

The international conference on
Artificial Intelligence Applications in Business
Administration in MENA Region
Biskra University, Algeria: 13-14 April 2026



FACULTY OF ECONOMICS, COMMERCE, AND
MANAGEMENT SCIENCES

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MOHAMED KHIDER UNIVERSITY OF BISKRA



FACULTY OF ECONOMICS, COMMERCE, AND
MANAGEMENT SCIENCES

PROGRAMME OF INTERNATIONAL
CONFERENCE ON

ARTIFICIAL INTELLIGENCE APPLICATIONS IN BUSINESS ADMINISTRATION IN MENA REGION

The international conference on
Artificial Intelligence Applications in Business
Administration in MENA Region
Biskra University, Algeria: 13-14 April 2026

(ICAIABA'2026)

The Conference WILL BE INDEXED IN "ATLANTIS
PRESS" PART OF SPRINGER-NATURE

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ARTIFICIAL INTELLIGENCE APPLICATIONS IN BUSINESS ADMINISTRATION IN MENA REGION (ICAIABA'2026)

The international conference on Artificial Intelligence Applications in Business Administration in MENA Region Biskra University, Algeria: 13-14 April 2026

FIRST DAY : 13-04-2026

Morning programme: Omar Assassi Grand Lecture Hall

Session link: <https://meet.google.com/bin-dmik-mqr>

08:30 – 08:50	National Anthem
08:50 – 09:00	Welcome remarks by the Conference Chair
09:00 – 09:10	Welcome remarks by the Dean of the Faculty of Economics, Commerce and Management Sciences
09:10 – 09:20	Welcome remarks by the University Guests
09:20 – 09:30	Welcome and opening remarks by the Rector University

Honors

Opening Session S. Chair: Prof. Abdelhamid BERREHOUMA S. Rapporteur : Dr. kamilia IZRRECH

10:00 – 10:30	Key note Speaker: Prof. Sawyer Malcolm	Leeds university, business school (UK)	The Macroeconomic Futures of AI: Prospects for (Un) employment, Inequality and Stability
10:30 – 11:00	Key note Speaker: Dr. Mustafa Nourallah	Mid Sweden University (Sweden)	Beyond Automation: Intelligence Transforming Finance
11:00 – 11:30	Key note Speaker: Prof. Islam Mahmoud ElGammal	University of Business and Technology (Saudi Arabia)	Beyond Smart: How AI Can Reimagine Tourism and Business in MENA Region
11:30 – 11:45	MR. KRAMA Abdelmoumen	Head of sales and marketing, Ghuedila Mineral Water Enterprise, Biskra	Artificial Intelligence as a Strategic Driver of Operational Excellence in Guedila's Business Administration
11:45 – 12:15 (on line)	Key note Speaker: Dr. Jamshid Ali Turi	University of Tabuk (Saudi Arabia)	Impact of Generative AI Capability on Autonomous decision making in projects through the mediation of AI Trust Level and moderation of Human-AI Interaction Quality

Discussion Period

Lunch Break

Your paragraph text

16:20 – 17:00

Afternoon programme

Lecture Hall of the Faculty of Economic, Commercial and Management Sciences

Workshop 1

Session 1		S. Chair: Dr. Maouahib ZEROUATI		S. Rapporteur : Dr. Abdelmounaam Benferhat	
14:30 – 14:45	Prof. Aissa HIRECHE	(University of Biskra)	What Competitive Advantage in the Era of Generative Artificial Intelligence?		
14:40 – 14:50	Dr. Asma Houfani	(University of Biskra)	The Role of Artificial Intelligence in Automating and Managing Blockchain-Based Supply Chain Transactions in MENA Countries		
14:50 – 15:00	Dr. Mohammed Lanani	(University of Batna 1)			
14:50 – 15:00	- Dr. Latifa Borni - Prof. Fella Achour - Prof. Liamine Falta	(University of Biskra)	Measurement of Organizational AI Exposure: an AI-Assisted Comparative Approach in the Algerian Insurance Industry		
15:00 – 15:10	PhD Student. AMARA Amine	(University of Msila)	Artificial Intelligence in Audit Practice: Evaluating ChatGPT's Role in Analytical Procedures Under Algerian Auditing Standard 520		
15:10 – 15:30	Discussion Period				
15:30 – 15:40	Coffee Break				

Session 2 Session Chair: Prof. Abdelhak RAIS Session Rapporteur : Nourhane GROUN

15:40 – 15:50	Prof. Abdennacer Moussi	(University of Biskra)	The Dark Side of Artificial Intelligence in the Workplace: Social Costs, Ethical Challenges, and the Role of Human
15:50 – 16:00	Dr. Sabah Sirine	(University of Tlemcen)	Artificial Intelligence and Big Data Analytics in Financial and Administrative Auditing: Toward a Smart and Predictive Control System
16:00 – 16:10	- PhD Student. MANSOURI SOFIANE - Prof. Kamel Mansouri	(University of Biskra)	Artificial Intelligence-Based Predictive Models in Human Resource Management and Their Importance in Developing Human Capital. A Systematic Review
16:10 – 16:20	- Dr. Sara Abdelli - Dr. Nouredine Belaghlem - Dr. Radia Meghazi Larafi	(University of Mila) (University of Biskra) (University of Mohamed Khider of Biskra)	AI powered Assistance: A case study of the "Be My Eyes" Application from the perspective of ethical entrepreneurship and social innovation

Discussion Period

Workshop 2

Audiovisual Hall at the Central Library

Session link: <https://meet.google.com/dfj-odpe-xts>

Session 3		S. Chair: Dr. Samir BOUREKACHE I		S. Rapporteur : Dr. Ilyes NAIDJI	
14:30 – 14:45	- Dr. Sadok Lanani - Prof. Laid Kahloul - Prof. Okba Kazar	University of Biskra) University of Biskra) (University of Kalba, Sharjah)	A Hybrid Cloud-Blockchain Architecture for Secure and Transparent BPM Application Composition		
14:45 – 15:00	PhD Student. khalida zanouda	(University of Biskra)	From Data-Centric AI to Organizational Intelligence: Why Data Quality, Governance, and Human Oversight Determine the Success of AI Adoption in MENA Organizations		
15:00 – 15:15	- PhD Student. Rayane Aggoune - Dr. Abdelhak Merzig	- University Mohamed Khider of Biskra)	Quantum-Enhanced Deep Learning for Financial Anomaly Detection		
15:15 – 15:30	- Master Student. Mohamed Madassi - Master Student. Imed Eddine TALHI - Dr. Sara SABBA	(University of Abdelhamid Mehri Constantine 2)	Enhanced Hybrid Gaussian Quantum Particle Swarm Optimization with Adaptive Genetic Algorithm for Flexible Job Shop Scheduling		
15:30 – 15:45	- Dr. Boudouh Nouara - Dr. Mokhtari Bilal - Professor. Kerdoudi Sihem	University of Biskra) - University Batna University of Biskra)	Explainable Artificial Intelligence for Inflation Forecasting with SHAP, Random Forest, and LSTM: An Application to Algeria		
15:45 – 16:00	Dr. Samia ZOUAOUI	(University of Batna 2)	Simulation-Driven Predictive AI for Printer Repair Services: A Proactive Ticket Resolution Approach		
16:00 – 16:30	Discussion Period				

SECOND DAY : 14-04-2026

Workshop 1 Lecture Hall of the Faculty of Economic, Commercial and Management Sciences

Session 1		S. Chair: Prof. Abdessamia ROUINA		S. Rapporteur : Dr. Soulef RAHAL	
08h.00 – 08h.20	Dr. Abdelcetaf HOGGUI	GIBA-Group Industrial Babahoum Algeria	AI-Based Faculty Retrieval System		
08h.20 – 08h.30	Dr. Maouahib Zerouati Dr. Karima Bencharif	(Setif 1 University of Biskra)	Managing Tourism Decision Overload through Generative AI: A Multi-Platform Comparative Study of an Algerian destination		
08h.30 – 08h.40	Dr. Manel REBBOUH	(Setif 1 University Ferhat Abbas)	Trust as a Mediator Between AI Chatbot Characteristics and Customer Experience: Insights from Algerian E-Commerce Users		
08h.40 – 08h.50	Dr. Nacereddine Bouriche Professor. Messaoud Djeddu	(University of Mohammed Khider of Biskra)	Predicting Vendor Performance in Data-Scarce Environments: A Hybrid Deep Learning Approach		
08h.50 – 09h.10	Discussion Period				
09h.10 – 09h.40	Coffee Break				

Session 2

S. Chair: Prof. Nacereddine BOURICHE

S. Rapporteur : Prof. Sihem KERDOUDI

Workshop 2

Hall 106, Faculty of Economic, Commercial and Management Sciences

Session 2

S. Chair: Prof. Reguia CHERROUN

S. Rapporteur : Dr. Latifa SEBTI

Session 1

S. Chair: Dr. Sihem KHELILI S. Rapporteur : Dr. Lamia CHAOUA

09h.50-10h.00
Dr. Abdelnacer Ben Abderrezak
Professor.
Abderezzak Benzaoui
PhD Student. Safia Khalaf
Dr. Namoune Imane
(University of Biskra)
(University of Biskra)
(University centre of Barika)
Assessing Entrepreneurial Cyber-Fragility in Algerian AI-Driven Startups

08h.00-08h.10
Dr. MESSAOUD DEHBI
(University of Biskra)
The Controversy Over The Legal Personhood Of AI

09h.50-10h.00
Dr. MAOUAHEB Mohammedi
Dr. Safa Biadhi
(University of Biskra)*
The extent of artificial intelligence contribute to determining students' learning behavior among Generation Z

10h.00-10h.10
Dr. Hadfani Amir
(University Center of Barika)
The Impact of Artificial Intelligence on the Development of Digital Business Models and the Strategic Transformation of Family Businesses in the Middle East and North Africa Region: A Systematic Review of Recent Studies

08h.10-08h.20
Dr. Salima Benhassine
(University of Biskra)
The Impact of Using AI Technologies in Migration Management Policies and Control of Borders on Sustainable Development within the MENA Region

10h.00-10h.10
Professor. Latifa Bekkouché
Professor. Oualid Meraghni
Professor. Zakaria Demdoun
(University of Eloued)*
University of Eloued)
- (University of Eloued)
Opportunities and challenges of integrating financial technology and artificial intelligence in enhancing financial management between the theoretical framework and the practical reality

08h.20-08h.30
- PhD Student. Msellem Gamra
- Dr. Achour Nacereddine
University of Biskra)
The role of artificial intelligence in water resource management in North Africa: Challenges and Opportunities

10h.10-10h.20
Dr. Faouzia HAGAIN
PhD Student. CHABBI Anhar
(University of Biskra)
Radical transformations in business management in light of the artificial intelligence revolution between opportunities and challenges

10h.10-10h.20
- Dr. Nourhane Groun
- Dr. Kamilia Izzrech
(University Mohamed Khider of Biskra)
AI Readiness in MENA Organizations: Developing and Testing a Measurement Model (A Case Study of Guedila Company)

08h.30-08h.40
- PhD Student. Hadjab Ali
- Professor. Laouar Badra
University of Biskra)*
Ownership of AI-generated outputs and their implications for traditional intellectual property rules

10h.20-10h.30
Dr. Sofiane Fellah
Professor. Mebarka BEDARNIA
Dr. Oulfa MZIOU
(University of Biskra)
(University of Laghouat)
(University of Biskra)
Artificial Intelligence Ethics in Islamic Society: Towards an Integrative Approach Between Maqasid al-Sharia and International Standards for AI Governance

10h.20-10h.30
- PhD Student. Zohra Nourhane CHEBAB
- Dr. Yahia BOUKERCH
(École Supérieure de Commerce, Koléa University Center, Tipaza)
(École Supérieure de Commerce, Koléa University Center, Tipaza)
From CLV to Action: A Lightweight Framework for Omnichannel Automation and Budget Allocation in SaaS

08h.40-09h.00
Amal Benakcha, Mohammed Chaib Toufik 2
University of Biskra)*
Authorship (AI's Version?)

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10h.30-10h.40
PhD Student. CHERITI Yasmine
Professor. LALAOUI AMOR
Dr. MELZI ZOHIR
(Ecole Supérieure Commerce)
Artificial Intelligence and Logistics in Algeria: Empirical Insights and Strategic Pathways for Sustainable Transformation

10h.30-10h.40
- Prof. Yacine Boubakeur
- Dr. Yamina Guerfi
(University of Mila)
(University Mohamed Khider of Biskra)
Early Integration of Deep Learning and Neural Networks in Startups: Towards Co-Evolutionary Intelligence and Sustainable Competitive Advantage

09h.00-09h.40 Discussion Period
09h.40-09h.50 Coffee Break

10h.40-11h.30 Discussion Period

10h.40-11h.30 Discussion Period

(ICAIABA'2026)

Workshop 3

Audiovisual Hall at the Central Library

Session link: <https://meet.google.com/jfy-qfpg-ryw>

S. Chair: Prof. Yacine BOUBAKEUR S. Rapporteur : Dr. Latifa BORNI

Session I

08h.00-08h.15 (on line) Professor. Faris AL Qadi Dr. KADRI AL-SHUKRI Dr. Mohannad Ebinni

- (Jerash University) - (Ajloun National University) - (Ajloun National University)

Artificial Intelligence Applications in Jordan's Tourism Sector: A Genetic Algorithm Approach to Sustainable Transport and Green Accounting

08h.15-08h.30 (on line) Dr. Samia Benzaim

(Abbes Laghour Khenchela University)

Factors Affecting Startup Survival and Failure: Evidence on AI and Advanced Technology Engagement from Algerian Ventures

08h.30-08h.45 (on line) Professor. Farid Ben Abid Professor. Adel Boumedjane Dr. Taieb Abdellaoui

(University of Biskra)

Integrating Artificial Intelligence and Green Intellectual Capital to Foster Sustainable Development in Higher Education

08h.45-09h.00 (on line) Professor. Djamila KADRI PhD Student. Mehdi BEREKSI REGUIG Dr. Safa Laredj Medjahed

University of Tlemcen)

The Impact of Artificial Intelligence on Customer Experience in E-Commerce Platforms: Evidence from Generation Z in an Emerging Market

09h.00-09h.50

Discussion Period

09h.50-10h.00

Coffee Break

Session 2

S. Chair: Prof. Sadek labib TERRISA S. Rapporteur : Dr. Abdelhak MERIZIG

10h.00-10h.15 PhD Student. Ranya HADJADJ Professor. Abdelkrim BOURAMOUL Professor. Djamel BENMERZOUG

University of Constantine 2

An AI-Powered Platform for Clinical Decision Support in Breast Cancer Diagnosis

10h.15-10h.30 (on line) Dr. Nacira Agram PhD Student. Insaf Agram Professor. Abdelhak Rais

- (KTH Royal Institute of Technology) - (University of Biskra) - (University of Biskra)

Delayed Investment Decisions in Renewable Energy under Uncertainty: A Deep Learning-Based Approach

10h.30-10h.45 Dr. Charef Azzeddine Dr. Amira Sbaihi Brika Dr. Trir Hamza Professor. Aoun Yacine Professor. Said Benramache Dr. Khattria Mimouni

University Oran 1 - (University of Biskra) - (University of Biskra) - (University of El Oued) - (University of Biskra) - (University Oran 1)

AI-Driven R&D Cost Reduction in Semiconductor Design: A Silvaco Case Study of Advanced Si:Sb-Bi/Al₂O₃ Devices.

10h.45-11h.00 PhD Student. Randa Ladlani Dr. Samiha Ait Taleb Professor. Abderrazak Sebaa

École Supérieure en Sciences et Technologies de l'Informatique et du Numérique, Bejaia) University of Bejaia) University of Bejaia)

Explainable Dual-Attention Encoder-Decoder Model for Natural Gas Consumption Forecasting Using Algerian Hourly Data

11h.00-11h.15 Professor. Amine M. Benmehaia

(University Mohamed Khider of Biskra)

The price of prediction: Algorithmic food security and the illusion of control

11h.15-11h.40

Discussion Period

11h.50-12h.30

Closing of the Conference Activities

Lecture Hall of the Faculty of Economic, Commercial and Management Sciences

Recommendations

Honors

Lunch Break

14h.30

A tourist excursion in the state of Biskra



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