

The Third Annual International Conference on Digital Economy ICDEc2018

Brest Business School, 3-5 May 2018

Call for papers



The third annual International Conference on Digital Economy (<http://www.aten.tn/ICDEc2018>) will be hosted by Brest Business School, Brest, France (www.brest-bs.com) from 3-5 of May 2018.

The ICDEc conference is an opportunity to bring together researchers and experts in emerging technologies from both public and private sectors to discuss issues related to the development, implementation, use and management of emerging technologies and the move to digital economy. The conference is an occasion to link technology developers, who are mainly computer scientists, with users, who are more project managers. It is an opportunity to explore ideas, exchange thoughts and implement research projects between these two main actors of the digital economy.

For more information about the previous editions of the conference and published papers, please log onto the following websites:

Previous editions:

<http://www.aten.tn/ICDEc2016>

<http://www.aten.tn/ICDEc2017>

Proceedings:

<http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=7556633>

ICDEc 2017 proceeding is in press with Springer LNBIP

Scholars, developers, managers and users of emerging technologies and digital economy are invited to submit their papers to one of the following tracks.

Number	Track	Track chair	Topics
1	Digital transformation processes in the private and public sectors Aim & scope The reliance on digital technologies is gaining importance in both public and private sectors. This digital transformation has come along with different managerial challenges as how to design, conduct and implement the digital transformation processes in public and private organizations. Papers submitted to this track should discuss issues related to this digital transformation and provide recommendations on how to handle it efficiently.	Rim Jellouli ESEN Manouba, Manouba University, Tunisia (rimjellouli@gmail.com)	Managerial challenges of digital transformation in the public and private sectors (HR ; Financial ; Logistics; Cultural; etc); Processes of digital transformation (Digital project management); Comparative analysis of digital transformation in public Vs. private
2	E-marketing and e-commerce Aim & Scope Companies are relying more than any time before on emerging technologies to study and monitor consumer behavior, design marketing offers, collect and analyze consumer data and sell products and services via online platforms. However, with the rapid evolution in digital technologies and online consumer behavior, companies are in need however to know how to make efficient use of emerging technologies to market and sell products and services in a rapidly evolving e-environment. The aim is to appreciate the impact of digital technology on consumer purchase	Krishna Koppa, JAIN University, India (krishnakoppa@cms.ac.in) & Mickaël Cabon ISEN Bretagne, France (mikael.cabon@isen-bretagne.fr)	E-advertising; Pros & Cons; Pros & Cons of social media marketing; Web design in e-commerce; Cross-cultural issues in e-commerce; online consumer behavior; online consumer data

	behavior, discover various frameworks involved in creating digital marketing strategy, utilize different social media based on unique benefits they offer to users, and adopt use of key practices applied in e-commerce.		
3	<p>E-finance Aim & Scope The alliance between finance and digital technology has led to the emergence of new actors in the field of financial intermediation. These new entrants seek to provide solutions tailored to needs that are little or badly served by traditional actors while reinventing new distribution patterns, new customer behaviors and new business models. The aim of this track is to discuss about this new emergent ecosystem, revitalized by the efforts of the innovators and the entrepreneurs, in its potential of radical transformation of the banking and financial industry. The analysis should contribute to the understanding of the new business models and the digitization processes of the service offering in this industry.</p>	<p>Jean Moussavou Brest Business School, France (jean.moussavou@brest-bs.com)</p>	<p>Digital financial intermediation; Digital Currencies ; Alternative Finance ; Online auctions; Cloud accounting</p>
4	<p>E-learning and e-pedagogy Aim & Scope The use of technology in teaching and learning is becoming more and more frequent. Digital learning has the merit of connecting geographically dispersed people and ensuring the dissemination of knowledge across borders at a lower cost and shorter time. Nonetheless, a total transformation of conventional learning into e-learning seems to be unpredictable. Top tiers academic institution like MIT have abandoned their projects of having 100% e-learning delivery. It appears that e-learning and conventional learning are complementary and not substitutable. They require different</p>	<p>Fidel Ettien Brest Business School, France (fidel.ettien@brest-bs.com) & Philippe Lenca IMT Atlantique, France (philippe.lenca@imt-atlantique.fr)</p>	<p>E-Knowledge transfer; Processes of digitalization of teaching materials; New technologies in e-learning; E-pedagogy Vs. conventional pedagogy</p>

	pedagogical techniques and teaching materials and approaches. The aim of this track is to discuss about issues related to e-knowledge transfer, e-pedagogy, digitalization of learning and teaching, etc		
5	<p>Digital Economy Boosting Growth Aim & Scope Emerging technologies play today an important role in creating new economic opportunities while killing other economic sectors. The aim of this track is to discuss the role emerging technologies play in boosting economic growth and creating new economic opportunities; the design and implementation of digital economic policies and the impact digital economy has on national and international investment and value creation.</p>	<p>Latifa Ghalayini, International University of Lebanon, Lebanon (lghalayini@hotmail.com)</p>	<p>Openness, Regional Integration and Economic Growth; Productivity and Economic Growth; Financing the development; Financial risks and capital flows; Looking ahead: New prospects for innovation from a regional perspective; Innovation, Growth and Social Prosperity; Access to financing and the contribution to inclusive social and economic development.</p>
6	<p>Data Science and Uncertainty Aim & Scope Given the growth and availability of data collected from different resources, extracting knowledge and relevant information from these data has become an important challenge. Data Science techniques and methods allow the extraction of such Knowledge or insights from data in various forms, either structured or unstructured. The complexity of data and the complexity of simulating complex phenomena make the process of extracting knowledge usually uncertain. Therefore, uncertainty quantification becomes a necessary requirement when designing numerical, mathematical and computer based methods. Authors are invited to submit original work in</p>	<p>Chiheb Ben Ncir ESEN, University of Manouba (Chiheb.benncir@gmail.com)</p>	<p>Uncertainty theories (probability, possibility, belief functions...); Machine learning; Information fusion; Big Data; Database management</p>

	all areas of Data Science and Uncertainty fields.		
7	<p>Multimedia Security in Digital Economy (MSDE) <u>Aim and Scope</u> The amount of multimedia services has grown exponentially due to the great development of the Internet, multimedia-enabled devices and wireless Internet access. Many companies are communicating with customers through a wider use of audios, images, and videos. Those multimedia services as news broadcasting, VoD, music downloading, movie channels, on-line gambling are obtained in exchange of a payment. The main purpose of most of multimedia content is to entertain a large audience who pays for accessing to it; however, the intellectual property and the copyright of the works traded must be protected. On the other hand, the emergence of e-commerce dealing with multimedia content has created new financial needs that in many cases cannot be effectively fulfilled by the traditional payment systems like SET and 3Dsecure. Hence all interested parties are exploring various types of electronic payment systems, issues surrounding electronic payment system and digital currency. We will try to evolve the security related problems of e-payment systems, and to find alternatives to existing traditional payment protocols to be used in multimedia services delivery and security. New algorithms and Protocols will be investigated.</p>	<p>Rhouma Rhouma ESEN, University of Manouba, Tunisia (rhoouma@gmail.com)</p>	<p>E-payment systems and protocols; e-banking security; Authentication Protocols; Web Application Security; Partial and Scalable encryption of Multimedia content; Cryptanalysis; Digital Watermarking; Multimedia integrity; Steganography and information hiding; Digital forensics</p>
8	<p>Online Users and their Stakeholders' Behavior (OUSB) <u>Aim & Scope</u> The aim of this session is to bring together academicians from different disciplines to present and</p>	<p>Hamida Skandrani ISCAE, University of Manouba, Tunisia (hamida.skandrani@gmail.com)</p>	<p>E-administration services adoption; e-users' consumption experiences; Online information processing and buyer</p>

	debate their studies about the users and their stakeholders' behavior, its pattern, its facilitators and inhibitors online.		behavior; Culture impact on online exchanges; Online trustworthiness and trust development and maintaining; Information efficacy; Connectedness and user behavior
9	PhD session	Yamen Koubaa Brest Business School, France (Yamen.koubaa@brest-bs.com)	In progress PhD works on one of the above-mentioned topics

COMMITTEE

General co-chairs

Rim Jallouli, University of Manouba, Tunisia

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SUBMISSION AND REVIEWING PROCESS

The third annual international conference on digital economy is a bilingual conference (English and French). Papers can be submitted in one of these two languages and oral presentations can be made in French or in English. However, and due to the requirements of the conference scope and conference proceeding publishers, **only those papers written in English will be included in the final conference proceedings. Scholars willing to have their papers published must submit a final version of their papers in English before the due date.**

The author must submit the paper to one the tracks above-mentioned. The number of the track chosen must be communicated during the submission process.

Selection of papers is based on their originality, relevance to the conference topics and technical soundness, following a double blind peer-reviewing process. Authors' names and affiliations should be deleted from the submitted version. Self-references should be in the third person. One of the authors of an accepted submission should attend the conference to present the work. Papers should be submitted in PDF format through the Easychair system.

For more information on how to submit via Easychair, please consult the conference website (<http://www.aten.tn/ICDEc2018>) or contact Dr. Mohamed Anis Bach Tobji at anis.bach@gmail.com

IMPORTANT DATES

Deadline of paper submission

November 15th, 2017

Notification of review

January 10th, 2018

Deadline of revised paper submission

February 10th, 2018

Deadline for early birds registration

March 25th, 2018

Deadline for late registration

April 25th, 2018

Conference date

3-5 May 2018

CONFERENCE REGISTRATION

Conference fee

Profile	Standard fee	Early bird fee (before March 25 th , 2018)
Academic	400 Euro	350 Euro
Professional	500 Euro	450 Euro
Student	250 Euro	200 Euro

The conference registration fee includes the fees of two lunches, four coffee breaks and one Diner Gala. Payment can be made via Bank transfer or credit card

Bank transfer:

Bank account details

- Name of the account: Association Tunisienne d'Economie Numérique (ATEN)
- Name of the Bank: Banque Nationale Agricole (BNA)
- SWIFT Code No.: BNTETNTT
- IBAN – International Banking Account Number: TN5903122118010100371557

Accepted Credit Card: Visa & Master Card

VENUE

All the sessions of the third annual conference on digital economy will be held in Brest Business School, Brest Campus.

The organizing committee recommends the three following hotels in Brest. Special tariffs have been negotiated for the period from 2-6 of May 2018. If you decide to book with one of the following hotels, please mention "COLLOQUE ICDEC" during booking.

Hôtel Escale Oceania Brest

32, Avenue du Baron Lacrosse - 29850 Gouesnou - France

Tel. : +33 (0)2 98 02 32 83

Fax. : +33 (0)2 98 41 69 27

fperhirin@oceaniahotels.com

Single or Twin room 64 €/ night + 11€ for buffet breakfast/ person+1.10€ for city tax/ person

Hôtel Kyriad Brest Centre

157 rue Jean Jaurès

29200 Brest

Tél.: 02.98.43.58.58.

Fax : 02.98.43.58.01.

brest.centre@kyriad.fr

<http://www.kyriad.com>

<http://www.facebook.com/kyriadbrestcentre>

Single standard: 69€/ night +9.90€ for buffet breakfast/person +1.10€ for city tax/ person

Single premium: 73€ / night +9.90€ for buffet breakfast/ person +1.10€ for city tax/ person

Twin standard: 73€ / night +9.90€ for buffet breakfast/ person +1.10€ for city tax/ person

Apart'City Hotel Brest Pasteur

81, Rue Robert Doisneau

29200 BREST

T./ +33 (0)2 98 46 36 06

F./ +33 (0)2 98 46 09 33

brest-pasteur@appartcity.com

Single standard: 56€/ night +7€ for buffet breakfast/person +0.75€ for city tax/ person

Twin standard: 28€ / night/person +7€ for buffet breakfast/ person +0.75€ for city tax/ person

Others hotels are available in Brest. To select your hotel and have more information about the city, please consult the website of Brest Tourism office at <http://www.brest-metropole-tourisme.fr/en/>

If you need further information about the conference scientific program, please feel free to address your inquiries to icdec@esen-manouba.org

If you need further information about the venue or the city of Brest, please feel free to address your inquiries to Dr. Yamen Koubaa at yamen.koubaa@brest-bs.com.

Looking forward to seeing you in Brest...