

ICCSSET PROGRAM

Friday, August 28th, 2026

8:30 – 9:00	Welcome and Registration		
9:00 – 10:00	Opening Ceremony		
	General chairs: Pr. Amir HUSSAIN &Pr. Aniss MOUMEN Program Chairs: Pr. Kia DASHTIPOUR, Pr. Mandar GOGATE & Pr. Mohammed ZOUITEN		
10:00 – 10:45	KEYNOTE Talk 1 Pr. SANGEETA Keele University, UK Talk Title: Reactive to Preventive Care: The Role of Artificial Intelligence in Social Care Prediction		
10:45 – 12:00	Parallel Sessions		
	Oral Session 1	Oral Session 2	Oral Session 3
	Artificial Intelligence and Digital Transformation:	Educational Technology	AI Applications & Cybersecurity
12:00 – 12:30	Coffee Break		
12:30 – 14:30	Cybersecurity Challenge CTF		
	Chairs: Pr. Yassine MOUHSSINE, Pr. Kia DASHTIPOUR, Pr. Mandar GOGATE		
14:30	Closing		

ICCSSET DETAILED PROGRAM

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10:00 – 10:45	KEYNOTE Talk 1: Reactive to Preventive Care: The Role of Artificial Intelligence in Social Care Prediction Prof. SANGEETA Room: Chairs: Pr. Mandar GOGATE & Pr. Mohammed ZOUITEN
10:45 – 12:00	Oral Session 1 Artificial Intelligence and Digital Transformation: Emerging Applications and Challenges Room: Chairs: Pr. Kia DASHTIPOUR & Pr. Samia HAMAN
	Water Quality Monitoring and Assessment of the Calcium-Carbonate Equilibrium in the Azrou Water Supply Network: Towards a Predictive AI-Based Approach Noura Elaslani , Fatima Zahra Addar, Hanane Benqlilou, Jamal Touir, Sarra Kitanou, Mustapha Tahaikt and Mohamed Taky
	AI-Supported Vocabulary Learning in ESP: A Quasi-Experimental Study with Postgraduate Students in Morocco Mohamed Benaissa , Youness Atto and Mahmoud seddik
	Mitigating toxic content using early prediction and counter speech generation Harris Aamir , Oluowle Ajakaye, Shaily Kabir and Sangeeta Sangeeta
	Impact de l'intelligence artificielle et de la digitalisation sur la co création de valeur Kaoutar Hommani

10:45 – 12:00	Oral Session 2 Computational Social Science and Educational Technology (ONLINE) Chairs: Pr. Aniss MOUMEN & Pr. Hicham BOUTRACHEH
	Determinants of Financial Inclusion in The MENA Region : The Role of Technological and Macroeconomic Factors BETANE Fadwa and HAMMES Khalid

	Brand Policy as a Strategic Lever for Competitiveness in Moroccan Mass Distribution: Insights from Big Data and Consumer Behavioral Research Jemoumkh Fadoua and Idrissi Khadija
	Hybrid Metaheuristics for Low-Carbon Costs Vehicle Routing in Smart Urban Logistics Nadia Berrahmania, EL Hachmi Hammou and Lekbira EL Fadi
	Exploratory analysis of the internal consistency and relationships between dimensions of a questionnaire on digital skills Elbasri Jamali, ELMahdi Hbaiz And Abdelhadi ElRhilassi
	Measuring EFL Learners' Writing Development through the Use of AWE Tools: Coh-Metrix as a case study Abdelmajid Ait El Moubarik
	Playing toward Industry 5.0: A Framework for Serious Game-Based Engineering Education Zineb BENTASSIL, Anass Ben Abdelouahab, Hajar Hanine and Aniss Moumen

10:45 – 12:00	Oral Session 3 AI Applications and Cybersecurity (ONLINE) Chairs: Pr. Ahmed REMAIDA & Pr. Benyoussef ABDELLAOUI
	Machine Learning for Automotive Demand Forecasting: Model development and performance evaluation Aicha Hdaira, Lekbira El Fadi and El Hachmi Hammou
	Digital Banking Adoption in Morocco: How Cybersecurity Shapes Customer Trust and Commercial Outcomes — A Conceptual Framework Mohamed bazi, jemoumkh And mohamed amine
	Deep Learning-Based Hybrid CNN-BiLSTM-Attention Framework for Power Quality Index Prediction in Smart Grid Stability Younes Adnani
	Hub Dialects for Dialect Bridging in Arabic LLMs: A Representation-Based Study of Cross-Dialect Knowledge Transfer in Cyberbullying Detection Huda Aljalaoud, Arwa Diwali, Hanan Alahmadi, Ahmed Y. Al-Dubai and Kia Dashtipour