



Conference Program
 May 4th-6th, 2017
 Sidi Bou Said- Tunisia

Thursday
4 May

09:00 – 09:30	Registration
09:30 – 10:15	INAUGURAL SESSION Minister of Higher Education and Scientific Research President of the University of Manouba General Director of BVMT (Bourse de Tunis)
10:15 – 10:45	Coffee break
10:45 – 12:30	KEYNOTE SPEECHES Chair: Prof. Mohammad Makki, Lebanese International University, Lebanon Prof. Olfa Nasraoui – Univ. of Louisville, USA «The Ethics of Big Data: Fairness in Data, Models, and Interpretation» Mr. Karim Chine – RosettaHUB, UK «RosettaHUB, towards mass adoption of cloud computing and big data technologies»
12:30 – 14:00	Lunch
14:00 – 15:40	Session I: Digital Marketing Chair: Prof. Che Jen Su, Fu Jen Catholic Univ., Taiwan
15:40- 16:10	Coffee Break
16:10-17:50	Session II: Data Science and Security Chair: Prof. Anton Nijholt, Univ. of Twente, Netherlands
18:30- 20:00	A Walk in the Village of Sidi Bou Said to the Café des Délices

Friday
5 May

09:00–10:00	Tutorial: Prof. Osmar Zaiane , Univ. of Alberta, Canada Chair: Prof. Olfa Nasraoui, Univ. Louisville, USA « Precision Medicine: Tailoring Medical Intervention using Machine Learning »
10:00-10:15	Announcement of ICDEc 2018
10:15–10:35	Coffee break
10:35–11:50	Session III: Digital Economy and e-learning Chair: Prof. Hamida Skandrani, Univ. of Manouba
11:50-12:50	INTERNATIONAL NETWORKING SESSION Chair: Yamen Koubâa, Brest Business School, France Prof. Che Jen Su (Taiwan): « <i>Social Media and Value Co-creation</i> » Prof. Anton Nijholt (Netherlands): « <i>From Smart to Playful</i> »
12:50–14:20	Lunch
14:20–16:00	Session IV: Uncertainty in Web Data Chair: Prof. Osmar Zaiane, Univ. of Alberta, Canada
16:00-16:20	Coffee Break
16:20-17:35	Session V : Digital Marketing and Project Management Chair: Prof. Masayuki MARUYAMA, Kansai University of International Studies, Japan
20:00-21:30	Awards Ceremony and Dinner (Sidi Bou Said)
09:00-13:00	Cultural Program – Sidi Bou Said and Carthage

Saturday
6 May

Sessions' Contents

Session I: Digital Marketing

N. Ben Halima, H. Skandrani and N. Ayadi Online Celebrities' Endorsement And Consumers' Adoption And Dissemination Of Information

K. Grissa How Uses and Gratification Theory explain the use of Professional Networking: Comparison between Individuals members and Companies members.

H. Ben Abdennebi Intention of adoption of mobile commerce from consumer perspective.

A. Jmour and I. Charfi Not always a co-creation: Exploratory study of causes, emotions and practices of the value co-destruction in virtual communities.

Session II: Data Science and Security

I. Souiden, Z. Brahmi and L. Lafi Data stream mining based-outlier prediction for cloud computing.

M-I. Maiza, C-E. Ben N'Cir and N. Essoussi Overlapping Community Detection for Social Networks.

C-E. Ben N'Cir and N. Essoussi New Overlap Measure for the validation of non-disjoint partitioning.

M. Saidi, H. Hermassi, R. Rhouma and S. Belghith Uniformly Spread Embedding based Steganography

Session III: Digital Economy and e-Learning

N. Dhaouadi Knowledge transfer through e-learning: Case of Tunisian Post

A. Sameh, A. Sonia and B. Zaki Modeling of a collaborative learning process with Business Process Model Notation

A. Lachiheb Intermediation and decision support system for the management of unemployment: the simulator of duration

Session IV: Uncertainty in Web Data

A. Abidi, N. Bahri, M-A. Bach Tobji, A. Hadjali and B. Ben Yaghlane First steps towards an electronic meta-journal platform based on crowdsourcing

F-E. Bousnina, S. Elmi, M. Chebbah, M-A. Bach Tobji, A. Hadjali and B. Ben Yaghlane Skyline Operator over Combined Reviews of Tripadvisor Travelers under the Belief Functions Theory

L. Abassi and I. Boukhris An adaptive approach of label aggregation using a belief function framework

R. Abdelkhalek, I. Boukhris and Z. Elouedi Assessing Items Reliability for Collaborative Filtering within the Belief Function Framework

Session V : Digital marketing and project management

H. Hakim Guerhazi and A. Zorai Online Project Management and PHP7 Application: a real case study

F. Medjani Empirical Study of Algerian Web Users' Behavior. The case of Ouedkniss.com

O. Ammar and I. Trigui Capturing Leading Factors Contributing To Consumer Engagement In Online Co-Design Platform Of Olive Oil Packaging: A Focus Group Study And A Research Model Proposal