

CALL FOR PAPERS

The Third Edition of the Marrakech Business Intelligence Day.

JIEM'2018

Entitled

**Business Intelligence and Territorial Intelligence
From ignorance to a marriage of convenience**

**Intelligence Economique et Intelligence Territoriale
De l'ignorance au mariage de raison ?**

November 10, 2018

**SOFITEL hotel
Marrakech, morocco**

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CALL FOR PAPERS

In Morocco, the affirmation of the existence of territorial regimes over time has corresponded not only to periods of political stability but also to economic progress. Since the mid-1990s, particularly the announcement, on 2017, of advanced regionalization by His Majesty King Mohammed VI during the Royal Speech, new missions have been entrusted to the regions. We can thus predict that Morocco's development will be based on the region, with the state of territorial organization substituted for the unitary state (Laghzaoui, F., & Abakouy, M., 2016).

Recognizing that socio-economic development at the regional level of the country cannot take place without strong decision-making powers, and without involving various societal forces (Donner, M., Fort, F., & Vellema, S. (2015). Nevertheless, how can we ensure, as regions develop and take over departments, that the gap between urban and rural regions will not grow?

The question of harmonious territorial development is common to all countries but can be specifically pressing for historically centralized countries such as Morocco. This development involves everyone. Notably, socio-economic organizations in collaboration with companies are responsible for creating a coherent environment for any intervention.

Commercial enterprises constitute a key territorial player: their strong interactions and the interdependencies between them and their territories, put them at the heart of economic emergence, making them the legitimate and essential partner in leading development action¹.

We argue that business intelligence can be a lever for development for regions and urban communities, but also for smaller municipalities and rural communities. Business intelligence is then translated into territorial intelligence in territories as an accompaniment to the entry into strategy of territories and regions. However, which products and services should be developed? How can we make it easier to create value?

Every year, the business intelligence day of Marrakech provides the opportunity to take stock of the usefulness of Business Intelligence (BI), practices through an interdisciplinary approach (information and communication technologies, management sciences, competitiveness, governance).

This third edition of the JIEM'2018, is to consider the interaction between business intelligence and the territory, from ignorance to marriage of convenience? At the service of the development of territories, companies and organizations. This signifies the necessity of introducing and implementing a robust BI system, such as the coherence of the digital project with the general

¹ Guerraoui, D., Clerc, P. (2011), « intelligence territoriale et développement régional par l'entreprise », les actes des premières rencontres de Dakhla, l'Harmattan.

strategy of communities and organizations. Potentially, relevant themes include: Management, Strategy, Health, Risks, Natural Resources, Eco-materials, but also Education, Tourism or Economics...

The contributions will focus on an illustrated conceptual approach through examples, or derived from various fields of study: industrial, commercial, environmental, economic, social and cultural. This call for papers is particularly intended for researchers, research teachers, consultants and professionals within companies and organizations.

The best papers will be published in a collective work, coordinated by **Pr. Aimad EL HAJRI, Pr. Jean-Pierre BOUCHEZ and M. Phillipe CLERC.**

The proposals of articles have to be sent before **September 05, 2018** and can be submitted in **English or French.**

IMPORTANT DATES

➤ **September 05, 2018 :**

Deadline for receipt of abstracts (7500 characters maximum / approximately 3 pages);

➤ **September 10, 2018 :**

Notification of acceptance ;

➤ **September 15, 2018 :**

Deadline for receipt of articles (37500characters maximum / approximately 15 pages);

➤ **October 10, 2018 :**

Sending replies from the Scientific Committee to the authors;

➤ **November 10, 2018 :**

**The Business Intelligence Day of Marrakech JIEM'2018
(SOFITEL HOTEL, Marrakech, Morocco)**

➤ **November 20, 2018 :**

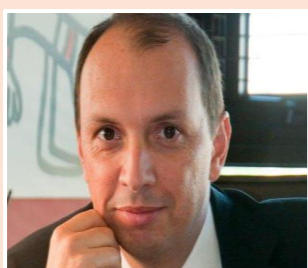
Deadline for the delivery of the fitted articles.

PRESIDENT OF THE JIEM'2018



Pr. Aimad EL HAJRI,
Professor/Researcher in Management Sciences UCAM
Trainer and Consultant in Business Intelligence
Visiting Professor at the SENGHOR University, Ouaga II University
President of the JIEM

SPECIAL GUESTS



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waiting for confirmation
Minister Delegate of African Affairs
Founder and ex-CEO of Valyans Consulting
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Mr. Driss GUERRAOUI,
Professor/Researcher in Economics
Prime Minister's Advisor (From 1998 to 2011)
Secretary General of the Economic, Social and
Environmental Council
Vice-President of the International Francophone
Association of Business Intelligence.
Honorary President

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JIEM'2018

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SCIENTIFIC COMMITTEE

The scientific committee of our JIEM includes professional experts and academics to give participants a double view of their scientific articles.

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ZAHIR Mustapha	Professor, EST, University Cadi Ayyad ,Marrakech, Morocco

JIEM'2018 EVENT

The third edition of the Business Intelligence Day of Marrakech (JIEM'2018) will be conducted on Saturday, November 10, 2018 at SOFITEL Hotel, Marrakech, Morocco.

PROPOSALS PROCESS

The abstract should be written in Times New Roman 12 and should be addressed to (aimadelhajri@gmail.com and jiemarrakech@gmail.com) no later than the 10th of September, 2018. It will be composed of: Title, Personal identification of the authors (first and last name, position, institution, postal and electronic address, telephone contact), five keywords, a body of approximately 7500 characters including spaces (problem statement, methodology, results, limits and added value), and a maximum of 10 bibliographical references.

BEST PAPER AWARDS

JIEM'2018 will reward different types of contributions; the scientific committee will award the prize for the best paper based on the originality of the subject treated and the strictness of the research conducted on the conceptual, methodological, theoretical and / or empirical aspects.

- Best Article Award;
- Best Paper Award.

PARTICIPATION FEES

With articles:

- Professionals: 150 Euro (1500 Dhs)
- Teacher-researchers: 150 Euro (1500 Dhs)
- PhD students: 100 Euro (1000 Dhs)

Without articles: 60 Euro (600 Dhs)

Registration fees of the participants for the day cover: the certificate of participation in the day's events, goodies, two coffee breaks and lunch.

A supplement of 50 Euro (500 dhs) is expected for participants who want to enjoy the Gala dinner.

PUBLICATIONS

The articles approved by the scientific committee that have been the subject of an oral presentation by at least one of the co-authors, will be published (Editions **L'HARMATTAN**, Paris, France) in a collective work, coordinated by **Pr. Aimad EL HAJRI**, **Pr. Jean-Pierre BOUCHEZ** and **Mr. Phillipe CLERC**.



Aimad EL HAJRI

- Professor/Researcher in Management Sciences CADI AYYAD University, Marrakech;
- Trainer and Consultant in Business Intelligence;
- Visiting Professor at the SENGHOR University, Ouaga II University.



Jean-Pierre BOUCHEZ

- Research Director at Larequoi, University of ParisSaclay;
- President of Planet S@voir;
- Expert Consultant in Digital Transformation.



Phillipe CLERC

- Expert Advisor in International Business Intelligence at CCI France.
- President of the International Francophone Association of Business Intelligence (AIFIE).

CONTACT AND INFORMATION



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Emilie KUHLMANN

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PREVIOUS EDITIONS OF JIEM

JIEM'2016


Le groupe NPG organise
la 1^{ère} Edition de la Journée
d'Intelligence Economique
de Marrakech

NPG
Nouvelles Pratiques de Gestion

JIEMarrakech

**Regards croisés sur
l'Intelligence économique**

Jeudi 14 Avril 2016

A la Faculté des Sciences Juridiques, Economiques et Sociales
Marrakech à 14h30, Amphî Mokhtar Soussi

PROGRAMME

Jeudi 14 Avril 2016 - F.S.J.E.S, Marrakech

SEANCE D'OUVERTURE : MOTS DE BIENVENUE

14h30 - 15h00 :
• Pr. Youssef EL BOUHARI, Doyen de la FSJES, Marrakech
• Pr. Amina BENRAISS, Chef du Département des Sc. de Gestion, FSJES-M
• Pr. Mohamadi RACHDI EL YACOUBI, Groupe NPG, FSJES-M

15h00 - 15h25:
"Gestion du capital de connaissance : objectifs et méthodes"
Pr. Mohamadi RACHDI EL YACOUBI, FSJES, Université Cadi Ayyad, Marrakech

15h25 - 15h50:
"Pratiquer l'intelligence économique : concilier entre partage et sécurisation des informations"
Pr. Ghizlane SALAM, FSJESM, Université Hassan II, Casablanca

15h50 - 16h15:
"Intelligence économique et capacité d'innovation dans les grandes entreprises"
M. Aïmad EL HAJRI, Doctorant, NPG, Université Cadi Ayyad, Marrakech

Modérateur : Pr. Abderrahmane MESSAOUDI

Echange

16h15 - 16h30 : Pause-café

DEUXIEME SEANCE :

16h30 - 16h55 :
"Management des connaissances et création de valeur"
Pr. Farid CHAOUKI, FSJES, Université Cadi Ayyad, Marrakech

16h55 - 17h20 :
"La chaîne de valeur de connaissances et capacité d'innovation des entreprises"
Pr. Othman IDRISSI FAHREDDINE, ENG, Université Cadi Ayyad, Marrakech

17h20 - 17h45:
"Intelligence économique : Innovation & Veille technologique en milieu industriel"
M. Lhoussaine OUTFI, Directeur des Unités hydro-métallurgiques, CMG, Groupe Managem

Modérateur : Pr. Nezha YAMANI

Echange

18h00 : Clôture de la journée

JIEM'2017


Le groupe NPG organise
la 2^{ème} Edition de la Journée de
l'Intelligence Economique
de Marrakech

NPG
Nouvelles Pratiques de Gestion

JIEMarrakech

**Intelligence Economique, levier de
compétitivité des entreprises et des économies**

Mercredi 10 Mai 2017

A LA FACULTE DES SCIENCES JURIDIQUES, ECONOMIQUES ET SOCIALES
MARRAKECH, A 14h30, AMPHI MOKHTAR SOUSSI

PROGRAMME

Mercredi 10 Mai 2017 - F.S.J.E.S, Marrakech

SEANCE INAUGURALE: 14h30 - 15h00 :
• Pr. Youssef EL BOUHARI, Doyen de la FSJES, Marrakech
• Pr. Farid CHAOUKI, Chef du Département des Sc. de Gestion, FSJES, Marrakech
• Pr. Amina BENRAISS, Directrice du Cycle des Etudes Doctorales, FSJES, Marrakech
• Pr. Mohamadi RACHDI EL YACOUBI, Groupe NPG, FSJES-M

PREMIERE SEANCE: 15h00 - 16h30

15h00 - 15h20:
"Intelligence économique et compétitivité: quel rôle pour le recrutement des cadres?"
Pr. Mohamadi RACHDI EL YACOUBI, NPG, FSJES, Université Cadi Ayyad, Marrakech

15h20 - 15h40:
"ANAPEC: partenaire de choix pour un recrutement réussi"
M. Hicham KASBAOUI, Directeur Régional / ANAPEC

15h40 - 16h00:
"Transformation numérique: quels enjeux pour Bank Al-Maghrib"
M. Jaouad EL JAI, Directeur, Bank Al-Maghrib, Siège, Marrakech

16h00 - 16h20:
"Modèle marocain de l'intelligence économique: limites et perspectives"
M. Aïmad EL HAJRI, NPG, Université Cadi Ayyad, Marrakech

Modérateur : Pr. Farid CHAOUKI, NPG, FSJES, Université Cadi Ayyad

Echange

16h20 - 16h30 : Pause-café

PROGRAMME

Mercredi 10 Mai 2017 - F.S.J.E.S, Marrakech

DEUXIEME SEANCE: 16h30 - 18h00

16h30 - 16h50:
"L'Intelligence économique, versions Etat et entreprises"
Pr. Nabil ELMAJROUKI, Professeur en Sciences de Gestion, ENCG, Université Cadi Ayyad, Marrakech

16h50 - 17h10:
"La compétitivité du secteur agroalimentaire Marocain à l'export: l'expérience AGRO-FOOD INDUSTRY à l'international"
M. Philippe CHAROT, Directeur Général, AGRO-FOOD INDUSTRIE

17h10 - 17h30:
"Intelligence économique au service des ressources humaines: quels apports"
Mme. Fatma Zahra EL MIDAOUI, NPG, FSJES, Université Cadi Ayyad

17h30 - 17h50:
"Intelligence économique: formations, compétences et perspectives métiers"
Mme. Aoume FARAH, Formatrice conseillère carrière à USAID Career Center-UCA

Modérateur : Pr. Abderrahmane MESSAOUDI, NPG, Université Cadi Ayyad

Echange

18h00 : Clôture de la journée

Looking forward to welcoming you in a special setting
At the JIEM'2018