May 11 – 13, 2017 in Al-Hoceima (Morocco)

PROCEEDING

SIIE 2017

7TH. INTERNATIONAL CONFERENCE SIIE ON "INFORMATION SYSTEMS AND ECONOMIC INTELLIGENCE"

&

6TH. INTERNATIONAL SYMPOSIUM ISKO-MAGHREB ON "KNOWLEDGE ORGANIZATION IN THE PERSPECTIVE OF DIGITAL HUMANITIES"

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Preface

The conference "SIIE" aims to develop the dialogue between experts and researchers from public and private sectors, to acquire basic and experimental on Information Systems (IS) and Economic Intelligence (EI) (or Competitive Intelligence in English acceptance and terminology). This promotes, in a risk environment, technologies related to economic intelligence. The dynamic of EI depends on the control of knowledge and requires competences to design the best strategies and ensure that decision-makers take the right decisions. The international conference SIIE will be held in its seventh (7th.) edition in Marrakech in April 2017, after the six successful editions. This edition is organized by CIEMS and IEEE Technology & Engineering Management Society (TEMS), and sponsored by the Universities of Maghreb and Europe countries. The theme of SIIE is « Trends in Technology Management and Economic Intelligence ». Since 2008, the six proceedings and editions have allowed academic researchers and economic actors to achieve completed projects. The goal of SIIE is to continue in this way by creating opportunities, ideas and innovative ways to enhance projects, and build connections between universities and industries on both sides of the Mediterranean Sea. SIIE'2017 includes keynotes, tutorials, authors' sessions and industrial panels, animated by experts, to identify new approaches and knowledge in economic intelligence, applied research and feedback. This will allow the emergence of new clusters in competitive intelligence. Within a convivial and comfortable framework, as Morocco knows so well how to offer such a framework, the SIIE conference has always been thought to promote the weaving of trust networks between actors in academia, industry and politics, thus contributing to the training of the SIIE scientific community. The expert recommendations and advices will help the SIIE community to find solutions to their many questions and problems.

September 2017

Sahbi Sidhom, Anass El Haddadi and Mourad Oubrich

Préface

La conférence SIIE a pour vocation de favoriser le dialogue entre les experts et les chercheurs venant tant du secteur public que privé, sur les acquis fondamentaux et expérimentaux concernant les Systèmes d'Information et l'Intelligence Economique (SIIE). Il s'agit de promouvoir dans un environnement de risques les technologies liées à l'intelligence économique (IE). La dynamique de l'IE dépend de la maîtrise des connaissances et des compétences requises pour concevoir les meilleures stratégies et garantir aux décideurs de prendre les bonnes décisions.

SIIE est organisée dans sa septième édition à Al-Hoceima le 11, 12 et 13 mai 2017, après les six premières éditions. Cette édition est organisée par CIEMS et soutenue par les universités des pays du Maghreb, de l'Europe et le sponsorship de IEEE Technology & Engineering Management Society (TEMS).

Les premières éditions et ses actes depuis 2008 ont permis aux chercheurs académiques et aux acteurs du monde économique d'aboutir à des projets finalisés. L'objectif de SIIE est de poursuivre dans cette voie en créant des opportunités, des idées innovantes et des moyens pour renforcer les projets, et de dresser des ponts entre les universités et les industries des deux rives de la Méditerranée.

SIIE'2017 proposera des conférences, tutoriels, sessions d'auteurs et panels industriels qui seront animés par des experts, pour identifier les nouvelles approches et connaissances en intelligence économique, ainsi que les recherches appliquées et les retours d'expérience.

Dans un cadre convivial et agréable, comme le Maroc sait si bien le faire, la conférence SIIE favorise le tissage de réseaux de confiance entre les universitaires, les industriels et les politiques, contribuant ainsi à renforcer les alliances de la communauté scientifique SIIE. Les recommandations et les avis des experts aideront cette communauté à trouver des solutions à ses multiples interrogations et problèmes.

Septembre 2017

Sahbi Sidhom, Anass El Haddadi et Mourad Oubrich

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