



Parallel Sessions Programme

Day 1: Wednesday, October 29, 2025 | 11:30 a.m. – 01:00 p.m.

Parallel Session 1: **Artificial Intelligence in Banking & Finance 1** – Chair: Abdelhamid Ait Bihi, *ENCG Agadir* / Imane Bari, *EST Agadir*
Atlas Room | Business Center, 1st floor

Between Technological Innovation and Performance: AI at the Service of Public Enterprises

Anass Guerguer – FSJES Ait Melloul, Adil El Jouali – FSJES Ait Melloul, Marouane Sali – FSJES Agadir

Control Finance agricole pilotée par l'IA au Maroc : risque de crédit et assurance paramétrique à partir des données d'irrigation IoT et satellites

M'barka El Mouedden, Jamal Mabrouki, Driss AZDEM, Souad El Hajjaji – Mohammed V University / Faculty of Sciences

Integrating Artificial Intelligence and Deep Learning into Credit Risk Modeling

Asmaa Faris, Mostafa El Hachloufi – FSJES Ain Sebaâ Casablanca

Parallel Session 2: **Corporate Finance** – Chair: Meziane Lasfer, *Bayes Business School, City St George's, University of London, UK*
Kasbah Room | Business Center, 1st floor

Failure Escape: The role of advice seeking in CEOs' awareness of financial difficulties and corporate restructuring

Rachid Achbah – IAE Saint Etienne (France), Ivana Vitanova – EM Lyon (France), Marc Fréchet – IAE Saint Etienne (France)

Heterogeneous macroprudential policies and corporate financing decisions

Yassine Bakkar – Queen's University Belfast (UK), Michael Machokoto – University of South Africa (South Africa)

Assessing the Influence of Stock Market Listing on SME Development: A Bibliometric and Systematic Approach

Abdellah Alahyan, Bouchra Radi, Mouncif Harabida – ENCG Agadir

Parallel Session 3: **Banking and Financial services** – Chair: Jamal Ouenniche, *University of Edinburgh, Business School, UK*
Souss Room | Business Center, 1st floor

Climate Risk and Bank Liquidity Creation: Evidence from Africa

Anas Alaoui Mdaghri – ENCG Agadir, Abdessamad Raghibi – Bernstein Casablanca, Abdelhamid Ait Bihi – ENCG Agadir, Khalid El Badraoui – ENCG Agadir

Effects of financial inclusion on income inequality in WAEMU countries

Roland Taonsa – Institute of Public Finance of Burkina Faso (Burkina Faso), Augustin Kinda – Center for Economic and Social Studies (Burkina Faso)

Meta-frontier Evidence on the Efficiency of MENA Banks amid the COVID-19 Pandemic

Manal El Kassimi – ENCG Agadir, Khalid Elbadraoui – ENCG Agadir, Jamal Ouenniche – University of Edinburgh, Business School (UK)

Day 1: Wednesday, October 29, 2025 | 03:00 p.m. – 04:30 p.m.

Parallel Session 4: **Fintech & Digital Banking** – Chair: Laila Amzil, *ENCG Agadir*
Atlas Room | Business Center, 1st floor

InsurTech au Maroc : Analyse des déterminants de l'adoption

Mustapha Ziky, Anas Limam, Abderrahim Rhafel – FSJES Marrakech

Technology Adoption in Moroccan Banking Industry: A UTAUT-Based Analysis

Yassir Chahidi – ENCG Agadir, Imane Bari – EST Agadir

Micro-insurance in the Age of Fintech and AI: Pathways to Financial Inclusion

Zineb Alaoui – ENCG Agadir, Imane Bari – EST Agadir

Parallel Session 5: **Islamic Banking & Insurance** – Chair: Karim Iddouch, *International University of Casablanca*
Kasbah Room | Business Center, 1st floor

Adoption de l'assurance Takaful au Maroc : Une étude exploratoire des facteurs clés

Aya Laissaoui, Youssef Al Meriouh – ENCG Tanger

Innovation in Islamic Finance Instruments in Gulf Banks: Toward Enhancing Financial Sustainability – Case Study of Al Rajhi Bank

Mohamed Mostafa Ali Abdelrahman– Naizak Global Company (Saudi Arabia)

Purging the Efficiency Profiles of Islamic and Conventional Banks from the Effects of the Operating Environment: A Meta-frontier DEA Analysis

Karim Iddouch – International University of Casablanca, Khalid El Badraoui – ENCG Agadir, Jamal Ouenniche – University of Edinburgh (UK)

La gestion du risque de liquidité dans le secteur de l'assurance : état des lieux et pratiques

Mounir Oubenyahya – ENCG Agadir, Imane Bari – EST Agadir

Parallel Session 6: **Small Businesses & Entrepreneurial Finance 1** – Chair: Rachid Achbah, *IAE Saint Etienne (France)*
Souss Room | Business Center, 1st floor

R&D Financing Models for Moroccan Deep-Tech Start-ups: A Theoretical Exploration of Entrepreneurial Finance in Emerging Economies

Hasnaa Naciri – ENCG Agadir, Kaoutar Roussi, ENCG Dakhla

Towards a Green Entrepreneurial Finance Ecosystem: Hybrid Financing Mechanisms for Environmental Startups

Abir Labbassi, Abdelkrim Aazzab – ENCG Agadir

Innovation dans les PME : Quel impact des contraintes financières ?

Siham Abdou, Mustapha Bengrich – FSJES Agadir

Day 1: Wednesday, October 29, 2025 | 5:00 p.m. – 6:30 p.m.

Parallel Session 7: Corporate Sustainability – Chair: Bouchra M'zali, UQAM (Canada) / Abdelmajid Hmaittane, ENCG Agadir
Atlas Room | Business Center, 1st floor

Conscious Coins: Behavioral Dynamics of Green Crypto Investments

Sana Rhoudri – ENCG Kenitra

L'impact de la concentration de l'actionnariat institutionnel sur l'inclusion des entreprises cotées dans l'indice MASI ESG

Mohammed Ouargani, Bouchra Radi – ENCG Agadir

Corporate Sustainability and Access to Finance: Does Sustainability Structure Matter?

Hayat El Guengue, Abdelmajid Hmaittane – ENCG Agadir

Access to Finance and Corporate Sustainability: Do Managerial Abilities Matter?

Abdelmajid Hmaittane – ENCG Agadir, Imane Ibariouen – ENCG Agadir, Mohamed Mnasri – HEC Montreal (Canada)

Parallel Session 8: Financial Accounting & Auditing – Chair: Bouchra Radi, ENCG Agadir
Kasbah Room | Business Center, 1st floor

IFRS et performance financière : Analyse de l'effet médiateur du coût de capital

Adil Laouane – FSJES Ain Sebaâ Casablanca

L'adoption des normes IPSAS comme vecteur de transparence financière et de gouvernance dans le secteur public

Mohamed Knidiri, Sidi Mohamed Rigat – FSJES Marrakech

Adoption de l'intelligence artificielle dans l'audit comptable et financier : opportunités et défis au Maroc

Elmahdi Tcham – ENCG Agadir, Malika Souaf – ENCG Agadir, Youssef El Wazani – Faculty of Economics and Management of Guelmim

L'audit interne des dispositifs CRM bancaires face aux risques de cybersécurité et de perte de clientèle : étude dans le secteur bancaire marocain

Moctar Illoua Amani – International University of Agadir

Parallel Session 9: Financial Accounting & Auditing – Rachid El Bettoui, EST Agadir
Souss Room | Business Center, 1st floor

Le rôle de l'audit social dans la crédibilité financière et la réputation des firmes exportatrices marocaines

Asmaa Taki – International University of Casablanca

Le conseil d'administration comme mécanisme interne de gouvernance d'entreprise et le risque fiscal

Fadoua Bencheikh – ENCG Agadir, HANGOURE Mohamed – Multidisciplinary Faculty of Ouarzazate

Les effets des mécanismes de gouvernance interne sur la performance financière des banques marocaines cotées

Btissame Raibouaa, Elarbi El Fakir – FSJES Ait Melloul

La contribution de la stratégie de la gestion financière active à la bonne gouvernance et à la performance des finances publiques au Maroc

Rachid El Bettoui, EST Agadir

Day 2: Thursday, October 30, 2025 | 9:00 a.m. – 10:30 a.m.

Parallel Session 10: Financial Economics & Econometrics – Chair: Abdessamad Raghibi, *Bernstein Casablanca* / Anas Alaoui Mdaghri, *ENCG Agadir*
Atlas Room | Business Center, 1st floor

Bank-based financial development and economic growth in Morocco: An ARDL and Granger causality analysis over the period 1966–2024

Yassine Lakhlifi, Brahim Outhami, Driss Chkiriba – FSJES Meknès

La dynamique de transmission des taux d'intérêt au Maroc : du marché interbancaire au crédit bancaire

Ikram Ajbabdi, Jamaa Anoualigh – Faculty of Economics and Management of Guelmim

L'impact de la concurrence sur l'efficacité des banques commerciales au Maroc : étude empirique

Hicham El Attar, Mbarka El Ghazali – ENCG Casablanca

Parallel Session 11: Financial Markets and Portfolio Management – Chair: Ghizlane Lakhnati, *ENSA Agadir*
Kasbah Room | Business Center, 1st floor

Assessing Moroccan Stock Market Reaction to Analysts' Recommendations

Fatima Berrada, Siham Mekkassi – ISCAE Casablanca

The Impact of the Subprime, COVID-19, and Ukrainian Crises on the Connectedness of International Stock Markets with Commodities

Mahjouba Zakry – ENSA Agadir, Lhoucine Ben Hssain – Moulay Ismail University, Jamal Agouram – Polydisciplinary Faculty of Taroudannt, Ghizlane Lakhnati – ENSA Agadir

Outperforming the Market: Portfolio Optimization through Asset Clustering and Evolutionary Algorithms

Soukaina Ait Ounougmar – ENSA Agadir, Jamal Agouram – Polydisciplinary Faculty of Taroudannt

Stock Market Crash Prediction Using Machine Learning Techniques

Mohamed Amine El Guengue – Neoma Business School (France), Abdelmajid Hmaittane – ENCG Agadir, Hayat El Guengue – ENCG Agadir, Hyung-Eun Choi – Neoma Business School (France)

Parallel Session 12: Small Businesses & Entrepreneurial Finance 2 – Chair: Lahsen Oubdi, *ENCG Agadir*
Souss Room | Business Center, 1st floor

Le financement basé sur les revenus (RBF) pour les startups à impact : état de l'art

Salwa Agga, Laila Amzil, Hassan Bellihi – ENCG Agadir

Le rôle de l'information financière dans l'accès des PME au crédit bancaire

Rym Taifi, Azzouz Elhamma – ENCG Kenitra

Les facteurs clés de succès entrepreneurial : Cas des bénéficiaires des programmes FORSA, INTILAKA et JISR dans la région Souss Massa

Halima Bakass, Abdelkrim Aazzab – ENCG Agadir

Parallel Session 13: **Artificial Intelligence in Banking & Finance 2** – Chair: Abdelkarim Aazzab, *ENCG Agadir*
Founty Room | Business Center, 1st floor

Intelligence artificielle et esprit entrepreneurial : un levier pour l'écosystème des affaires

Salma Lakhlifi, Outmane El Kahlaoui – Polydisciplinary Faculty of Taza

L'impact de l'investissement dans l'IA sur la performance des banques : Cas du Maroc

Riad Lamyaa – EST Laâyoune, Hadbaa Hnaka – FSJES Ait Melloul

La contribution de l'intelligence artificielle à la fidélisation des milléniaux dans le mobile banking

Fijahi Nour, Mounia Sliman – Faculty of Economics and Management of Kenitra

Scoring en transition : l'intelligence artificielle dans les dynamiques du secteur bancaire marocain

Jalila Boumhidi, Abdelatif Marghich – ENCG Fès