

5th International Conference on Quantitative and Qualitative Research
Organized by the Moroccan Journal of Quantitative and Qualitative Research (MJQR)
July 16 – 17, 2026, Hammamet, Tunisia (Hybrid Format)
(Time zone in Tunisia (GMT+1))

Date	THURSDAY 16 July 2026		
Google meet	https://meet.google.com/prb-mfrj-grr		
Session/Topic	Session 1 : Digital Transformation, Public Policy, and Inclusive Development (Face to Face)		
Chairs	Aniss MOUMEN, Mohamed ZOUITEN, Fatima Zahra SAHLI		
Hours	#	Authors	Title
11:30 - 13:30	1	Safaa Zmarrou, Samar Tahifa, Zakaria Yazough	The impact of State–Region Program Contracts (CPER) on territorial governance in Morocco
	2	Souad Alaoui, Abdelhalim Hnini	Bridging the Internet of Things and the Internet of Behaviors: A Conceptual Five-Layer Framework for Inclusive Authentication in Digital Learning Environments
	3	Yousra Mellouki	Industrial Policy and Inclusive Growth in Morocco: An Input-Output and Social Accounting Matrix Analysis of the Industrial Acceleration Plan
	4	Meryem Moulim, Rachida El Yamani	Gender Disparities in Financial Inclusion: Empirical Evidence from Morocco
	5	Amal Aouladali, Souad Alaoui, Abdelhalim Hnini	Bridging the Internet of Things and the Internet of Behaviors: A Conceptual Five-Layer Framework for Inclusive Authentication in Digital Learning Environments

5th International Conference on Quantitative and Qualitative Research
Organized by the Moroccan Journal of Quantitative and Qualitative Research (MJQR)
July 16 – 17, 2026, Hammamet, Tunisia (Hybrid Format)
(Time zone in Tunisia (GMT+1))

Date	THURSDAY 16 July 2026		
Google meet	https://meet.google.com/ixa-xgbx-dry		
Session/Topic	Session 2 : Artificial Intelligence, Digital Transformation and Educational Innovation (Online)		
Chairs	Mohamed ZOUITEN, Kawtar OUBDI		
Hours	#	Authors	Title
14:30 - 18:00	1	Mohamed BAZI, Mohamed Amine JEMOUMKH, Saad BOUDRAA	AI-Driven Cybersecurity and Human Behavioral Compliance in Moroccan Public Governance : A Conceptual Framework and Research Agenda
	2	Amal Sallaki , Youssef Nait Belaid	Digital transformation and artificial intelligence in higher education: Towards sustainable and human-centered change
	3	Hassan Samadi, Khadija Htoutou, Rachid Ahl laamara	The impact of PhET simulations on primary school learners' motivation and learning
	4	Hajar Chajae, AMAR HABSAOUI	Integration of a Quality Management System in University Education and Continuing Education for Strengthening Professional Performance and Labor Market Readiness
	5	DERHY GHITA, LALLA SAADIA HAMIDI	Emotional intelligence in conversational AI for CRM: a systematic literature review and the EI-CRM model
	6	Mazigh Sabrina, Fischer Joachim	Bricolage méthodologique et délégation des gestes d'écriture: une approche communicationnelle à l'étude des pratiques étudiantes de l'IAg
	7	Iman IBN ABDELKRIM, Abdelilah CHARYATE, and Abdelkader SALMI	Digital in-service training, digital competencies and transformation of pedagogical practices in the era of digital transition: an empirical study using PCA and PLS-SEM in Morocco
	8	en-nouari ikram & OU-YASSINE ALI	Structural Change Point Detection in Time Series Using Deep Learning and Classical Statistical Methods
	9	Anas ZIDANE, Boutayna CHERKAoui, Djamila CHEKROUNI	Digital Labour Signaling and Job Market Matching : Assessing the Causal Impact of LinkedIn-Based Social Capital on Youth Employment in Morocco
	10	Abdelmajid Ait El Moubarik	The impact of the SIOP Model on ELLs' language development: A systematic review of evidence-based outcomes
	11	Hassan Samadi, Khadija Htoutou, Rachid Ahl Laamara	The impact of PhET simulations on primary school learners' motivation and learning

5th International Conference on Quantitative and Qualitative Research
Organized by the Moroccan Journal of Quantitative and Qualitative Research (MJQR)
July 16 – 17, 2026, Hammamet, Tunisia (Hybrid Format)
(Time zone in Tunisia (GMT+1))

Date	THURSDAY 16 July 2026		
Google meet	https://meet.google.com/tkw-ekqj-pxe		
Session/Topic	Session 3 : Governance, Economics, Finance and Sustainable Development (Online)		
Chairs	Kawthar EL HAYANI, Rachida EL YAMANI, Fatima Zahra SAHLI, Maha BOUHLEL		
Hours	#	Authors	Title
14:30 - 18:00	1	Atko zaynab , Kamal abdelhak	Comparing Binary and Gradual Measures of Multidimensional Child Poverty: Evidence from Morocco
	2	Mohamed BAZI, Hakim AGTAIB, Ziyad CHAHBOUN	Impact of the MASI ESG Index on Stock Market Performance : An Empirical Analysis of the Moroccan Financial Market
	3	Wadi TAHRI, Nawal MARHOUME, Imane EL KADIRI	How Students Make Sense of Green Marketing Practices in Higher Education Institutions: Evidence from Morocco
	4	Meriem BENABDALLAH, Pr Rachida EL yamani	Digital financial inclusion, financial stability, and FDI in emerging economies: A systematic Bibliometric Review
	5	Aicha HSSAINE, Lamyra EL FIGUIGUI, Pr. Driss OMERANI	Fintech, Public Debt Management, and Financial Inclusion: A Comparative Analysis of Morocco, Tunisia, Egypt, and Kenya
	6	Mohamed MOUTMIHI, Rachida EL YAMANI, Youssef IBNOUZHAR	Are emerging economies subject to an insulation puzzle under partially flexible exchange rate when facing external shocks? Evidence from Morocco
	7	Jamila ELBRYMY, Soufiane OUKACH, and Mustapha BOUMHAOUT	Reducing the Carbon Footprint of Residential Buildings through Alfa Fiber-Based Bio-Composites
	8	Doha MOUTIA, Mustapha ZAHIR, Faissal AIT EL AMRIA	Entrepreneurship And Territorial Governance: A Bibliometric Analysis Of Research On Territorial Development (2010–2025)
	9	HICHAM EL HARRADI	Management Control Systems and Public Performance Steering in Universities: A Qualitative Case Study of Mohammed Premier University
	10	Chayma HOUMAMI, Noura HAFIDI, Younes LAFRAXO, Aziz MOUTAHADDIB	From Signals to Action: Sensemaking, Social Exchange, and Employee Engagement with CSR in Moroccan Banking
	11	Aicha Hssaine, Lamyra El Figuigui, Driss Omerani	Fintech, Public Debt Management, and Financial Inclusion: A Comparative Analysis of Morocco, TuFintech, Public Debt Management, and Financial Inclusion: A Comparative Analysis of Morocco, Tunisia, Egypt, and Kenya nisla, Egypt, and Kenya
	12	Lamia KHOUBBANE, Ikram BYADI	CSR Risk Perceptions in SMEs and Large Enterprises: A Delphi Study of Moroccan Experts with Comparison to French Findings

5th International Conference on Quantitative and Qualitative Research
Organized by the Moroccan Journal of Quantitative and Qualitative Research (MJQR)
July 16 – 17, 2026, Hammamet, Tunisia (Hybrid Format)
(Time zone in Tunisia (GMT+1))

Date	THURSDAY 16 July 2026		
Google meet	https://meet.google.com/hoh-xpob-amz		
Session/Topic	Session 4 : Research Methodology, Bibliometrics, Applied Technologies (Online)		
Chairs	Aniss MOUMEN, Abderrahmane MOUSSTAIN		
Hours	#	Authors	Title
14:30 - 18:00	1	Najat Boujida, and Faiza Guennoun Hassani	How Epistemological Positioning Influences Methodological Practices: Lessons from Research on Soft Skills in the Public Sector
	2	Samir Biyouda, Zineb Ouazzani Touhami	Revisiting the Multidimensional Work Motivation Scale: A Confirmatory Factor Analysis among Moroccan Public School Teachers
	3	Imane BOUZAKRIA , Mouna ZERHOUNI KHAL	Good Governance in Sport: A Bibliometric Analysis of Global Scientific Production (2010–2025)
	4	Mariam Nour El Hirjane, Noura Khir	Mixed Methods Research in Legal and Social Studies: Valuing Women's Domestic Work as a Case Study
	5	Ikhlasse El Aissami, Wafaa Iazza, Abdessamad Zouine	Action-research mixed methods for driving Innovation: A comprehensive literature and bibliometric review
	6	DOGAN SENGUL, MAHMUT EMIN SARIKAYA	Service-quality configurations and customer-retention potential in mobile telecommunications: An expert-informed fuzzy-set qualitative comparative analysis pilot protocol
	7	Aicha Hdaira, El Fadi Lekbira, El Hachmi Hammou	Predictive Demand Forecasting in the Automotive Industry Through ML Modeling
	8	Nadia Berrahmania, EL Hachmi Hammou, Lekbira EL Fadi	Hybrid Metaheuristic Approaches for Sustainable Vehicle Routing Problem
	9	John Paul Libanati, Abdeslam Badre, Todd Giorgio	Hardware, Software, and “Socialware” Readiness Assessment Demonstrates Sufficient Infrastructure for mHealth Use among sub-Saharan Migrants and Refugees in Rabat, Morocco
	10	Amina CHANDAD, Mohamed Amine BENCHEKROUN, Mostafa ABAKOUY	Servant leadership and employee well-being: The mediating role of psychological safety in Moroccan automotive organizations