13, 2020	
Keynote Speech 3 <i>Chair: Paul Pocatilu, ASE Romania</i>	Florin Gh. FILIP (Romania): «DSS-Concepts and Enabling I&C Technologies to Enhance Problem Solving Capabilities of Decision-makers".
09:00 – 09:40 GMT	
09:40 – 10:00 GMT	Break
Keynote Speech 4 <i>Chair: Mohamed Anis Bach Tobji, ESEN, Tunisia</i>	Sihem Romdhani (Canada): "Embeddings for Recommendation Systems"
10:00 – 10:40 GMT	
10:40 – 11:00 GMT	Break
Closing Ceremony 11:00 – 11:30 GMT	- Ahmed Samet and Mourad Touzani, Program chairs: <i>Announcement of the Best Paper and Reviewer Awards</i> - Rim Jallouli, Steering Committee : <i>Announcement of the next edition ICDEc 2021</i> - Paul Pocatilu, General chair: <i>ICDEc 2020 Experience</i> Vasile Alecsandru Strat., Organization chair : <i>ICDEc experience and closing talk</i>
11:30 – 12:00 GMT	Virtual Guided Cultural Tour in Romania

## KEYNOTE SPEAKERS



**Keynote Speaker 1**  
**June 11 (8:30 GMT)**

**Claude Diderich (Switzerland)**

**Dr Claude Diderich** is a strategy consultant specialized in design thinking-based business model innovation. He has more than 20 years of experience in business model innovation, strategy design and implementation, products and services development, business architecture optimization, and digital transformation. Through the years as a consultant, Claude has worked with numerous firms and advised them on improving their profitability through creativity and innovation in a digital age.

He is the founder and managing director of innovated, a consulting boutique focused on innovation, strategy, and digital transformation advice for service firms. Prior to founding innovated in 2011, Claude worked in senior roles at Credit Suisse, UBS, Bank Julius Bär, and Deloitte Consulting.

Claude Diderich holds a doctor ès sciences and a masters in computer science engineering from the Swiss Federal Institute of Technology in Lausanne, a certificate of advanced studies in strategy from the University of St. Gallen, and a specialization certificate in design thinking and innovation from the Darden Business School, University of Virginia. He is a certified EFFAS Financial Analyst and Portfolio Manager (CEFA), FRM certified, a certified New Product Development Professional (NPDP), and a certified Project Management Professional (PMP). He is also a certified facilitator in the LEGO® SERIOUS PLAY® method. Claude is a member of the Strategic Management Society and serves as a member of the editorial review board of the Journal of Business Models.

He is the author of “Design Thinking for Strategy: Innovating Towards Competitive Advantage” (2019).



**Keynote Speaker 2**  
**June 12 (8:00 GMT)**

**Daniel Tr. PELE (Romania)**

**Daniel Traian Pele** graduated Mathematics (2000) and got his Master in Stochastic Processes and Theoretical Statistics at the University of Bucharest (2002). He got his Ph.D. in Statistics (2007) and habilitation in Statistics (2019) at the Bucharest University of Economic Studies. He currently serves as a Professor at the Department of Statistics and Econometrics, the Bucharest University of Economic Studies, Romania, teaching Statistics of Financial Markets and Time Series. He is an author of more than 20 scientific publications in internationally refereed journals. The corresponding research profile is that of a data scientist, focused on statistical modelling of financial markets.

He was a postdoctoral researcher at ICMA Centre, Reading University, United Kingdom (2011) and a Guest Researcher at Research Data Center from Department of Statistics, Humboldt University from Berlin (2014) and International Research Training Group 1792 "High Dimensional Nonstationary Time Series", Humboldt University from Berlin (2018, 2019). He is the co-founder of SAS Centre of Excellence in the Bucharest University of Economic Studies (2009), aiming to use SAS as a platform for analytics with applications in economy and finance. He is also a World Bank and European Investment Bank consultant in Romania and he taught courses of Statistics, Econometrics and SAS for the employees of the Romanian National Bank (BNR), National Statistical Institute (INS) and other financial institutions.

Publication list can be found at:

<https://scholar.google.ro/citations?user=tN32HYcAAAAJ&hl=en> or  
[https://www.researchgate.net/profile/Daniel\\_Traian\\_Pele](https://www.researchgate.net/profile/Daniel_Traian_Pele) .



### Keynote Speaker 3

June 13 (9:00 GMT)

**Florin Gheorghe Filip**

**Florin Gheorghe Filip** was born on 25th July 1947. He graduated in Control Engineering at TU of Bucharest in 1970 and received his PhD degree from the same university in 1982. He was elected as corresponding member of the Romanian Academy in 1991 and become full member of the Academy in 1999. During 2000-2010, he was vice-president of the Romanian Academy (elected in 2000, reelected in 2004, and 2006). In 2010, he was elected president of the “Information Science and Technology” section of the Academy (re-elected in 2015, and 2019). He was the managing director of National Institute for R&D in Informatics-ICI Bucharest (1991-1997). His main scientific interests include optimization and control of large-scale complex systems, decision support systems, technology management and foresight, and IT applications in the cultural sector. He authored/coauthored over 350 papers published in international journals (IFAC J Automatica, IFAC J Control Engineering Practice, Annual Reviews in Control, Computers in Industry, Large-Scale Systems, Technological and Economical Development of Economy-TEDE, and so on) and contributed volumes printed by international publishing houses (Pergamon Press, North Holland, Elsevier, Kluwer, Chapman & Hall and so on). He is also the author/coauthor of thirteen monographs (published by Editura Tehnică, Hermès-Lavoisier, J. Wiley & Sons, Springer) and editor/co-editor of 27 volumes of contributions (published by Editura Academiei Române, Elsevier, IEEE Computer Society, and so on). He presented invited lectures in universities and research institutes, and plenary papers at scientific conferences in Brazil, Chile, China, France, Germany, Greece, Lithuania, Poland, Portugal, Rep. of Moldova, Romania, Spain, Sweden, Tunisia, and UK. More details can be found at: [http://www.academiaromana.ro/sectii/sectia14\\_informatica/sti\\_FFilip.htm](http://www.academiaromana.ro/sectii/sectia14_informatica/sti_FFilip.htm).



### Keynote Speaker 4

June 13 (10:00)

**Sihem Romdhani**

**Sihem Romdhani** received her Master of Applied Science (MASC) degree in Electrical and Computer Engineering from the University of Waterloo-Canada in 2015. Her academic research was focused on Deep Learning for Speech Recognition.

Sihem has earned multiple awards including the Tunisian Government Sponsorship for graduate studies in Canada and The University of Waterloo Scholarship in 2013.

She is currently working with Veeva Systems in Toronto as a Data Scientist, where she is building Machine Learning models for Natural Language Processing. She has led multiple projects on text parsing, sequence tagging, information extraction from unstructured text data, and sentiment analysis. She has also worked on recommendation systems using different ML algorithms including Reinforcement Learning. Sihem is very interested in AI and how to solve new and challenging problems. Throughout her education, academic research, and work in the industry, she gathered experiences and knowledge that she enjoys sharing by actively doing public presentations. Sihem has been a featured speaker at the Open Data Science Conference since 2018.