

THE MANAGEMENT & INNOVATION RESEARCH LABORATORY – MIRL
ORGANIZES

THE 3RD INTERNATIONAL CONFERENCE
ON MANAGEMENT RESEARCH

CIRM'26

“RETHINKING MANAGEMENT IN THE AGE OF GRAND TRANSITIONS:
SUSTAINABILITY, ARTIFICIAL INTELLIGENCE, AND HUMANITY”



APRIL 2–3, 2026
ENCG MEKNES
MOULAY ISMAÏL UNIVERSITY
MOROCCO

cirm26.sciencesconf.org
cirm@umi.ac.ma

PROGRAM OVERVIEW

Thursday, April 2, 2026

8h30	Participants Registration
9h – 10h	Opening Ceremony
10h – 10h30	Coffee Break
10h30 – 12h15	Plenary Session I: How to Rethink Management in the Era of Major Transitions: Sustainability, AI, and Humanity?
12h15 – 13h45	Lunch Break
13h45 – 15h15	Track Sessions A (A1, A2, A3, A4)
15h15 – 16h30	Plenary Session II: Artificial Intelligence and the Future of Knowledge, Education, and Management
16h30 – 16h45	Coffee Break
16h45 – 18h15	Track Sessions B (B1, B2, B3, B4)
20h00	Scientific Committee Meeting & Gala Dinner

Friday, April 3, 2026

8h30	Participants Registration
9h – 10h30	Track Sessions C (C1, C2, C3, C4)
10h30 – 10h45	Coffee Break
10h45 – 12h15	Research Methodology Workshop
12h15 – 13h30	Lunch Break
14h30 – 16h00	Track Sessions D (D1, D2, D3, D4)
16h00 – 17h00	Closing Ceremony

Thursday, April 2, 2026

8H30 - PARTICIPANTS REGISTRATION

- 9h - 10h (Auditorium) – Opening Ceremony:

Opening Remarks by:

- **Prof. Aboubakr Bouayad** – President of Moulay Ismail University
- **Prof. Mohamed Zouhri** – Director of the National School of Business and Management of Meknes
- **Prof. Mohammed Sqalli** – Director of the Management & Innovation Research Laboratory
- **Prof. Zakaria Lissaneddine** – CIRM'26 Organizing Committee Chair

10H00 - 10H30 – COFFEE BREAK

10h30-12h15 (Auditorium) – **Plenary Session I: How to Rethink Management in the Era of Major Transitions: Sustainability, AI, and Humanity?**

- **Prof. Christopher Napier (University of London)** – Financial Reporting and Representation: Learning from Geographical Information Systems
- **Prof. Xavier Castañer (University of Lausanne)** – AI and management theory: what's new?
- **Prof. Teerooven Soobaroyen (Aston University)** – Accounting and Governance Research in the Majority World: Reflections and Way Forward
- **Prof. Issam Benhayoun (Moulay Ismail University)** – Moderator

12H15 - 13H45 – LUNCH BREAK

- 13H45 - 15H15 – TRACK SESSIONS A (A1, A2, A3, A4):

- **Track session A1 (Room 1): Sustainability and Entrepreneurial Innovation**

Session Chairs: **Prof. Xavier Castañer, Prof. Hajar Slimani & Prof. Laila Aligod**

Bridging Coopetition and Sustainability: Insights from A Systematic Literature Review – **Elbousserghini Jalila (Burgundy School of Business) & El Idrissi Mostapha (Cadi Ayyad University)**

Polycentric Governance and Innovation Systems in Morocco's Green Hydrogen Transition – **Jabrazko Asmaa & Errami Youssef (Mohamed VI Polytechnic University)**

Levers and Barriers to The Transition to a Circular Economy: A Systematic Literature Review – **Machrouh Elmahdi & Aligod Laila (Sidi Mohamed Ben Abdellah University)**

Agile management control and entrepreneurial innovation: Organizational ambidexterity as a mediating factor – **Bribich Said (Ibn Zohr University) & Sabhi Rajae (Ibn Tofail University)**

Profiling SME Entrepreneurs' Integrity in Shah Alam Malaysia: Evidence from Rasch Person Measures – **Siti Khadijah Ab Manan, Ishak Amal Hayati, Sahari Noorul Huda & Saidon Rafeah (Technologic University of Mara)**

- **Track session A2 (Room 2): Digital Transformation, Artificial Intelligence and Organizational Performance**

Session Chairs: **Prof. Abderrahman Hassi, Prof. Florence Rodhain & Prof. Didier Chabanet**

Exploring the Pathways from Total Quality Management to Green Innovation in Tunisia: A Configurational Approach – **Tajouri Oumayma (University of Sousse) & El Manzani Younès (Paris-Saclay University)**

Leveraging Organizational Factors to Boost Business Intelligence Usage: The Information Quality Pathway – **Ait Touil Abdelhak (Moulay Ismail University)**

Conditions for the appropriation of artificial intelligence in organisations. The importance of "explainability" – **Chabanet Didier (Institut pour le Développement et la Recherche d'Action Commerciale), Parker David & Rapaport Catherine (IDRAC Bordeaux)**

Do Scientific Research Outputs in AI and Digitalization for Sustainability Improve Sustainable Development Outcomes? Evidence from the MENA Region – **El Oubani Ahmed, El Gharbaoui Bouteina & Chelh Sara (Moulay Ismail University)**

The Determinants of Information Quality: A Bibliometric and Conceptual Synthesis of Organizational and Managerial Factors in Business Intelligence, Big Data Analytics, and Artificial Intelligence Ecosystems – **Ait Touil Abdelhak (Moulay Ismail University), Charkaoui Abdessamad & Vandapuye Sophia (Hassan II University)**

Digital Transformation of Human Resources: A Qualitative Study of Artificial Intelligence in Talent Management – **Belabbes Alae & Bousdig Khadija (Mohamed V University)**

- **Track session A3 (Room 3): Digital Marketing, Social Media and AI-Driven Consumer Behavior**

Session Chairs: **Prof. Camal Gallouj, Prof. Brahim Loummou, Prof. Noura Ait El Mekki & Prof. Mariam Zaghli**

Young People's Search for Information on Social Media: The Moderating Impact of Product Type – **Ait Touil Abdelhak, Lissaneddine Zakaria & Marzak Hind (Moulay Ismail University)**

How Influencer Content Shapes Purchase Intention in Morocco: A Qualitative Exploration of Trust, Authenticity, And Social Validation – **El Hamdaoui Hamza (Mohammed Premier University) & El Amrani Lamiae (Mohammed V University)**

Influence of electronic Word-Of-Mouth (eWOM) on students' perception of the university's brand image: the case of Abdelmalek Essaadi University – **Hachimi Layla & Chraibi Abdeslam (Abdelmalek Essaadi University)**

Bibliometric Mapping of Artificial Intelligence for Emotion-Based Predictive Marketing and Personalized Customer Journeys – **El Bhilat Hind, Baaddi Mohammed & El Bhilat El Mehdi (Sidi Mohammed Ben Abdellah University)**

Human-Centered Digital Marketing: Balancing AI Efficiency and Emotional Connection – **Hiba El Ghaloussi Hiba, Bencherrada Chaimae, Lalla Hind El Idrissi & Samira Mili (Moulay Ismail University)**

- **Track session A4 (Room 4): Finance, Governance and Digital Accounting**

Session Chairs: **Prof. Mohammed Hassainate, Prof. Teerooven Soobaroyen, Prof. Lalla Omnia Sbai & Prof. Kaoutar Moudden**

Enhancing Board-Level Performance through Cloud Accounting: Evidence from MENA Firms – **Alqatan Ahmad (Arab Open University) & Hichri Abir (University of Sfax)**

A Governance-Driven Blockchain Framework for Verified and Tokenized Carbon Credits in Green Bond Markets – **Abdulkareem Almodawi (Jazan University)**

Bankruptcy prediction in Morocco using machine techniques – **Zizi Youssef & Bensouda Mehdi (Sidi Mohamed Ben Abdellah University)**

A narrative literature review about the development of Accountability scholarship, and the relationship between Accountability and Mega sporting Events – **Benzaid younes & Benhayoun Issam (Moulay Ismail University)**

Taxation in the digital era: Towards Optimized Digital Economy Taxation in Morocco – **El Hajjaji Nauhaila & Bel Mkaddem Zakariae (Chouaib Doukkali University)**

- **15h15-16h30 (Doctoral Studies Center Conference Room) – Plenary Session II: Artificial Intelligence and the Future of Knowledge, Education and Management**

• **Prof. Florence Rodhain (University of Montpellier)** – Artificial Intelligence in the Classroom: Who Is Still Thinking?

• **Prof. Abderrahman Hassi (Al Akhawayn University)** – From VUCA to BANI and beyond: Wise Leadership as a New Paradigm for the 21st Century

• **Prof. Mahmoud Elmarzouky (University of St Andrews)** – From Disclosure to Reality: Rethinking ESG, Governance, and Accountability in the Age of AI and Sustainability

• **Prof. Lalla Omnia Sbai (Moulay Ismail University)** – Moderator

16H30 - 16H45 – COFFEE BREAK

16H45-18H15 – TRACK SESSIONS B (B1, B2, B3, B4):

- **Track session B1 (Room 1): Sustainability, ESG and Sustainable Development**

Session Chairs: **Prof. Amel Charleux, Prof. Tiburce Agbidinoukoun & Prof. Amale Laaroussi**

Empowering Saudi Women on Boards: Unveiling the Value Relevance of Environmental, Social, and Governance Disclosure – **Alomair Abdulrahman & Al Naim Abdulaziz (King Faisal University)**

Combined effect of digitalisation and education or human capital on labour productivity in Benin: an analysis using the ARDL method – **Agbokpanzo Ahoudji Tanguy (University of Abomey Calavi) & Agbidinoukoun Tiburce (Brest Business School)**

When Sustainable Innovation Meets Market Constraints: The Case of Moroccan Exporters of Eco-Labelled Seafood Products – **Chamchati Oumaima (HEM Business School) & Descotes Raluca (Littoral Côte d'Opale University)**

Exploring the Corporate Sustainability Reporting Trends: A Bibliometric Analysis Using Clarivate's WoS Database Between 2014 - 2025 – **Chbihi Kaddouri Hicham & Kadous Mohamed (Moulay Ismail University)**

Zakat Distribution Framework: Integrating A Three-Tiered Maqasidi Framework with Sustainable Development Goals – **Ahmad Muhammad Hamdan Syafieq, Wan Jusoh Wan Noor Hazlina, Ahmad Suraya (Technologic University of Mara), Adnan Ahmad Azrin (Sultan Zainal University), Nurul Masirah Mustaffa, Abdul Wahab Md. Ali & Najahudin Lateh (Technologic University of Mara)**

Smart Governance for Sustainable Resilience: A Systematic Literature Review – **El Idrissi Acharf (Sidi Mohamed Ben Abdellah University), Taghzouti Hamza (Ibn Tofail University), Taghzouti Abdellatif, Salouwa Remmal, Mohammed Machrouh (Sidi Mohamed Ben Abdellah University)**

- **Track session B2 (Room 2): Human Capital, AI and Organizational Transitions**

Session Chairs: **Prof. Asmae Houmid Bennani, Prof. Khalil Ait Said & Prof. Hind Ait Mhamed**

Rendering the invisible asset visible: neuroinclusion of HIP, managerial innovations, and performance – **Bernage Sonia (University of Toulon)**

Impact of artificial intelligence threats on the quality of recruitment service: study of the perceptions of HR professionals in Morocco – **Cherkaoui Boutayna & Zinoun Asmae (Mohamed V University)**

The forms of resistance to change induced by the implementation of a human resources information system: Systematic literature review – **Labidi Nour-Elhouda, Farah Asmaa & Messaoudi Ridouane (Sultan Moulay Slimane University)**

Employee Acceptance of AI-Based HR Tools: Integrating Trust, Comfort, and Perceived Ease of Use – **Laabadi Said, Elghazaly Salma, Hani Laila, Khatori Youssef, Sossi Alaoui Fatima Zohra & Sbai Hajar (Ibn Tofail University)**

From Fair Processes to Discretionary Behavior: The Impact of Procedural Justice on Frontline Employees' Citizenship in Times of Organizational Transition – **Sanade Zineb & Benraiss Amina (Cadi Ayyad University)**

Early Prediction of Liver Cirrhosis Up to Three Years in Advance: A Machine Learning Study Benchmarking Against the FIB-4 Score – **Zhuqi Miao (Oklahoma State University), Sujan Ravi (University of Alabama at Birmingham), Amina Tourabi (Ibn Zohr University) & Abdulaziz Ahmed (University of Alabama at Birmingham)**

- **Track session B3 (Room 3): Intelligent and Sustainable Supply Chains and Digital Distribution**

Session Chairs: **Prof. Cherif El Msiyah, Prof. Ibtissam Zejjari, Prof. Youssef Zizi & Prof. Yassine Belyagou**

Closing the Loop with Intelligence: A Spatial and Algorithmic Blueprint for Sustainable Supply Chains – **Verny Jerome (NEOMA Business School), Oulmakki Ouail (Degrés Paris), Hernandez Andrey (HighFi Lab, Paris) & Bouazizi Youssef (Moulay Ismail University)**

Platform Economy: Circular Supply Chain Implications and Customer Lifetime Value in a Rising MENA Market – **Belbouli Abdellah & Touhami Fatima (Sultan Moulay Slimane University)**

The impact of multichannel distribution strategies on consumer experience and satisfaction – **Digoug Safae (Mohammed V University)**

Mapping the Nexus Between Fintech and Financial Inclusion: Insights from a Dual Bibliometric, A Systematic Approach – **Amahdouk Yasmine & Ouchen Abdessamad (Sidi Mohamed Ben Abdellah University)**

The nexus between fintech, financial inclusion and income inequality: A systematic literature review – **El Harousse Hiba & Ferrouhi El Mehdi (Ibn Tofail University)**

- **Track session B4 (Room 4): Employee Well-being, Work Relationships and Hybrid Work**

Session Chairs: **Prof. Asmaa Farah, Prof. Nawal Haouari & Prof. Anass Mellouki**

Work-family conflict and emotional exhaustion: an entry thru calling among healthcare professionals in Morocco – **Bertal Salma (ISPITS of Rabat) Houmid Bennani Asmae (Sidi Mohamed Ben Abdellah University), Ait Said Khalil & Sebai Jihane (Paris-Saclay University)**

Individual Resilience and Organizational Commitment in Hybrid Work – **Debbarh Mounir Salima & Ezzahraoui Zineb (Hassan II University)**

Leadership Behaviors and Perceived Stress in a Hybrid Context: Conceptual Model and Research Hypotheses – **Daoudi Sara & Farah Asmaa (Sultan Moulay Slimane University)**

Integrating the Job Demand-Control-Support Model into Social Dimension of ESG: Evidence from Lean manufacturing Environments in Morocco – **Benhammane Yasmine & Sefiani Naoufal (Abdelmalek Essaadi University)**

From meaning to movement: Spiritual leadership, well-being, and workforce agility – **Naqach Taha-Yacine & Chaouki Farid (Cadi Ayyad University)**

Exploring the influence of telecommuting on work-life articulation among Moroccan trainers at the office of vocational training and labor promotion (OFPPT): The mediating role of work life boundaries – **Farah Asmaa & Ajaanit Issam (Sultan Moulay Slimane University)**

20H00 – SCIENTIFIC COMMITTEE MEETING & GALA DINNER

Friday, April 3, 2026

8H30 - PARTICIPANTS REGISTRATION

9H - 10H30 – TRACK SESSIONS C (C1, C2, C3, C4):

- **Track session C1 (Room 1): Entrepreneurial Ecosystems, Governance and Financial Reporting**

Session Chairs: **Prof. Widad Ahl Maatallah, Prof. Mostapha El Idrissi & Prof. Ilham Sayarh**

Swapping Entrepreneurial Education to Entrepreneurial Behavior: Opportunity Recognition, Entrepreneurial Social Networks, and Entrepreneurial Intention. Ibn Tofail University Students Case – **Hmada Mohammed, Khatori Youssef, Alaoui Sossi Fatima Zohra, Laabadi Said, Elanguoud Wassil, Aqqaoui Mohammed & Benhayoun Hajar (Ibn Tofail University)**

The Impact of Accelerators and Incubators on Moroccan Entrepreneurship – **Benhayoun Hajar, Alaoui Sossi Fatima Zohra, Khatori Youssef, Hmada Mohammed, Elanguoud Wassil & Laabadi Said (Ibn Tofail University)**

The moderating effect of corporate governance reforms on the relationship between audit committee chair attributes and ESG disclosures – **Alomair Abdulrahman & Al Naim Abdulaziz (King Faisal University)**

A SPAR-4-SLR Systematic Review of MPM assurance dilemma: reconciling management flexibility and auditor verifiability under IFRS 18 – **Benhamou Wissal (Moulay Ismail University)**

Key drivers and impacts of Artificial Intelligence adoption in Moroccan companies Insights into Sustainable Performance – **Hidane Raja & Bouzekraoui Hind (Cadi Ayyad University)**

- **Track session C2 (Room 2): Sustainable Human Resource Management, CSR and Responsible Leadership**

Session Chairs: **Prof. Younès El Manzani, Prof. Ahmed Eloubani & Prof. Abdelhak Ait Touil**

Toward the Sustainable Management of Human Resources – **Farsi Boutaina, El Bouch Hajar, Lakhli Fatima-Zahrae, El Idrissi Lalla Hind, Abdellaoui Mohammed (Moulay Ismail University)**

Ethical Leadership and CSR to Enhance Innovation and Employee Motivation: A Sustainable Human Capital Perspective from Moroccan IT Startups – **Sbai Hajar, Laamrani El Idrissi Safae, Laabadi Said, Khatori Youssef & Hani Laila (Ibn Tofail University)**

Generation Z Job Seekers' Perceptions of Trust and CSR Authenticity in the Era of Greenwashing – **Hamraoui Mounia, Zayer Chaimaa & Labriny Claudia Maria (International University of Casablanca)**

Female Responsible Leadership and Mental Health in the Age of Hybrid Work: A Job Demands-Resources Perspective from Multinational Corporations in Morocco – **El-Ogri Oussama & Taghzouti Abdellatif (Sidi Mohamed Ben Abdellah University)**

Mental Health as Social Sustainability: Responsible Management Practices for Employee Well-being in the Post-COVID Era in Morocco – **Toulni Afifa & Mrhari Aicha (Mohamed V University)**

Emerging technologies and employee well-being: towards sustainable management – **El Moutchou Kaoutar (HECF Business School, Sidi Mohamed Ben Abdellah University) & Touate Samira (Sidi Mohamed Ben Abdellah University)**

- **Track session C3 (Room 3): Blockchain, Business Intelligence and Digital Transformation**

Session Chairs: **Prof. Bouteina El Gharbaoui & Prof. Sara Chelh**

Artificial Intelligence in Tax Administration: A Systematic Literature Review and Bibliometric Analysis (2000, 2025) – **Tesse Imane & Belmkaddem Zakariae (Chouaib Doukkali University)**

Securing Negotiations in the AfCFTA: Blockchain as a Tool of Economic Intelligence in Economic Diplomacy – **Belgaid Hiba, Moukafi Fayssal & Dafir Amine (Hassan II University)**

Blockchain-Driven Economic Intelligence for Enhancing Morocco's Engagement with International Financial Institutions – **Moukafi Fayssal, Belgaid Hiba & Dafir Amine (Hassan II University)**

Business Intelligence and the Strategic Transformation of Management Control: A Conceptual Study – **Lahdili Ikram & Hamli Abdelouhab (Hassan II University)**

Digital HRM, Justice and Social Sustainability: A Multi-Level Study of Hierarchical Inequalities in Morocco's Automotive Sector – **Chandad Amina, Benchekroun Mohamed Amine & Abakouy Mostafa (Abdelmalek Essaadi University)**

Integrating Maqasid al-Shariah and Modern Governance Theories for Enhanced Productivity and Sustainability in Waqf Development – **Ishak Amal Hayati & Syed Abdullah Sharifah Fadylawaty (Technologic University of Mara)**

Artificial Intelligence and the Transformation of Forecasting Practices: Towards a Conceptual Model for Supply Chain Performance – **El Hanaoui Abdellatif (Cadi Ayyad University)**

- **Track session C4 (Room 4): Accounting, Auditing and Governance in the Age of Artificial Intelligence and IFRS**

Session Chairs: **Prof. Mahmoud Elmarzouky, Prof. Issam Benhayoun, Prof. Mehdi Bensouda & Prof. Es-sahli El Harchaoui**

Factors Impacting on IFRS in Saudi Arabia – **Alshahrani Sami Obaid (Jazan University)**

Greenwashing, Artificial Intelligence, and IFRS S1/S2: A Critical and Postcolonial Analysis – **Anikkad Nissrine & Alouani Houda (Moulay Ismail University)**

Integrating Self-Sovereign Identity into Digital Lending: A Governance-Oriented Framework for Equitable Micro-Credit Services – **Alshahrani Abdulrahman (Jazan University)**

Exploring the literature on business intelligence and management control systems: A bibliometric perspective (2000 - July 2025) – **Bouladasse hajar (Sultan Moulay Slimane University), El Ganich Said (Hassan 1st University) & Yahyaoui Taoufiq (Sultan Moulay Slimane University)**

Audit in the Age of AI: Redefining Trust, Precision, and Value – **Bennouna Nada (Moulay Ismail University)**

Human-AI Interaction and Audit Quality: Insights from a Narrative Review – **Sassioui Aimad & Benhayoun Issam (Moulay Ismail University)**

10H30 -10H45 – COFFEE BREAK

- **10h45-12h15 (Doctoral Studies Conference Room) – Research Methodology Workshop**

• **Prof. Mahmoud Elmarzouky (University of St Andrews)** – Scientific publishing strategies: How to overcome peer review and reach publication successfully

• **Prof. Hind Marzak (Moulay Ismail University)** – Moderator

12H15-13H30 – LUNCH BREAK

14H30 - 16H – TRACK SESSIONS D (D1, D2, D3, D4):

- **Track session D1 (Room 1): Artificial Intelligence, Sustainable Finance and Responsible Governance**

Session Chairs: **Prof. Christopher Napier, Prof. Mahbub Zaman, Prof. Yasmine Benabdelkrim EL Filali & Prof. Issam Sahmoudi**

Understanding Green Bonds Behavior in Times of Global Instability: an empirical study 2017 – 2024 – **El Rhrib Oumayma & Bennis Laila (Ibn Tofail University)**

Harnessing Artificial Intelligence for Optimizing Financial Performance: A Path Toward Intelligent Finance – **Masouabi Asmae & Kobiyh Miloudi (Chouaib Doukkali University)**

Artificial Intelligence for Sustainable Finance: A Systematic and Bibliometric Review Using Biblioshiny in R – **Youbi Douae & Ouchen Abdessamad (Sidi Mohamed Ben Abdellah University)**

Limits of Financial Risk Management in the Big Data Era: Modeling and Estimation Risk – **Zaimi Wiam (Moulay Ismail University) & Zaimi Sabae (Sidi Mohamed Ben Abdellah University)**

When Technology Meets Tragedy: Corporate Digital Responsibility and Decolonial Response-ability during the Gaza Genocide – **Alshurafa Mohammed (University of St Andrews) & Haniffa Roszaini (Heriot-Watt University)**

- **Track session D2 (Room 2): Artificial Intelligence, Entrepreneurship and SME Internationalization**

Session Chairs: **Prof. Jalila Elbousserghini, Prof. Mohammed Sqalli & Prof. Aziz El Atiki**

The Entry Mode Conundrum: A Decision - Support Framework for Internationalizing SMEs – **Harek Nada & Sqalli Mohammed (Moulay Ismail University)**

AI Decision-Making Under Geopolitical Uncertainty: A Hybrid Scoping + Grounded Theory Study – **Eida Mohamed Lemine (Hassan Premier University)**

Artificial Intelligence and Strategic Transitions in Entrepreneurial Ecosystems: Insights from Morocco – **Chtioui Nadia & Eddakir Abdellatif (Sidi Mohamed Ben Abdellah University)**

Digital Entrepreneurship and Female Empowerment: A Systematic Review of Current Trends – **Touati Rihab & Assal Said (Ibn Tofail University)**

Understanding AI adoption in SMEs: A Conceptual Model – **Bouchenna Ghizlane & Sqalli Mohammed (Moulay Ismail University)**

- **Track session D3 (Room 3): Public Policy, Social Performance and Institutional Sustainability**

Session Chairs: **Prof. Abdelmajid Saidi, Prof. Youssef Belhaj & Prof. Abdelouahed El Qouri**

Satisfaction as a mediator between perceived quality and alumni relational commitment: A study in Moroccan public higher education – **El Harti Youness & Berrad Jamal (Abdelmalek Essaadi University)**

Hospital accreditation and human capital development: towards a sustainable organisational culture – **El Ajrami Jihane, Senhaji Imad & Ouddasser Abderrahmane (Sidi Mohamed Ben Abdellah University)**

Smart Territories, Better Jobs: Integrating Sectoral Policy and Local Decision-Making in Morocco – **Belarbi Fatima Zahra (Mohammed V University) & Belabbes Zakaria (Ibn Tofail University)**

The Main Explanatory Theories of Social Performance: Complementarity and Limitations – **Khattabi Meriem & El Qour Taher (Abdelmalek Essaadi University)**

Digital Transformation and Competitive Advantage in Morocco's Service Sector – **Arif Wafae & El Kadiri Kenza (Ibn Tofail University)**

A Science Mapping Study of Sustainable Public-Private Partnerships and Artificial Intelligence – **Benarbi Mohammed Amine (Sidi Mohamed Ben Abdellah University)**

- **Track session D4 (Room 4): Tourism Marketing, Customer Experience and Sustainable Hospitality**

Session Chairs: **Prof. Lamiae El Amrani, Prof. Hind Marzak & Prof. Hafsa Elbekri**

Customer Satisfaction and Hotel Experience in Marrakech: Exploring Linear and Nonlinear Dynamics through NLP and GAM – **Arrid Hicham & Damoul Salima (Mohamed Premier University)**

Horse-Drawn Carriages as a Vector for Tourist Promotion: The Case of Meknes – **Ejjaouani Douae, Alghoum Hafsa, Nmiri Salma, El Fasskaoui Mohamed & Marzak Hind (Moulay Ismail University)**

Framing Morocco through Algorithms: Ethical Reflections on Algorithmic Bias in Predictive Tourism Marketing – **Hafidi Kawthar & El Andaloussi Zineb (Abdelmalek Essaadi University)**

The Influence of Sensory Experience on the Positioning of Luxury Brands: The Case of Michlifan Resort & Golf – **Bouchareb Kawtar & Marzak Hind (Moulay Ismail University)**

Building sustainable luxury tourism: links between TBL, institutional theory, and responsible practices – **Ameziane Oumaima (Cadi Ayyad University), Koleva Petia (Paris Cité University) & Bouzekraoui Hind (Cadi Ayyad University)**

16H–17H CLOSING CEREMONY

Closing Address

Best Paper Award in Each Track

Best Work-in-Progress Paper Award – CIRM'26

CIRM'26 Best Paper Award

