



<https://logistiqua2025.sciencesconf.org>

Mercredi 28 mai 2025

08h30 - 09h00 : Accueil des participants et inscriptions

09h00 - 10h00 : Inauguration du colloque LOGISTIQUE 2025

10h00 - 10h15 : Pause-Café

10h15 - 11h45 : Plénière 1

Modérateurs :

*Professeur SMAIL KABBAJ;
ENCGC – Université Hassa II, Casablanca
Pr ABDERRAHMAN ELMHAMDI,
IUT, Université Paris 8 ;*



Nizar Baraka

Ministre de l'Équipement et de l'Eau au Maroc. Docteur en sciences économiques de l'Aix-Marseille Université, il est également secrétaire général du Parti de l'Istiqlal. Ancien président du CESE et ex-ministre de l'Économie et des Finances, il allie expertise académique et engagement public en faveur du développement durable et des politiques structurantes.



Yassine Berrada - Vice-Président Cargo chez Royal Air Maroc. Fort de 20 ans d'expérience au sein de la compagnie et de 10 ans dans le secteur bancaire à la Société Générale, il allie expertise logistique et vision stratégique. Titulaire d'un MBA, il œuvre au développement du fret aérien marocain à l'échelle internationale.



François Deprey - Entrepreneur et ex-DG de GS1 France, allie 20 ans d'expérience en innovation sectorielle (agroalimentaire, retail, logistique et en pilotage de transformations collaboratives. Associé de SprintProject, il conseille aujourd'hui les entreprises sur l'intelligence économique et les nouveaux modèles durables.

11h45 - 13h15 - Sessions parallèles (SP1)

Atelier 1 : Logistique sectorielle (humanitaire, énergétique, agricole...)

Modérateurs :

Pr YOUSSEF SAID;

ALAOUI YASMINE

ENCGC - Université Hassa II, Casablanca

Digitalization and Logistical Performance in Moroccan Agriculture: Toward an Integrated Model Centered on Data Storage and Processing Capacity

Neggaoui Imane, Lamyaa Lemfarreg, Mohamed Yaouhi

Faculty of Legal, Economic and Social Sciences – Agdal, Mohammed V University, Rabat,

[sciencesconf.org:logistiqua2025:639629](https://sciencesconf.org/logistiqua2025:639629)

Humanitarian Logistics in Africa: Challenges and Recommendations for Action

Mohammed Amine, Aymane Chemmaa, Jalal eddine Liassini, Mohammed Ibrahim

Hassan II University, Casablanca,

[sciencesconf.org:logistiqua2025:632300](https://sciencesconf.org/logistiqua2025:632300)

Knowledge Management Barriers in Educational Institutions: A Literature based investigation

Fatma Meddeb, Fatma Lehyani, Alaeddine Zouari

Higher Institute of Transport and Logistics, University, Sousse,

Higher Institute of Industrial Management, Industrial Management and Logistics, University, Sfax, Tunisia,

[sciencesconf.org:logistiqua2025:632408](https://sciencesconf.org/logistiqua2025:632408)

Programmable Electronic Sewing Automaton Towards KPI's Improvement in the Automotive Covers Seating Industry: A Novel Approach to Enhancing Supply Chain Efficiency Amid Inflation and Recession

Saloua Yahyaoui, Mounia Zaim, Faical ZAIM

Mohammed V University, Higher School of Technology Sale,

Mohammadia school of engineers, Hassan II University, Rabat,

School of textile and clothing industries, Casablanca,

[sciencesconf.org:logistiqua2025:639932](https://sciencesconf.org/logistiqua2025:639932)

The Impact of Supply Chain Integration on the Competitiveness of the Moroccan Fisheries Sector: An Empirical Hybrid Approach SPSS and PLS-SEM

Lamyaa Lemfarreg, Neggaoui Imane, Mohamed Yaouhi

Faculty of Legal, Economic and Social Sciences – Agdal, Mohammed V University, Rabat

[sciencesconf.org:logistiqua2025:640345](https://sciencesconf.org/logistiqua2025:640345)

Atelier 2 : Supply chain responsable, verte et durable

Modérateurs :

Pr ARIF JABIR

EST, Université Sidi Mohamed Ben Abdellah, Fès

Pr ALLA MOHCINE

ENCGC – Université Hassa II, Casablanca

Sustainable supplier selection using fuzzy MCDM models:Case studies in the Moroccan Automotive industry

Imane TRONNEBATI, Fouad JAWAB, Jabir ARIF, Youness FRICHI

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez,

[sciencesconf.org:logistiqua2025:631981](https://sciencesconf.org/logistiqua2025:631981)

Synergies and Trade-offs between Resilience and Sustainability in Supply Chain Management: An Evaluation Framework

Abdelilah CHELKHA, Rajaa CHAKOUR, Wafaa DACHRY, Najat MESSAOUDI

FST, Hassan 1 University, Setta, Hassan II University Casablanca,

[sciencesconf.org:logistiqua2025:631362](https://sciencesconf.org/logistiqua2025:631362)

The integration of electric vehicles in green supply chain: A Bibliometric and Literature Review

Hajar SASSI, EL hassan LAAZIZ, Malika ZAZI

National Higher School of Arts and Crafts (ENSAM), Rabat,

[sciencesconf.org:logistiqua2025:631976](https://sciencesconf.org/logistiqua2025:631976)

The potential of blockchain technology for achieving SDG 2

Yassine ELKORAICHI, Said ELFEZAZI, Amine BELHADI

Higher School of Technology, Safi, Cady Ayyad University, International University, Rabat,

[sciencesconf.org:logistiqua2025:639515](https://sciencesconf.org/logistiqua2025:639515)

The Role of Industry 4.0 in Specialty Coffee Roaster Sustainability: A Multi-Level Analysis Framework

Giannis Tsoulfas

Agricultural University of Athens, Thiva, Greece

[sciencesconf.org:logistiqua2025:632650](https://sciencesconf.org/logistiqua2025:632650)

Atelier 3 : IA Supply Chain récession et inflation

Modérateurs :

Pr LAMALEM AHMED;

Pr DARBAN KARIM;

ENCG – Université Hassa II, Casablanca

Artificial Intelligence at the Core of Supply Chains - A Literature Review and perspectives

Sara BOUKAIDI LAGHZAOU

University of Sidi Mohammed Ben Abdellah, Fez,

sciencesconf.org/logistiqua2025:640639

Assessing the impact of industry 4.0 tools on supply chain service quality: A simulation-based linear regression approach

Assia BILAD, Mounia ZAIM, Faical ZAIM

Higher School of Technology, Mohammed V, University, Sale,

School of textile and clothing industries, Hassan II, University, Casablanca,

sciencesconf.org/logistiqua2025:639905

Data-Driven Optimization of IoT-Monitored Agricultural Fleet Logistics: Case Study of COPAG Cooperative

Jamal ET-TOUSY, Abdellah ZYANE, Hamza JAMIRI

Higher school of technology, Cadi Ayyad University, Safi ,

sciencesconf.org/logistiqua2025:632021

Smart Supply Chain: Integrating Production and Maintenance for Agile and Resilient Manufacturing in Industry 4.0

Nouhayla HAFIDI, Ilhame HAKMAOUI, Mohamed RAMADANY, Abdellah EL BARKANY

Faculty of Science and Technology, Fez,

sciencesconf.org/logistiqua2025:632259

13h15 - 14h45 - Pause déjeuner

14h45 - 16h15 - Sessions parallèles (SP2)

Atelier 4 : Supply Chain économie, finance et inflation

Modérateurs :

Pr. BENHRIMIDA MOHAMED ;

ENCG - Université Hassa II, Casablanca

Pr. Khaled BEN ABDALLAH,

Institut Supérieur de Transport et de Logistique, Université de Sousse, Tunisie

Synergy between Artificial Intelligence and SCOR in the Supply Chain

Ghita DERFOUFI, Hajar GORFTI, Rhizlane BENRREZZOUQ, Abdeslam CHRAIBI

ENCG, Abdelmalek Essaâdi University, Tangier, NMohamed First University, ENCG, Oujda,

sciencesconf.org:logistiqua2025:640564

The Contribution of Smart Supply Chain Practices to Strengthening Inter-Organizational Commitment and Improving Inter-Organizational Knowledge: The Case of Large Companies in Morocco.

Hafida BENSEDDIK

National School of Business and Management, Hassan II University, Casablanca,

sciencesconf.org:logistiqua2025:639864

A Review of Ontology-Based Web Service Architecture for Retail Supply Chain Management

Abdelali ELMOUFIDI, Smail KABBAJ, Hajar ET-TAJANI

National School of Commerce and Management, Hassan II University, Casablanca,

Faculty of sciences and technologies , Sultan Moulay Slimane university, Beni Mellal ,

sciencesconf.org:logistiqua2025:643160

Blockchain in Logistics: The Case of TradeLens and its Impact on Supply Chain Efficiency

Zineb KAMAL IDRISSE, Mohamed LACHGAR, Hamid HRIMECH

National school of applied sciences, University HASSAN 1st Berrechid,

Higher Normal School, Cadi Ayyad University, Marrakech,

sciencesconf.org:logistiqua2025:640011

Atelier 5 : Marketing, fidélisation et supply chain

Modérateurs :

Pr André-Max BOULANGER

Université Paris 8, France

Pr ARIF JABIR

EST, Université Sidi Mohamed Ben Abdellah, Fès

Distribution Logistics and Supply Chain: Towards an Efficient Digital Transformation

Saoussen BEN AMMAR, Takwa AISSAOUI, Meycen MESKINE

Higher Institute of Transport and Logistics of, Sousse, TUNISIA

sciencesconf.org/logistiqua2025:646858

Enhancing E-Commerce Loyalty with AI Chatbots: Unlocking the Power of Reliability, Trust, and Satisfaction

Anas MOUKRIM, Majdouline ATTAOUI, Hasnaa GABER

ENCG, Hassan II University, Casablanca,

sciencesconf.org/logistiqua2025:631982

Greenwashing or Genuine Commitment? Assessing the Role of Sustainable Branding in Supply Chain Accountability and Consumer Trust

Wafa OULAD BENAÏSSA, Fatine OUAHTITA

ENCG, Hassan II University, Casablanca,

sciencesconf.org/logistiqua2025:638161

La logistique touristique : L'influence de l'infrastructure touristique sur l'expérience touristique: Cas de la destination d'Agadir

Ranya QIYAD, Ouafae ZEROUALI OUARITI

ENCG, Université Ibn ZOHR, Agadir

sciencesconf.org/logistiqua2025:632829

Maintaining brand loyalty while facing inflation: the role of collaborative supply chain partnerships

Fatima zahra BELLALI, Hasnaa GABER

ENCG, Hassan II University, Casablanca,

sciencesconf.org/logistiqua2025:637566

Atelier 6 : Processus logistiques ; Modélisation, optimisation et simulation

Modérateurs :

Pr CHERRAFI ANASS

EST Safi, Université Cadi Ayyad, Marrakech

Pr ACHOUI MOSTAFA;

ENCGC – Université Hassa II, Casablanca

Developing a Maturity Model for Logistics Service Providers: Framework and Perspectives Research

Amine EL ASRI, Imane IBN EL FAROUK, Fatima Zahra MAJIDI, Zainab SAJID
ENCGJ, Chouaib Doukkali University, El Jadida,
[sciencesconf.org:logistiqua2025:639908](https://sciencesconf.org/logistiqua2025:639908)

Enhancing supply chain using machine learning and data analytics

Marouane AOUI, Mohammed Achraf HALOUA
FSK, Ibn Tofail University, Kenitra,
[sciencesconf.org:logistiqua2025:640650](https://sciencesconf.org/logistiqua2025:640650)

Extending the Kraljic Purchasing Portfolio Model: Integrating Sustainability Risks to Advance Sustainable Purchasing and Supply Management

Fatima Zahra MAJIDI, Imane IBN EL FAROUK, Amine ELASRI, Zainab Sajid
ENCGJ, Chouaib Doukkali University, El Jadida,
[sciencesconf.org:logistiqua2025:639706](https://sciencesconf.org/logistiqua2025:639706)

Improving logistics cost efficiency through traceability: A Case Study of Moroccan Agrifood SMEs.

Khalid OUHARMI, Mourad REHIOUI
Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez,
[sciencesconf.org:logistiqua2025:640149](https://sciencesconf.org/logistiqua2025:640149)

16h15 – 16h30 – Pause-café

16h30 - 18h00 - Sessions parallèles (SP3)

Atelier 7 : Supply Chain économie et finance

Modérateurs :

Pr SALOUA BENAMMOU;

Université de Sousse Tunisie ;

Pr RHARIB ABDERRAHIM;

ENCGC - Université Hassa II, Casablanca

Corporate Financial Resilience and Supply Chain Disruptions: A literature review

Nabil ARZOU, KOBIYH MILOUDI

ENCGJ, Chouaib Doukkali University, El Jadida,

[sciencesconf.org:logistiqua2025:640655](https://sciencesconf.org/logistiqua2025:640655)

Digitalization et management control in supllly chains

Fatima Ezzahra ESSAHLI, Yassine HILMI, Sara MAHIR, Hamza EL KEZAZY

ENCG, Chouaib Doukkali University, El Jadida,

Hassan II University, SETTAT, Sultan Moulay Slimane University, BENI MELLAL,

[sciencesconf.org:logistiqua2025:640675](https://sciencesconf.org/logistiqua2025:640675)

Le management de la logistique hydraulique, une lecture par la théorie du NPM et du Lean Management

Loubna BENSEDDIK, Abdessamad DIBI, Mounia ELHAJI

Hassan II University, Casablanca,

[sciencesconf.org:logistiqua2025:640463](https://sciencesconf.org/logistiqua2025:640463)

The Impact of Inflation and Supply Chain Disruptions on Customer Loyalty in North Africa

Sara LAALAM, Kamal ZEHAOU, Said LOTFI

Hassan II University, FSJES Aïn Chock, Casablanca,

[sciencesconf.org:logistiqua2025:632364](https://sciencesconf.org/logistiqua2025:632364)

Atelier 8 : Supply chain hospitalière et santé

Modérateurs :

Pr EL HAUD NAIMA;

ENCG - Université Hassa II, Casablanca

Pr BOUMANE ABDERRZAK

ENSA, Université Abdelmalek Essaâdi, Tanger

Patient Transfer Management in the Era of Real-Time Data: A State of the Art Review

Kaoutar ED-DOUICHI, Fouad JAWAB

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez

[sciencesconf.org:logistiqua2025:632411](https://sciencesconf.org/logistiqua2025:632411)

Qualification of the cold chain of thermolabile drugs: proposal of a self-diagnosis tool for good distribution practices

Rhizlane BENRREZZOUQ, Mohammed KHATTOU, Mohammed EL HILALI

ENCG, Mohammed I University, Oujda,

[sciencesconf.org:logistiqua2025:640637](https://sciencesconf.org/logistiqua2025:640637)

Reducing Waiting Times to Enhance Performance in the Maternity Ward at the University Hospital of Tunisia

Sayda BEN SGHAIER, Rafaa MRAIHI

Higher Institute of Management of Bizerte, University of Carthage, Tunis

Higher Business School, Manouba, Tunisia

[sciencesconf.org:logistiqua2025:632005](https://sciencesconf.org/logistiqua2025:632005)

Reverse Logistics and Smart Solutions in the Healthcare Sector: Transforming Medical Waste into Sustainable Resources "Systemic Approach"

Hanane HALIMI, Fouad JAWAB, Ahmed BOUKLATA

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez

[sciencesconf.org:logistiqua2025:631431](https://sciencesconf.org/logistiqua2025:631431)

Improving Road Accident Injury Predictions: A Hybrid SARIMA and Support Vector Regression Model

Abderrahmane BENKACEM, Youness FRICHI, Fouad JAWAB, Oulaid KAMACH, Douae ZBAKH, Samir CHAFIK

ENSA, UAE, Tangier,

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez

EMSI, UH2, Casablanca,

[sciencesconf.org:logistiqua2025:647280](https://sciencesconf.org/logistiqua2025:647280)

Atelier 9 : Marketing, fidélisation et supply chain

Modérateurs :

Pr HASBAOUI ANOUAR;

Pr LAARIBI AMAL

ENCGC – Université Hassa II, Casablanca

Adapting AI Models for Dynamic Inventory Optimization in E-Commerce

Charifa ISMAILI, Mustapha ELHAMZAOU, Adil EL AMRI

ENCG-J, Chouaib Doukkali University, El Jadida,

[sciencesconf.org:logistiqua2025:648376](https://sciencesconf.org/logistiqua2025:648376)

Artificial Intelligence and Big Data as Catalysts for Operational Resilience and Customer Engagement: A Case Study of Moroccan Startups in the Logistics Sector

Abdellah ELMAKKAOU, Mustapha EL KORAICHI

Chouaib Doukkali University, ENCG, El Jadida,

[sciencesconf.org:logistiqua2025:640174](https://sciencesconf.org/logistiqua2025:640174)

Bridging B2B Strategy and Client Expectations: Dual Perspectives on Content Marketing in the Moroccan Telecommunication Sector

Salima SALAMI, Anas MOUKRIM, Hasnaa GABER

ENCGC, HASSAN II University,

[sciencesconf.org:logistiqua2025:640668](https://sciencesconf.org/logistiqua2025:640668)

Cybersecurity and digital marketing in smart supply chains: resilience challenges in the face of inflation and recession

Soukaina CHARROUD, Zakia ERRABIH, Kenza RAISSOUNI

Higher School of Technology, USMBA, Fez, Morocco

[sciencesconf.org:logistiqua2025:632674](https://sciencesconf.org/logistiqua2025:632674)

Detection of Logistic Warning Signals via Social Media in Morocco: A Modeling Approach Using FCM and Graph Theory

Amal DAHMANE, Chifae EL HAIL, Mustapha EL KORAICHI, Abdellah ELMAKKAOU

ENCG, Chouaib Doukkali University, El Jadida,

[sciencesconf.org:logistiqua2025:639609](https://sciencesconf.org/logistiqua2025:639609)

Soirée Gala

Jeudi 29 mai 2025

08h30 - 10h00 : Plénière 2

Modérateur :

Pr BENSEDDIK HAFIDA;

ENCGC - Université Hassa II, Casablanca



Ghita Mezzour - Experte en intelligence artificielle et transformation numérique, actuellement Fondatrice & PDG de DecisiveAI. Elle a précédemment occupé le poste de Ministre Déléguée Chargée de la Transition Numérique et de la Réforme de l'Administration au Maroc (2021-2024). Parallèlement, elle a mené une carrière académique en tant que Professeure à l'UIR.



Jean-Paul David - CEO de Mercadex Europe, cabinet de conseil dédié à l'internationalisation des PME et ETI. Fort de plus de 25 ans d'expérience, il met son expertise, son réseau et une approche stratégique au service des entreprises souhaitant réussir leur développement à l'international.



Khalid Bachkar - Professeur à la California State University Maritime Academy depuis près de 15 ans, où il enseigne des disciplines clés liées à la gestion et à la logistique. Titulaire d'un doctorat en logistique et supply chain management de North Dakota State University (2010), il détient également un master en systèmes d'information de Shippensburg University of Pennsylvania (2005).



Anass Rejouan - Actuellement impliqué dans un projet de développement logistique depuis mars 2025. Il a dirigé la chaîne logistique de Bugshan Maroc Group à Casablanca pendant plus de 11 ans, de février 2014 à avril 2025. Parallèlement, il poursuit un doctorat en Supply Chain Management à la Faculté Hassan II.

10h00 - 10h15 - Pause-café

10h15 - 11h45 - Sessions parallèles (SP4)

Atelier 10 : Systèmes de transport, infrastructures et impacts

Modérateurs :

Pr ABDERRAHMAN ELMHAMDI,

IUT, Université Paris 8

Pr MOUDINE CHOUROUK;

ENCG - Université Hassa II, Casablanca

Bibliometric analysis and visualization of transport investment infrastructure

Yasmine AMMAR, Ahmed DERBEL, Younes BOUJELBENE

Faculty of Economics and Management of Sfax,

Higher Institute of Transport and the Logistics of Sousse, Tunisia

sciencesconf.org/logistiqua2025:639222

Impact of digitalization on the improvement of supply chain management in a transport company: literature review

Omar TALIBI, Mohamed BEN ALI, Oumaima OULLADA, Abdellah SASSI, Rajae ELKAZINI, Soumaya IDRISSE JAZOUIL

EST, Hassan II University, Casablanca

sciencesconf.org/logistiqua2025:632681

In-depth Study of Risk Factors Contributing to the Rise in Road Traffic Accident Victims in Tunisia

Besma SOUISSI, Leila LOUHICHI, Saloua BENAMMOU

Faculty of Economic Sciences and Management,

Higher Institute of Transport and Logistics, University of Sousse, Tunisia

sciencesconf.org/logistiqua2025:640671

Logistics FDI in Africa: The Role of History, Development, and Stability

Mohammed AMINE, Jalal eddine LIASSINI, Aymane CHEMMAA, Mohammed IBRAHIMI

Hassan II University, Casablanca.

sciencesconf.org/logistiqua2025:632301

Road Transport and Environmental Sustainability: A Bibliometric Analysis

Anissa TRIMECH, Aida BOUZIR SAAD, Saloua BENAMMOU

Faculty of Economic Sciences and Management,

Higher Institute of Transport and Logistics of Sousse, Tunisia

sciencesconf.org/logistiqua2025:640410

Atelier 11 : Marketing, fidélisation et supply chain

Modérateurs :

Pr BELGACEM RAHMANI,

HEC Montréal, Canada

Pr SABER BRAHIM;

ENCG - Université Hassa II, Casablanca

Measuring the impact of self-congruence and materialism on compulsive buying behaviour: mediating role of brand attachment

Aicha BOULALA, Hasnaa GABER

ENCG, Hassan II University, Casablanca,

[sciencesconf.org:logistiqua2025:639906](https://sciencesconf.org/logistiqua2025:639906)

Research and Development: A Strategic Lever for the Supply Chain

Meycen MESKINE, Saoussen BEN AMMAR, Taicir LOUKIL

Higher Institute of Transport and Logistics of Sousse,

Faculty of Sciences and Economics, Sfax, TUNISIA

[sciencesconf.org:logistiqua2025:640494](https://sciencesconf.org/logistiqua2025:640494)

The Impact of Artificial Intelligence on Customer Engagement and Loyalty: A Moroccan Contextual Study

Hajar RBIAA, Anas MOUKRIM, Hasnaa GABER

ENCG, Hassan II University, Casablanca,

[sciencesconf.org:logistiqua2025:631986](https://sciencesconf.org/logistiqua2025:631986)

The perception of virtual assistant transparency : effects on customer citizenship behavior

Majdouline ATTAOUI, Anas MOUKRIM, Mariem OUBAYOUCef, Hasnaa GABER

ENCG, Hassan II University, Casablanca,

[sciencesconf.org:logistiqua2025:632425](https://sciencesconf.org/logistiqua2025:632425)

Transforming Marketing Distribution with AI: A Qualitative Analysis of Industry Challenges.

Karim DARBAN, Smail KABBAJ

ENCG, University Hassan II Casablanca

[sciencesconf.org:logistiqua2025:643076](https://sciencesconf.org/logistiqua2025:643076)

Atelier 12 : Processus logistiques ; Modélisation, optimisation et simulation

Modérateurs :

Pr ARIF JABIR

EST, Université Sidi Mohamed Ben Abdellah, Fès

Pr GABER HASNAA;

ENCG – Université Hassa II, Casablanca

A deep neural network for traffic flow simulation

Jihen LANDOLSI

Northern Border University, College of Engineering, Arar, Saudi Arabia

[sciencesconf.org:logistiqua2025:637231](https://sciencesconf.org/logistiqua2025:637231)

A Systematic Review of Key Indicators and Models for Assessing Port Performance: A Global Perspective

Rajaa OUDDAR, Soufiane TAIDI, Doha TALKHOKHET

Faculty of Economics and Management, Hassan I University, Settat,

[sciencesconf.org:logistiqua2025:639093](https://sciencesconf.org/logistiqua2025:639093)

Blockchain for Supply Chain Innovation and Transparency: A PRISMA-Based Systematic Review

Khawla ABA-TALIB, Abdessamad ZOUINE, Wafaa IAZZA

ENCG, Chouaib Doukkali University, El Jadida,

[sciencesconf.org:logistiqua2025:632417](https://sciencesconf.org/logistiqua2025:632417)

Decarbonization Strategies for Airports through GHG Emissions Analysis Bases on the Three Scopes

Chaima BOUBAKER, Yasmina HANI, Youssef MELIANI

Institute of Technology, University Paris VIII Vincennes, France

University of Savoie Mont Blanc, Annecy, France

[sciencesconf.org:logistiqua2025:640612](https://sciencesconf.org/logistiqua2025:640612)

Atelier 13 : Intelligence artificielle, Big Data et Supply chain

Modérateurs :

Pr ELFEZAZI SAID

EST Safi, Université Cadi Ayyad, Marrakech

Pr OUAHTITA FATINE;

ENCGC - Université Hassa II, Casablanca

Adoption of Industry 4.0 Technologies in Moroccan Supply Chains: A Bayesian Network and Sectoral Analysis

Salwa LHAMIDI, Othman BOULITAMA, Abdelwahed GOURCH

Faculty of Law, Economics and Social Sciences, Ain Sebaa Hassan II University of Casablanca,

sciencesconf.org:logistiqua2025:640507

Advanced technologies integration in SC, success factor to ExOP achievement :

Bibliometric analysis

Anas ABOUDIAR, Mustapha BOUACHOUCH

National School of Business and Management, USMBA, Fez,

sciencesconf.org:logistiqua2025:639555

Artificial Intelligence and Supply Chain Management: a Systematic Literature Review

Aicha ELAMMARI, Jabir ARIF, Fouad JAWAB, Asmae EL JAOUHARI,

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez

sciencesconf.org:logistiqua2025:640660

Artificial Intelligence and the Supply Chain: An AHP Approach to Select the Best AI Tools

Sophia VANDAPUYE, Siham JABRAOUI

Hassan II university, Casablanca,

sciencesconf.org:logistiqua2025:630179

11h45 - 13h15 - Sessions parallèles (SP5)

Atelier 14 : Supply chain hospitalière et santé

Modérateurs :

Pr IBN EL FAROUK IMANE

ENCG, Université Chouaïb Doukkali, El-Jadida

Pr JUIDETTE SARAH;

ENCGC - Université Hassa II, Casablanca

Evolution and challenges of Morocco's Healthcare system: A statistical and literature-based analysis of key stakeholders and emerging trends

Hanane HALIMI, Fouad JAWAB, Ahmed BOUKLATA

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez

[sciencesconf.org:logistiqua2025:631503](https://sciencesconf.org/logistiqua2025:631503)

Function-Based Modeling for Reactive Optimization of Healthcare Resource Reallocation

Naima RAHIEL, Sid-Ali ADDOUCHE, Abderrahman EL MAHEMDI, Khalid HACHEMI

Paris 8 Vincennes - Saint-Denis University, Paris, France

LGPMI, Oran 2 University, Oran, Algeria

[sciencesconf.org:logistiqua2025:640551](https://sciencesconf.org/logistiqua2025:640551)

Leveraging AI for lean management implementation in the medicines supply chain : A critical thinking approach using the Plymouth model

Bouchra BOUTERFAS, Imane IBN EL FAROUK

ENCGJ, Chouaib Doukkali University, El Jadida,

[sciencesconf.org:logistiqua2025:638110](https://sciencesconf.org/logistiqua2025:638110)

Mapping Pharmaceutical and Healthcare Supply Chain Stakeholders in Morocco: Toward a Demand-Driven Approach to Enhancing Medicine Availability

Majda BOUALAM, Imane IBN EL FAROUK

ENCGJ, Chouaib Doukkali University, El Jadida,

[sciencesconf.org:logistiqua2025:643029](https://sciencesconf.org/logistiqua2025:643029)

Medication Expiration and Stockout Reduction in Moroccan Healthcare: A DMAIC-Driven Optimization of Pharmaceutical Supply chain at CHU Oujda

Rhizlane BENRREZZOUQ, Hajar MANSOUR,

Mohammed First University, ENCG, Oujda,

[sciencesconf.org:logistiqua2025:640699](https://sciencesconf.org/logistiqua2025:640699)

Atelier 15 : Processus logistiques ; Modélisation, optimisation et simulation

Modérateurs :

Pr YASMINA HANI

Université Paris 8, France

Pr ZINA OUI TAOUFIK;

ENCGC – Université Hassa II, Casablanca

Improving supply chain performance by improving the quality of demand forecasting:

Theoretical Background and bibliometric analysis

Aymane KHEBBAB, Najat MESSAOUDI Hicham FOURAIJI

Faculty of Sciences AinChock, Hassan II University, Casablanca,

sciencesconf.org:logistiqua2025:639203

Lean manufacturing, optimizing high-performance production systems in industries using Takt time

Meryem EL MEDIANI, Mostafa ACHOU

Hassan II University, ENCG, Casablanca,

sciencesconf.org:logistiqua2025:632830

The Future of Green Mobility: Optimizing Electric Vehicle Routes Through Hybrid Intelligence

Meriem AZARI, Arif JABIR

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez

sciencesconf.org:logistiqua2025:632244

Unlocking Efficiencies: A Review of Blockchain's Potential in Logistics Cost Optimization

Hasna HAJJI, Abdellah ZAMMA, Mohammed ELKHAILI

HASSAN II University, ENSET Mohammedia,

sciencesconf.org:logistiqua2025:640666

Atelier 16 : Intelligence artificielle, Big Data et Supply chain

Modérateurs :

Pr TREBAK ABDERRAHIM;

ENCG - Université Hassa II, Casablanca

Pr Youssef MELIANI

Université Savoie Mont Blanc, Annecy, France

Artificial Intelligence: Urban Congestion Challenges and Solutions

Jihad MKHALFI, Fouad JAWAB, Abderrahman EL MHAMED, Imane MOUFAD

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez

Institute of Technology, University Paris VIII Vincennes, France

[sciencesconf.org:logistique2025:637944](https://sciencesconf.org/logistique2025:637944)

Enhancing Visibility in Global Supply Chains through Blockchain-Based Smart Contracts

Anass FYKRI, Fayssal MOUKAFI, Amine DAFIR, Maha KHALIDI

Hassan II University, FSJESAS, Casablanca, MOROCCO

[sciencesconf.org:logistique2025:632846](https://sciencesconf.org/logistique2025:632846)

ERP Systems and Supply Chain Management Performance

Chaimae KAIZAR, Dounia GAGA, Yassine HILMI, Fatima Ezzahra FATINE, Oumaima ELBAKKOURI

ENCG, University of Chouaib Doukkali, El Jadida, Morocco

[sciencesconf.org:logistique2025:640214](https://sciencesconf.org/logistique2025:640214)

Exploring Challenges and Prospects of Artificial Intelligence Integration in Supply Chain Management: A Qualitative Analysis of Moroccan Enterprises

Imane EL MOUMNI, Karim BOUGRINE

Faculty of Legal, Economic and Social Sciences, Hassan I University, Settat,

[sciencesconf.org:logistique2025:636440](https://sciencesconf.org/logistique2025:636440)

Exploring the Digital Shift in ESG Investing: A Mixed-Methods Study of Financial Tools and Policy Barriers in MENA

Wafa OULAD BENAÏSSA, Smail MAHJOUBI, Smail KABBAJ

Hassan II University, ENCG, Casablanca,

[sciencesconf.org:logistique2025:637849](https://sciencesconf.org/logistique2025:637849)

Atelier 17 : Gestion des risques et résilience de la supply chain

Modérateurs :

Pr KASBAOUI TARIK;

Pr BENRAHAL MOUNIR;

ENCGC - Université Hassa II, Casablanca

From Vulnerability to Strength: Enhancing Supply Chain Resilience through Risk Mitigation

Salah-Eddine TALHA, Jabir ARIE, Fouad JAWAB

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez

sciencesconf.org:logistiqua2025:639225

Leveraging AI-driven predictive CRM for logistics resilience: a dynamic capability perspective from a family-owned SME in an emerging market.

Chifae EL HAIL, Amal DAHMANE, Mustapha EL KORAICHI

National School of Business and Management, Chouaib Doukkali University, EL Jadida,

sciencesconf.org:logistiqua2025:640506

Leveraging industry 4.0 technologies to enhance Supply Chain resilience in the face of emerging risks - Systematic literature review

Zineb BELMADANI, Mohamed BEN ALI, Rajae ELKAZINI, Abdellah SASSI, Soumaya IDRISSE JAZOULI, Oumaima OULLADA

National Higher School of Electricity and Mechanics, Higher School of Technology, Casablanca

sciencesconf.org:logistiqua2025:632852

Modeling Risk Propagation and Resilience in Logistics Networks

Mohamed ABOUCHABANE, Abdellah ZAMMA, Salah NISSABOURI, Zakaria YAAGOUB

ENSET, FST, Hassan II University of Casablanca, Mohammedia,

sciencesconf.org:logistiqua2025:639825

13h15 – 14h45 – Pause déjeuner

14h45 – 16h15 - Sessions parallèles (SP6)

Atelier 18 : Intelligence artificielle, Big Data et Supply chain

Modérateurs :

Pr ELFEZAZI SAID

EST Safi, Université Cadi Ayyad, Marrakech

Pr AMAHMOUL JAWAD;

ENCGC – Université Hassa II, Casablanca

The contribution of the intelligent supply chain to supply chain resilience

Noura ERRAJI, Hafida BENSEDDIK, Salima EL OMARI, Salwa IDAMIA

National School of Business and Management, Hassan II University, Casablanca,

sciencesconf.org:logistiqua2025:640588

The impact of digitalization on the supply chain management of young industrial companies: A systematic literature review

My Elmostapha Houssam OUAZZANI, Mohamed BEN ALI, Soumaya IDRISSE JAZOULI, Abdellah SASSI, Oumaima OULLADA, Rajae ELKAZINI

National higher school of electricity and mechanics - ENSEM- Hassan II university,

Higher school of technology, Casablanca

sciencesconf.org:logistiqua2025:632783

The Integration of Artificial Intelligence and Big Data Analytics in Supply Chain Management: Opportunities, Challenges, and Strategic Implications for Sustainable Competitiveness

Salwa IDAMIA, Hafida BENSEDDIK, Mousaab EL KHAIR GHOUJDAM, Noura ERRAJI

Hassan II University, National School of Business and Management, Casablanca,

sciencesconf.org:logistiqua2025:639505

Urban Smart Loading Zones : Current Research, Trends and Futurs Directions – An Overview

Imane MOUFAD, Fouad JAWAB, Jihad MKHALFI, Manal EL YADARI

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez

sciencesconf.org:logistiqua2025:640673

Atelier 19 : Gestion des risques et résilience de la supply chain

Modérateurs :

Pr ANDRE-MAX BOULANGER

Université Paris 8, France

Pr HASBAOUI ANOUAR;

ENCGC - Université Hassa II, Casablanca

A systematic review of the relationship between digitalization and supply chain resilience

Ghizlene OUHRIR, Nawfal BAHHA

Cadi Ayyad University, ENCG, Marrakesh,

[sciencesconf.org:logistiqua2025:643002](https://sciencesconf.org/logistiqua2025:643002)

Advanced Digital Technology's Impact, highlights and Challenges in Supply Chain 5.0 Efficiency

Oumaima ZAID, Jabir ARIF, Fouad JAWAB

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez

sciencesconf.org:logistiqua2025:640665

Building Supply Chain Resilience: The case of Tangier Med Port - Morocco

Alae AL SHAKARCHI, Mohamed Achraf NAFZAOU

National School of Commerce and Management, University Ibn Tofail,

Kenitra, sciencesconf.org:logistiqua2025:642983

Designing a Lean and Agile Maturity Model for Risk and Resilience Management: The Role of the Intelligent Supply Chain

Meryem BOURAOU, Hafida BENSEDDIK

National School of Business and Management, Hassan II University, Casablanca,

sciencesconf.org:logistiqua2025:632401

Atelier 20 : Supply chain responsable, verte et durable

Modérateurs :

Pr ALAEDDINE ZOUARI,

Institut Supérieur de Gestion Industrielle, Université de Sfax, Tunisie

Pr TABIT YOUSSEF;

ENCGC - Université Hassa II, Casablanca

Impact of Green Supply Chain Management practices on the performance of firms: Moderating role of customer requirements, regulatory pressure, and green investment costs

Abderrahmane DRISSI EL BOUZAI, El Amine BOUZID

Multidisciplinary Faculty of, Nador, Mohammed First University, Oujda,

sciencesconf.org/logistiqua2025:640455

Industry 5.0 and Sustainable Supply Chains: A Comparative Literature Review on Key Factors and Future Research Directions

Molk OUKILI GARTI, Jabir ARIF, Asmae EL JAOUHARI, Fouad JAWAB

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez ,

sciencesconf.org/logistiqua2025:628775

Innovations and Challenges in the Agri-Food Supply Chain: Analysis of Methodologies and Tools

Khouloud DAMMAK, Alaeddine ZOUARI, Lilia SIDHOM

University of Sfax, Higher Institute of Industrial Management, Faculty of Science of Tunis, University Tunis El Manar, Tunisia

sciencesconf.org/logistiqua2025:631578

Integrating Digital Twins and Lean Management for Sustainable Supply Chains in the Age of Industry 5.0: A Conceptual Framework

Ibtissem ALGUIRAT, Fatma LEHYANI, Alaeddine ZOUARI,

University of Sfax, Higher Institute of Industrial Management, Tunisia

sciencesconf.org/logistiqua2025:629060

Leveraging AI and Robotics for Low-Carbon Supply Chain Optimization: A Bibliometric Analysis

Mariem MRAD, Younes BOUJELBENE

Faculty of Economics and Management of Sfax, University of Sfax, Tunisia

sciencesconf.org/logistiqua2025:640548

16h15 - 16h30 - Pause-café

16h30 - 18h00 - Sessions parallèles (SP7)

Atelier 21 : Intelligence artificielle, Big Data et Supply chain

Modérateurs :

Pr YOUSSEF MELIANI

Université Savoie Mont Blanc, Annecy, France

Pr CHAKIR MOUNA;

ENCGC - Université Hassa II, Casablanca

Leveraging Emerging Technologies for Green Vehicle Routing Problem Optimization

Manal EL YADARI, Fouad JAWAB, Imane MOUFAD

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez,

[sciencesconf.org:logistiqua2025:639289](https://sciencesconf.org/logistiqua2025:639289)

Linking supply chain resilience to Artificial intelligence: A systematic literature review

Soukaina SAHAB, Salah OULFARSI

National School of Business and Management, Chouaib Doukkali University, EL Jadida,

[sciencesconf.org:logistiqua2025:639755](https://sciencesconf.org/logistiqua2025:639755)

Revolutionizing Urban Freight: The Impact of VANET on Transport Performance

Manal EL YADARI, Fouad JAWAB, Imane MOUFAD

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez - Morocco

[sciencesconf.org:logistiqua2025:639122](https://sciencesconf.org/logistiqua2025:639122)

Strengthening supply chain resilience through AI and Big Data – a systematic review

Slimane SIDOUNA, El Mehdi BADRE, Zakia ERRABIH, Mohammed Nejari

Higher School of Technology, USMBA, Fez,

FSJES, Moulay Ismail University, Meknes,

[sciencesconf.org:logistiqua2025:631244](https://sciencesconf.org/logistiqua2025:631244)

Systematic Literature Review and Bibliometric Analysis of the Discrete Berth Allocation Problem: Trends, Collaborations, and Research Opportunities.

Sirine ISSAOUI, Abderrahmen ELMHAMED, Souhir ABBES

Faculty of Economics and Management of Sfax, Tunisia

University Paris-Saclay, Paris 8 university, France

[sciencesconf.org:logistiqua2025:631248](https://sciencesconf.org/logistiqua2025:631248)

Atelier 22 : Gestion des risques et résilience de la supply chain

Modérateurs :

Pr CHERRAFI ANASS

EST Safi, Université Cadi Ayyad, Marrakech

Pr AZMI AMINA;

ENCGC - Université Hassa II, Casablanca

Outlining expectations for integrating Industry 5.0 principles into supply chain resilience strategies

Sana ELHIDAQUI, Rajaa ELHANNA, Ilhame HAKMAOUI

Moroccan School of Engineering EMG, Rabat,

ENSA Safi, Cady Ayyad University,

sciencesconf.org:logistiqua2025:628205

The Contribution of Lean and Agile Strategies to Enhancing Supply Chain Resilience: A Conceptual Model

Salima EL OMARI, Hafida BENSEDDIK, Nora ERRAJI

Hassan II University, National School of Business and Management, Casablanca, Morocco

sciencesconf.org:logistiqua2025:640636

The Internet of Things: a strategic asset for proactive Supply Chain Risk Management and resilience - case of Moroccan Automotive Industry

Najoua FELLAHI, Zakia ERRABIH, Meriem AZARI

Higher School of Technology, USMBA, Fez, Morocco

sciencesconf.org:logistiqua2025:639553

Workplace Safety in the Mining Supply Chain: A Key CSR Commitment for Risk Mitigation and Supply Chain Resilience

Wafaa BIADI, Adiba EL BOUZEKRI EL IDRISSI, Safaa ASSIF, Yasmina HANI

Chouaib Doukkali University, NSAS, El Jadida,

Paris 8 University, France

sciencesconf.org:logistiqua2025:632663

Atelier 23 : Supply chain responsable, verte et durable

Modérateurs :

Pr YASMINA HANI

Université Paris 8, France

Pr ABYABA IBTIHAL;

ENCGC - Université Hassa II, Casablanca

A Decision Support Model Using Fuzzy AHP and Fuzzy WESPAS for Sustainability-Oriented Supplier Selection in Morocco's Automotive Sector

Imane TRONNEBATI, Fouad JAWAB, Jabir ARIF, Youness FRICHI

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez,

sciencesconf.org:logistiqua2025:646746

Adopting Green Supply Chain Management Practices and Their Impact on Environmental Performance: A Comprehensive Literature Review

Dalal KOHLY, Hassan BATRICH

Faculty of Legal, Economic and Social Sciences (FSJES), Ibnou Zohr University, Agadir,

sciencesconf.org:logistiqua2025:640505

AI, Big Data and the Green Supply Chain: Innovation and Adoption Challenges

Saadia YACHOU, Abdelhak SAHIB EDDINE

Chouaib Doukkali University, ENCG, El Jadida,

sciencesconf.org:logistiqua2025:632395

An Overview of Total Factor Productivity Approaches for Sustainable Smallholders in Agri-Food Supply Chains

Asma FEKIH, Safa CHABOUH, Lilia SIDHOM, AbdelKader MAMI

Faculty of Sciences, National Engineering School, University of Tunis EL Manar, Tunisia

sciencesconf.org:logistiqua2025:637557

Circular economy in the pharmaceutical industry: Theoretical background and bibliometric analysis

Sawsane SAIDI, Abdelmounaime DACHRY, Maha REZZAI, Najat MESSAOUDI, Wafaa DACHRY

FST, Hassan 1 University, Settat,

Hassan II University Casablanca,

sciencesconf.org:logistiqua2025:640662

Vendredi 30 mai 2025

08h30 – 10h00 - Sessions parallèles (SP8)

Atelier 24 : Intelligence artificielle, Big Data et Supply chain

Modérateurs :

Pr BELGACEM RAHMANI,

HEC Montréal, Canada

Pr ELMOUFIDI ABDELALI;

ENCGC – Université Hassa II, Casablanca

From Disruption to Resilience: A Systematic Review of How AI and Big Data Transform Supply Chain Management

Fatima zahra FARIH, Khadija BENAZZI

Faculty of Legal, Economic and Social Sciences, National School of Business and Management, Cadi Ayyad University Marrakech

sciencesconf.org:logistiqua2025:626771

Harnessing the power of AI and Big Data in Supply chain Resilience and Efficiency

Zaynab KHALFI, Mohamed AKHLAFFOU

University of Chouaib Doukkali, ENCG, El Jadida,

sciencesconf.org:logistiqua2025:631983

Integration of AI in the Supply Chain: Systematic literature review on WOS

Chafik BENSFIA, El Amine BOUZID

Mohammed First University, Oujda

sciencesconf.org:logistiqua2025:639868

Lean Management and Industry 4.0: A Synergy for Smart and Resilient Supply Chains

Ilhame HAKMAOUI, Nouhayla HAFIDI, SANA ELHIDAOU

Moroccan School of Engineering EMG, Rabat,

FST, USMBA, Fez,

sciencesconf.org:logistiqua2025:632310

Atelier 25 : Gestion des risques et résilience de la supply chain

Modérateurs :

Pr AIDA BOUZIR SAAD

Institut Supérieur de Transport et de Logistique de Sousse, Tunisie ;

Pr ALAOUI YASMINE;

ENCGC - Université Hassa II, Casablanca

Digital Transformation and Supply Chain Resilience: A Systematic Literature Review

Hajar BOURHRIB, Siham JABRAOUI

Hassan II University, ENCG, Casablanca,

sciencesconf.org/logistiqua2025:639749

Disruptions To Moroccan Supply Chains During The Covid-19 Pandemic: A Geographical and Sectoral Analysis

Salwa LHAMIDI, Othman BOULITAMA

Faculty of Law, Economics and Social Sciences, Ain Sebaa, Hassan II University of Casablanca

sciencesconf.org/logistiqua2025:640511

Enhancing Logistics Performance through Supply Chain Collaboration and Resilience: A Conceptual Model

Zainab SAJID, Imane IBN EL FAROUK, Amine EL ASRI, Fatima Zahra Majidi

Chouaib Doukkali University, ENCGJ, El Jadida,

sciencesconf.org/logistiqua2025:640686

Enhancing Supply Chain Resilience Amid Economic Crises and Inflation: A Qualitative Study

Ouijdane AMRANI, Youssra LAZRAK, Amina EL IDRISSI TISSAFI

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez,

sciencesconf.org/logistiqua2025:639066

Atelier 26 : Supply chain responsable, verte et durable

Modérateurs :

Pr AYMEN GHEDIRA

Institut Supérieur de Gestion Industrielle-ISGI, Université de Sfax

Pr MOUATASSIM HAJAR;

ENCGC - Université Hassa II, Casablanca

Closed-Loop Sustainability Assessment of the EV Supply Chain Using MCI and FlexSim Simulation

Zakaria CHEKOUBI, Shripriyan SRINIVASAN

Direction Recherche & Innovation Capgemini Engineering, France

sciencesconf.org:logistiqua2025:639050

Emergence of Green Practices in Moroccan Ports: A Strategic Driver for Sustainable Performance

ASMAE AKAOU, Rahhal LAHRACH

Mohamed First University, EST, Oujda,

sciencesconf.org:logistiqua2025:631987

From Industry 4.0 to Industry 5.0: Bibliometric analysis, Challenges and Enablers to strengthen the resilience of Smart Supply Chain

Najwa KAMAL, Wafaa DACHRY, Hassan GZIRI

Science and Technology faculty, Hassan 1 University, Settat

sciencesconf.org:logistiqua2025:640596

Green Logistics in North African Countries

Khaled BEN ABDALLAH, Fedi OUNI, Firas BEN ROMDHANE

Higher Institute of Transport and Logistics, University of Sousse, Tunisia

sciencesconf.org:logistiqua2025:632296

10h00 - 11h30 : Plénière 3

Modérateur :

Pr BENSEDDIK HAFIDA;

ENCGC - Université Hassa II, Casablanca



Ryad Mezzour - Actuellement Ministre de l'Industrie et du Commerce au Maroc, poste qu'il occupe depuis octobre 2021. Avant sa nomination ministérielle, il a été chef de cabinet au ministère de l'Industrie, de l'Investissement, du Commerce et de l'Économie numérique de juillet 2019 à octobre 2021. Il a également exercé au Conseil économique, social et environnemental où il a été expert senior puis chef de cabinet du président entre novembre 2013 et mars 2019.



Ghassane El Machrafi - Professionnel chevronné ayant évolué dans des secteurs clés tels que la logistique, les télécommunications, les médias, la construction et le tourisme. Depuis mai 2023, il occupe le poste de Directeur général de l'Agence Marocaine de Développement de la Logistique. Il a précédemment passé plus de 7 ans chez inwi, où il a été Chief Regulatory Officer et membre du comité exécutif.



Mohammed Talal - Fondateur de La Voie Express, il a su transformer l'entreprise en un acteur majeur du transport et de la messagerie. Parallèlement, il initie et accompagne plusieurs projets dans les domaines de la logistique et de l'immobilier professionnel. Engagé activement dans le développement du secteur, il occupe plusieurs fonctions institutionnelles de premier plan : secrétaire général de la Fédération nationale du transport routier, président de la Commission Logistique à la CGEM, de l'AMTM, ainsi que du Club des anciens de l'intelligence économique de l'AEGE.



Omar Souissi - Ingénieur de l'Institut Supérieur de Mécanique (SUPMECA) de Paris, et Docteur en Recherche Opérationnelle, ses travaux de recherche sont le fruit d'une collaboration entre l'Université de Valenciennes et du Hainaut Cambrésis ainsi que l'entreprise Airbus Helicopters.

11h30 - 11h45 - Pause-café

11h45 - 13h15 - Sessions parallèles (SP9)

Atelier 27 : Supply chain responsable, verte et durable

Modérateurs :

Pr ADIBA EL BOUZEKRI EL IDRISI,
ENSA, Université Chouaïb Doukkali, El-Jadida ;
Pr ABOUDOU SABRINE;
ENCGC - Université Hassa II, Casablanca

Managed Document Solution Logisitics Based On Blockchain: A literature review

FayssaL MOUKAFI, Anass FYKRI, Amine DAFIR
Hassan II University, FSJESAS, Casablanca, Morocco
[sciencesconf.org:logistiqua2025:632815](https://sciencesconf.org/logistiqua2025:632815)

Mapping the Green Thread: A Bibliometric Analysis of Global Trends and Emerging Themes in Sustainable Supply Chain Research

Oumaima RIFAI, Ahmed LAMALEM
Hassan II University, ENCG, Casablanca, Morocco
[sciencesconf.org:logistiqua2025:643167](https://sciencesconf.org/logistiqua2025:643167)

Responsible sourcing in Morocco: a theoretical framework

Adil CHERKAOUI, Marouane ALIAT
Faculty of Legal, Economic and Social Sciences, AinChock, Hassan II University, Casablanca.
[sciencesconf.org:logistiqua2025:633865](https://sciencesconf.org/logistiqua2025:633865)

Role of Lean Manufacturing in improving Food Supply Chains efficiency : Insights from past surveys

Nouha SLAOUI, Jabir ARIF, Fouad JAWAB
Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez
[sciencesconf.org:logistiqua2025:632403](https://sciencesconf.org/logistiqua2025:632403)

Atelier 28 : Transport et Santé

Modérateurs :

Pr IBN ELFAROUK IMANE

ENCG, Université Chouaïb Doukkali, Eljadida

Pr FEDY OUNI,

Higher Institute of Transport and Logistic, University, of Sousse, Tunisia

Towards a spatially intelligent approach for road safety analysis in Tunisia: spatial autocorrelation approach vs crash count models

Fedy OUNI, Khaled BEN ABDALLAH, Mohamed Taoufik BOUZIDI

Higher Institute of Transport and Logistic, University, of Sousse, Tunisia

sciencesconf.org/logistiqua2025:632415

Transport 4.0 tools used in decentralized freight intelligence

Soumaya FELLAHI, Jabir ARIF, Fouad JAWAB

Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez

sciencesconf.org/logistiqua2025:640474

A Dual LSTM-Based Framework for Forecasting Patient Flow and Classifying COVID-19 Severity in Emergency Departments: A Case Study from Tunisia

Imen HAMZAOU, Aida BOUZIR SAAD, Saloua BENAMMOU

Faculty of Economic Sciences and Management,

Higher Institute of Transport and Logistics of Sousse, Tunisia

sciencesconf.org/logistiqua2025:640145

Empirical study on the adoption of cloud computing in the Moroccan pharmaceutical industry.

Redouane ELHALOUMI, Siham JABRAOUI

Hassan II University, ENCG CASABLANCA, Casablanca,

sciencesconf.org/logistiqua2025:631098

Atelier 29 : Ville, logistique et mobilité

Modérateurs :

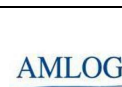
Pr SAOUSSEN BEN AMMAR,

Institut Supérieur de Transport et de Logistique de Sousse, TUNISIE ;

Pr OUDMANE MERIEM;

ENCGC – Université Hassa II, Casablanca

Investigating urban mobility behavior and User Profiles through Cluster Analysis



Mehdi EL KÉBIR, Aymen GHEDIRA, Karim KAMMOUN
Higher Institute of Industrial Management-ISGI, University of Sfax,
Higher Institute of Transport and Logistics - ISTL, University of Sousse, Tunisia
[sciencesconf.org:logistiqua2025:632580](https://sciencesconf.org/logistiqua2025:632580)

Logistique urbaine et villes intelligentes : une analyse bibliométrique des tendances de recherche

Rihab BEN HAJ AHMED, Salwa BENAMMOU
Faculty of Economic Sciences and Management,
Sfax University, sousse University, Tunisia
[sciencesconf.org:logistiqua2025:640649](https://sciencesconf.org/logistiqua2025:640649)

Mitigating Road Traffic Accident Severity Among Non-Motorized Road Users in Tunisia: Insights from an Ordered Logit Approach

Fedy OUNI, Aymen GHEDIRA, Zeineb TURKI
Higher Institute of Transport and Logistics - ISTL, University of Sousse, Tunisia
[sciencesconf.org:logistiqua2025:632553](https://sciencesconf.org/logistiqua2025:632553)

Sustainable Entrepreneurship and the Transformation of Urban Logistics: A Systematic Literature Review on Last-Mile Innovations and Territorial Dynamics

Mohamed amine BENAYAD, Najia BEDOUI
Chouaib Doukkali University, ENCG, El Jadida,
[sciencesconf.org:logistiqua2025:632016](https://sciencesconf.org/logistiqua2025:632016)

Urban Last-Mile Delivery: Environmental Challenges and Expertise – A Comprehensive Literature Review

Jihad MKHALFI, Fouad JAWAB, Abderrahman EL MHAMED, Imane MOUFAD
Technologies and Industrial Services Laboratory Higher school of technology, Sidi Mohamed Ben Abdellah University, Fez - Morocco
[sciencesconf.org:logistiqua2025:637939](https://sciencesconf.org/logistiqua2025:637939)

13H15 CLOTURE