

ICCSSET PROGRAM

Friday, August 28th, 2026

8:30 – 9:00	Welcome and Registration		
9:00 – 10:00	Opening Ceremony Link: https://meet.google.com/rxn-nnoj-mxh		
	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 Link: https://meet.google.com/rxn-nnoj-mxh 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	Computational Social Science and 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 Ceremony Link: https://meet.google.com/rxn-nnoj-mxh		

ICCSSET DETAILED PROGRAM

Friday, August 28th, 2026

10:00 – 10:45	KEYNOTE Talk : Reactive to Preventive Care: The Role of Artificial Intelligence in Social Care Prediction Prof. SANGEETA Room : Room 1 Edinburgh University Chairs: Pr. Mandar GOGATE & Pr. Mohammed ZOUITEN
10:45 – 12:00	Oral Session 1 : In Person Artificial Intelligence and Digital Transformation: Emerging Applications and Challenges Room : Room 1 Edinburgh University Chairs: Pr. Kia DASHTIPOUR & Pr. Samia HAMAN
	Automated Assessment, Process Writing, and Triadic Knowledge Co-Construction in the Age of Generative AI Bouchra BOUKLATA
	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
	Bio-Inspired Cyber Defense for AI Systems: Current Approaches, Limitations and Future Directions Douaa Mouhajer, Yassine Mouhssine, Aniss Moumen
	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

10:45 – 12:00	Oral Session 2 Computational Social Science and Educational Technology (ONLINE) Link: https://meet.google.com/rxn-nnoj-mxh Chairs: Pr. Aniss MOUMEN & Pr. Hicham BOUTRACHEH & Mohammed ZOUITEN
	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
	Skill Hybridization Facing the Demands of Augmented Projects: Hybrid Profiling Dynamics for a Transition from Passive User to Exploring Engineer Amina ABERCHOUM and Laila BELHAJ

10:45 – 12:00	Oral Session 3 AI Applications and Cybersecurity (ONLINE) Link : https://meet.google.com/ztd-icae-ozv Chairs: Pr. Ahmed REMAIDA & Pr. Benyoussef ABDELLAOUI & Pr. Maria EL ARBAOUI
	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 and mohamed amine JEMOUMKH
	Deep Learning-Based Hybrid CNN-BiLSTM-Attention Framework for Power Quality Index Prediction in Smart Grid Stability Younes ADNANI
	Multimodal Emotion Recognition for Soft Skills Assessment: Research Trends and Emerging Directions Nouhaila FARAJY, Hanane MAROUFI, Hajar HANINE, MOHAMED BOUTAIB, Imad khirat, Fatima ZAHRA SAHLI, Aniss MOUMEN
	Artificial Intelligence Adoption in Mathematics Education: A Bibliometric Analysis of Research Trends, Influential Studies, and Emerging Themes Hanane MAROUFI, Nouhaila FARAJY, Imad khirat, Fatima ZAHRA SAHLI, Aniss MOUMEN
	5G Energy Efficiency: From Technical Innovation (AI-DRX) to Economic Strategy for Operators and Users Hammad LAZREK, Kaoutar Benslama, Kaoutar Moudden, Mohammed ZOUITEN
	From perception to action: the attitude of moroccan arabic language teachers abroad toward artificial intelligence Nabil EL MOUTAWAKIL EL ALAMI and Zohra TERRADA