

WORKSHOPS DAY 1 : WEDNESDAY - NOVEMBER 28, 2018		
TIME	Presenter	Topic
8:30 - 9:00	Registration	
9:00 - 10:30	<b>IBM Artificial Intelligence Workshop</b> 1. Dr. Chawki Tawbi, IBM Analytics and Data Science Technical Executive for Middle East, Africa and	<b>Location: OSB's Maamari Auditorium</b> Artificial Intelligence (AI) Skills and IBM Capabilities in Practice!
10:30-11:00	<b>Coffee Break</b>	
11:00-12:30	2. Dr. Ahmad El Sayed, IBM Chief Data Scientist - Cognitive Systems	How IBM made AI ready for the Enterprise!
12:30-1:30	Lunch	
1:30 - 3:00	<b>Azzana Consulting Blockchain Workshop</b> Mr. Michel Khazzaka, Blockchain Practice Director at Azzana Consulting , Paris	Blockchain Practice -Part I
3:00-3:30	<b>Coffee Break</b>	
3:30 - 5:00	Mr. Michel Khazzaka, Blockchain Practice Director at Azzana Consulting , Paris	Blockchain Practice - part II
<b>PANELS' DAY 2 : THURSDAY - NOVEMBER 29, 2018</b>		
8:30 - 9:00	Registration	
9:00 - 9:40	<b>Opening Session:</b> Master of Ceremony Professor Ibrahim H. Osman Dean Steve Harvey	<b>Location: OSB's Maamari Auditorium</b> Lebanese National Anthem and AUB Alma Mater CAM 2018 Welcome OSB/AUB Welcome
	<b>President of Council of Ministers H.E. Saad Hariri or Delegate</b>	<b>Under the Patronage of his Excellency Mr. Saad Hariri</b>
9:40-10:00	<b>Opening Cocktail</b>	
10:00- 12:00	<b>PANEL 1: DISRUPTIVE INNOVATIVE TECHNOLOGIES: CHALLENGES AND OPPORTUNITIES</b> <b>Moderator:</b> 2. Dr. Ahmad El Sayed, IBM Chief Data Scientist - Cognitive Systems 2. Mr. Nadim Iskandani: Sales Consulting Director at Oracle 3. Dr. Oussama Ziade, Chairman and CEO of Intelligile. 4. Dr. Sankar Sivarajah, Reader at Bradford Business School, UK.	<b>Location: OSB's Maamari Auditorium</b> <b>Mr. Naji Andraous -Director General Ministry of Telecommunication</b> AI for telecom sector transformation Oracle Analytics Smart cognitive and knowledge maps in organizations Disruptive technologies for Circular Economy
12:00-1:00	Lunch Break	
1:00-3:00	<b>PANEL 2: SHARED VALUE CREATION AND CORRUPTION ERADICATION THROUGH E-GOVERNMENT</b> <b>Moderator</b> 1. Dr. Chawki Tawbi (IBM Analytics, Data Science Technical Executive for Middle East, Africa and 2. Mr. Fadi Sidani, Managing Partner at Governance Dynamics 3. Professor Ibrahim Osman, American University of Beirut 4. Mr. Tarek Bohsali , Digital Advisory Services Lead , Microsoft Services	<b>Location: OSB's Maamari Auditorium</b> <b>H.E. MP Nadim Gemayel - Chair of Parliament Committee for Technology</b> AI for government transformation Combating Fraud & Corruption through Analytics Cognitive Analytics Management for Creating Shared Values through Electronic Government Blockchain for Electronic Government
3:00- 3:30	<b>Coffee Break</b>	
3:00- 5:00	<b>PANEL 3: REGULATION: PRINCIPLES, POLICIES AND ANALYTICS TOOLS</b> <b>Moderator</b> 1. Mrs. Tone Madsen, Head of Water Regulatory Authority, Danish Competition and Consumer Agency 2. Mr Tore Langset, Head of Economic Regulation, Norwegian Energy Regulatory Authority 3. HE Dr. Ghinwa Jaloud, Chairperson & CEO of Technology sarl, former Chair of Information Technology 4. Dr. Srinil Parthasarathy, Principal and head of Oxera efficiency practice, Oxera Consulting LLP, UK	<b>Location: OSB's Maamari Auditorium</b> <b>Mr. Badri Meouchi - Chairman of the Lebanese Transparency Organization</b> Water in Denmark: From no economic regulation to regulation with benchmarking Norwegian experience from re-regulating the power sector Regulation IT Policies in Lebanon Building blocks of a regulatory benchmarking framework
8:00-11:00	<b>Gala Dinner at Samakya -Mannara -Beirut</b> <b>ACADEMIC DAY 3: FRIDAY- NOVEMBER 30, 2018</b>	
8:30 - 9:00	Registration	
9:00-11:00	<b>PANEL 4: ANALYTICS, DIGITAL CURRENCY AND RISK MANAGEMENT IN BANKING AND FINANCE</b> <b>Moderator</b> 1. Professor Jamal Ouenniche, University of Edinburgh, UK - 3. Mr. Luca Calconi, Principal Consultant at CRIF- Italy  2. Mr. Michel Khazzaka, Director at Azzana Consulting Paris - 4. Mr. Michel G. Kamel, Senior Risk Associate – Group Risk Integration & Analytics at Bank Audi	<b>Location: OSB's Maamari Auditorium</b> <b>H.E. VP Dr. Saad Andary: the Second Vice-Governor of the Banque du Liban</b> Prediction of Bankruptcy, Distress and Credit Risk in Banking Digging the goldmine of data. Leveraging behavior data to enhance customer experience adopting predictive analytics models Blockchain and Cryptocurrency Data Science in Financial services
11:30-1:00	<b>Lunch &amp; Prayer</b>	
1:00-3:00	<b>SESSION 1: DIGITAL TRANSFORMATION FOR VALUE CREATION</b> <b>Location : OSB - Level 4 - Conference Room 428</b> <b>Session chair: Dr. Abbas Tarhini</b> <b>Article 5.</b> Abbas Tarhini and Khalil Tarhini. Organizational Digital Transformation Framework: Towards a Clear Digital Vision and Value Creation <b>Article 16.</b> Khodor Omari. Digital Transformation: Ministry of Finance in Lebanon, and Challenges <b>Article 19.</b> Mohamad Abdulwahab Wajih Tabsh. Digital Transformation, A case study of Lebanese Banks <b>Article 20.</b> Zeinab Abdallah. Potential readiness for s-mart readiness implementation in Lebanon <b>Article 37.</b> Pierrette Howayeck and Charbel Chedrawi. Digital transformation and social dialogue: A sociomaterial perspective, the case of Lebanon.	<b>SESSION 2: BLOCK CHAIN, CLOUD COMPUTING &amp; SOCIAL MEDIA TECHNOLOGIES</b> <b>Location : OSB - Level 4 - Conference Room 438</b> <b>Session chair: Dr. Charbel Chedrawi</b> <b>Article 3.</b> Issam Kouatli and Hiba Naccache. The use of Fuzzy logic to Unleash Participants' Cognitive Uncertainty When Filling a survey: Case of cloud computing <b>Article 13.</b> Christopher Loynes, Jamal Ouenniche and Johannes De Smedt. The Detection and Location Estimation of Disasters Using Twitter and the Identification of NGOs Using <b>Article 18.</b> Elie Nasr and Farid Nakhle. A Disruptive Blockchain Framework for Notary: Smart Contract and Digital Record Keeping <b>Article 38.</b> Charbel Chedrawi and Pierrette Howayeck. The role of Blockchain Technology in Military Strategy Formulation, a resource based view on capabilities. <b>Article 44.</b> Bachir Zoghibi, Antoine Harfouche and Charbel Chedrawi. Value co-creation in The Cloud Era: The Strategic Role of IT Service Providers in Lebanon
3:00-3:30	<b>Break</b>	
3:30-5:30	<b>SESSION 3: ANALYTICS IN LOGISTICS AND OPERATIONS</b> <b>Location : OSB - Level 4 - Conference Room 428</b> <b>Session chair: Professor Ali Chehab</b> <b>Article 11.</b> Bassam Hallak, Walid Nasr and Mohamad Jaber. Stochastic Models for Green Reverse Logistics Systems <b>Article 12.</b> Mohamad Bakri. Implementing Lean tools to streamline banking operations: a case study of a small Lebanese bank. <b>Article 27.</b> Sara Nassreddine. Agile Innovation as a Management Practice <b>Article 31.</b> Issam Kouatli and Khaled Karam. Is Agility model of digital enterprises a consequence of a cultural cognition or technological turbulence of innovation? <b>Article 42.</b> Kamran Mahroof, Uthayasankar Sivarajah, Zahir Irani, Amir M Sharif and Vishanth Weerakkody. Cyber-physical Smart Warehousing: A Cognitive Analytics Management Approach	<b>SESSION 4: ARTIFICIAL INTELLIGENCE FOR KNOWLEDGE CREATION</b> <b>Location : OSB - Level 4 - Conference Room 438</b> <b>Session chair: Dr. Abdallah Nassereddine.</b> <b>Article 33.</b> Nada Mallah Boustany and Amal Dabbous. Artificial Intelligence Solutions, Education Experience, Social Support and Business Climate as Drivers for Entrepreneurial Intentions: An empirical Analysis <b>Article 43.</b> Abdallah Nassereddine. Predicting House Prices and Sales Using Google Search Queries in Lebanon <b>Article 47.</b> Antoine Harfouche, Mario Saba and Peter Bou Saba. A Framework for exploring Multilevel Roles of Culture in Knowledge Integration in Artificial Intelligence <b>Article 48.</b> Ahmad Debbas. AI & Deep Learning transforming the AEC Industry <b>Article 2.</b> Aminu Abbas Gumel and Abdullahi Bashir Abdullahi. The need for a Multimodal Means of Effective Digital Learning through data mining and an Institutional Knowledge Repository: a proposed system for Polytechnics in Northern Nigeria
<b>ACADEMIC DAY 4: SATURDAY, DECEMBER 1, 2018</b>		
8:30 - 9:00	Registration	
9:00-11:30	<b>SESSION 5: ANALYTICS IN MEDICAL &amp; HEALTH CARE</b> <b>Location : OSB - Level 4 - Conference Room 428</b> <b>Session chair: Dr. Hoda Daou</b> <b>Article 7.</b> Abbas Tarhini, F. Jordan Srou, and Nabil Georges Badr. Emergency Management System Design for Accurate Data: A Case Study <b>Article 21.</b> Jamal Yasmine. Technology and Healthcare System: The Role of Technology in Medication Safety <b>Article 29.</b> Nancy Askar. Digitalization and Hospital Communication with Patients in Lebanon. <b>Article 32.</b> Maher Itani and Issam Kouatli. A Process Situational Approach to Support efficient cognitive management of an E-Health system: A Case Study <b>Article 36.</b> Malake Fathallah. IT adoption in Pharmaceutical companies in Lebanon <b>Article 50.</b> Ra'Ed Masa'Deh, Bader Obeidat, Sara Odat, Ashraf Bani Mohammed and Ali Tarhini. The Effect of Innovation on Competitive Advantage in the Pharmaceutical Industry in Jordan	<b>SESSION 6 : BIG DATA AND PREDICTIVE ANALYTICS IN ORGANIZATIONS</b> <b>Location : OSB - Level 4 - Conference Room 438</b> <b>Session chair: Dr. Fatima Abu Salem</b> <b>Article 4.</b> Jean Abi Saab. Data Science Project Management Framework (DSPMF) <b>Article 10.</b> Issam Kouatli. A Review of Intelligent Cognitive Analytics of Predicting Ethical Behavior in Enterprises <b>Article 26.</b> Ali Al-Badi, Ali Tarhini and Asharul Khan. Big Data Governance Framework Characteristics <b>Article 35.</b> Victoria Hill. Does cognitive analytics hold a key to solving MENA's youth unemployment problem? <b>Article 45.</b> Graziella Hobeika and Charbel Chedrawi. Turning Big Data into value in the Lebanese Government: opportunities and barriers. <b>Article 54.</b> Karine Aoun, May Sayegh and Georges Aoun. Information Asymmetry in the Age of Big Data Analytics
11:30-12:00	<b>Braunch</b>	
12:30-2:30	<b>SESSION 7: ANALYTICS IN MARKETING AND FINANCE</b> <b>Location : OSB - Level 4 - Conference Room 428</b> <b>Session chair: Dr. Halitham Nobanee</b>	<b>SESSION 8: TECHNOLOGY CHANGE AND PERFORMANCE IN ORGANIZATIONS</b> <b>Location : OSB - Level 4 - Conference Room 438</b> <b>Session chair: Dr. Imad Bou-Hamad</b>

	<b>Article 14.</b> Mohamad Samir Tabsh. Technological influence on Business Trends that Redesign Marketing Strategies	<b>Article 1.</b> Hussam Awwad and Ghada Abu Al Gomboz. Educational Technology
	<b>Article 22.</b> Ali Shames. The New Age of Compliance	<b>Article 9.</b> Wael Ayoub Salloum. Forms of Technological Change in Higher Education: ABC University of Beirut as an Example
	<b>Article 28.</b> Haitham Nobanee and Nejla Ellili. Disclosures of Counter Terrorist Financing & Compliance	<b>Article 17.</b> Moustafa Al Atat. Technological Innovations to Combating Counterfeiting Products-The Case of a Cosmetic Business in Lebanon.
	<b>Article 40.</b> Mary Ann Barbour El Rassi, Amal Dabbous and Dina Sidani. The Effect of Gender and Previous Shopping Experience on Young People Online Behavior	<b>Article 49.</b> Bader Obeidat, Najwa Asha'al, Ali Tarhini, Ra'Ed Masa'Deh and Said Al-Muharrami. The Impact of Strategic Orientation on Organizational Performance: Examining the Mediating Role of Learning Culture in Jordanian Telecommunication Companies
	<b>Article 52.</b> Issam Kouatli and Mahmoud Arayssi. Fuzzimetric Technical Analysis: Reducing Emotional Trading	<b>Article 51.</b> Musa Al-Lozi, Eman Al-Bawaia, Bader Obeidat, Ashraf Bany Mohammed, Ra'Ed Masa'Deh and Ali Tarhini. The Impact of Corporate Culture and Employee Motivation on Organization Effectiveness in Jordanian Banking Sector
	<del><b>Article 46.</b> Abdel Latef Aouize. Examining the generalizability of COBRA scale: Cross country comparisons</del>	<del><b>Article 56.</b> Fatma Shuwalkh. Balanced, Simultaneous and Sequential Ambidexterity in Corporate Venture Capital</del>
<b>2:30-3:00</b>	<b>SESSION CLOSURE : LAUNCH OF THE COGNITIVE ANALYTICS MANAGEMENT SOCIETY AND OTHERS</b>	<b>Location: OSB's Maamari Auditorium</b>