

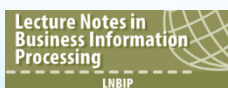


## Program

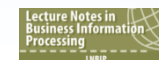
### 2017 International Conference on Digital Economy

EMERGING TECHNOLOGY AND BUSINESS INNOVATION

May 4<sup>th</sup> – 6<sup>th</sup>, Sidi Bou Said, Tunisia



## Scientific Partners



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**Conference Program**  
**May 4<sup>th</sup>-6<sup>th</sup>, 2017**  
**Sidi Bou Said- Tunisia**

**Thursday**  
**4 May**

09:00 – 09:30	Registration
09:30 – 10:15	<b>INAUGURAL SESSION</b> <b>Minister of Higher Education and Scientific Research</b> <b>President of the University of Manouba</b> <b>General Director of BVMT (Bourse de Tunis)</b>
10:15 – 10:45	Coffee break
10:45 – 12:30	<b>KEYNOTE SPEECHES</b> <b>Chair:</b> Prof. Mohammad Makki, Lebanese International University, Lebanon <b>Prof. Olfa Nasraoui – Univ. of Louisville, USA</b> «Polarization and Iterated Bias in Recommender Systems» <b>Mr. Karim Chine – RosettaHUB, UK</b> «RosettaHUB, towards mass adoption of cloud computing and big data technologies»
12:30 – 14:00	Lunch
14:00 – 15:40	<b>Session I: Digital Marketing</b> <b>Chair:</b> Prof. Che Jen Su, Fu Jen Catholic Univ., Taiwan
15:40- 16:10	Coffee Break
16:10-17:50	<b>Session II: Data Science and Security</b> <b>Chair:</b> Prof. Anton Nijholt, Univ. of Twente, Netherlands
18:30- 20:00	A Walk in the Village of Sidi Bou Said to the Café des Délices

**Friday**  
**5 May**

09:00–10:00	<b>Tutorial: Prof . Osmar Zaiane , Univ. of Alberta, Canada</b> <b>Chair:</b> Prof. Olfa Nasraoui, Univ. Louisville, USA « Precision Medicine: Tailoring Medical Intervention using Machine Learning »
10:00-10:15	<b>Announcement of ICDEc 2018</b>
10:15–10:35	Coffee break
10:35–11:50	<b>Session III: Digital Economy and e-learning</b> <b>Chair:</b> Prof. Hamida Skandrani, Univ. of Manouba
11:50-12:50	<b>INTERNATIONAL NETWORKING SESSION</b> <b>Chair:</b> Yamen Koubâa, Brest Business School, France <b>Prof. Che Jen Su (Taiwan):</b> « <i>Social Media and Value Co-creation</i> » <b>Prof. Anton Nijholt (Netherlands):</b> « <i>From Smart to Playful</i> »
12:50–14:20	Lunch
14:20–16:00	<b>Session IV: Uncertainty in Web Data</b> <b>Chair:</b> Prof . Osmar Zaiane, Univ. of Alberta, Canada
16:00-16:20	Coffee Break
16:20-17:35	<b>Session V : Digital Marketing and Project Management</b> <b>Chair:</b> Prof. Masayuki MARUYAMA, Kansai University of International Studies, Japan
20:00-21:30	<b>Awards Ceremony and Dinner (Sidi Bou Said)</b>
09:00-13:00	<b>Cultural Program – Sidi Bou Said and Carthage</b>

**Saturday**  
**6 May**

## Sessions' Contents

### Session I: Digital Marketing

**N. Ben Halima, H. Skandrani and N. Ayadi** Online Celebrities' Endorsement And Consumers' Adoption And Dissemination Of Information

**K. Grissa** How Uses and Gratification Theory explain the use of Professional Networking: Comparison between Individuals members and Companies members.

**H. Ben Abdennebi** Intention of adoption of mobile commerce from consumer perspective.

**A. Jmour and I. Charfi** Not always a co-creation: Exploratory study of causes, emotions and practices of the value co-destruction in virtual communities.

### Session II: Data Science and Security

**I. Souiden, Z. Brahmi and L. Lafi** Data stream mining based-outlier prediction for cloud computing.

**M-I. Maiza, C-E. Ben N'Cir and N. Essoussi** Overlapping Community Detection for Social Networks.

**C-E. Ben N'Cir and N. Essoussi** New Overlap Measure for the validation of non-disjoint partitioning.

**M. Saidi, H. Hermassi, R. Rhouma and S. Belghith** Uniformly Spread Embedding based Steganography

### Session III: Digital Economy and e-Learning

**N. Dhaouadi** Knowledge transfer through e-learning: Case of Tunisian Post

**A. Sameh, A. Sonia and B. Zaki** Modeling of a collaborative learning process with Business Process Model Notation

**A. Lachiheb** Intermediation and decision support system for the management of unemployment: the simulator of duration

### Session IV: Uncertainty in Web Data

**A. Abidi, N. Bahri, M-A. Bach Tobji, A. Hadjali and B. Ben Yaghlane** First steps towards an electronic meta-journal platform based on crowdsourcing

**F-E. Bousnina, S. Elmi, M. Chebbah, M-A. Bach Tobji, A. Hadjali and B. Ben Yaghlane** Skyline Operator over Combined Reviews of Tripadvisor Travelers under the Belief Functions Theory

**L. Abassi and I. Boukhris** An adaptive approach of label aggregation using a belief function framework

**R. Abdelkhalek, I. Boukhris and Z. Elouedi** Assessing Items Reliability for Collaborative Filtering within the Belief Function Framework

### Session V : Digital marketing and project management

**H. Hakim Guermazi and A. Zorai** Online Project Management and PHP7 Application: a real case study

**F. Medjani** Empirical Study of Algerian Web Users' Behavior. The case of Ouedkniss.com

**O. Ammar and I. Trigui** Capturing Leading Factors Contributing To Consumer Engagement In Online Co-Design Platform Of Olive Oil Packaging: A Focus Group Study And A Research Model Proposal