

Universidad Complutense de Madrid (UCM)
Complutense University of Madrid
Escuela Profesional de Relaciones Laborales, UCM
Address: C. de San Bernardo, 49, 28015 Madrid, Spain

Sep. 11 Monday	Sep. 12 – Tuesday					Sep. 13 – Wednesday					
	09:00 – 09:30	Room 1	Opening Remark Prof. L. Vladareanu Plenary Lecture Prof. L. Vladareanu, Prof. I. Emary, Prof. H. Wang , Prof. V. Vladareanu			09:00 –9:15	Room 1	Opening Remark Prof. J. Segovia Prof. A. Shaikh			
	09:30 – 10:00		Keynotes Speech 1 – Prof. J. Watada			09:15 -9:45		Keynotes 4 – Prof. V. Babenko			
	10:00 – 10:30		Keynotes Speech 2 – Prof. L. Ladid			09:45-10:15		Keynotes 5 -Prof. M. Casado Belmonte			
	10:30 – 11:00		Keynotes Speech 3 –Dr. E. Porras			10:15-10:30		Coffee Break			
	11:00– 11:15	Coffee Break					10:30-11:30	Room 1	Room2	Room3	Room4
	11:15 – 12:15	Room 1	Room2	Room3	Room4	ICT7	MBE911	MBE12	MH/SNS1		
	12:15 – 13:15	ICT1	MBE1	MBE2	MBE3					11:30-13:00	
	13:15 – 14:00	ICT2	MBE4	MBE5	MBE6	13:00-14:00	Lunch – Closing Remark				
	14:00 – 15:30	Lunch					<ol style="list-style-type: none"> Each Keynotes Session 30 minutes (Talk 25 minutes, Q&A 5 minutes) Paper Presentation 15 minutes (Talk 12 Minutes, Q&A 3 minutes) For in-person Presentation, please have the ppt file ready with a USB key. 				
	15:30 – 15:45	ICT3	MBE7	MBE8	ICT4						
	15:45 – 17:00	Coffee Break									
Registration 16:00 – 19:00	20:00 – 22:00	ICT5	MBE9	MBE10	ICT6	Gala Dinner					

MONDAY Sep. 11

NH Madrid Ribera del Manzanares

16:00 – 19:00

Registration

TUESDAY Sep. 12

Room 1 -> <https://meet.google.com/twt-brep-cby>

Chair: Prof. Qing Tan

09:00 – 09:30	Opening Remark and Plenary Lecture <i>Hybrid HQ stereo cameras and RPLIDAR sensor system applied to navigation of the Autonomous Mobile Robots</i>	Prof. L. Vladareanu Prof. L. Vladareanu, I. Emary, and H. Wang
<u>09:30 – 10:00</u>	<u>A Type-2 Approach to Knowledge Acquisition from Linguistic Sources</u>	<u>Prof. J. Watada</u>
10:00 – 10:30	<i>The New Internet based on IPv6, Empowering Enhanced P2P IoT, 5G/6G, Web3, AI and Blockchain</i>	Prof. L. Ladid
10:30 – 11:00	<i>Towards The Autonomy Of Artificial Systems: Blockchain-Based Emotional Memory To Increase Degrees Of Freedom</i>	Dr. E. Porrás

11:00 - 11:15

Coffee Break

Room 1 -> <https://meet.google.com/twt-brep-cby> ICT1 - Robotics and Intelligent Systems Chair: Prof. Qing Tan

11:15 – 11:30	Power Consumption Analysis for Smarter Robotics via Industry 4.0 Methods and Technologies	Mr. Ryan Samson
11:30 – 11:45	Research on man-machine contact force/position perception of wheelchair-stretcher robot	Prof. Jianye Niu and Dr. Junjie Tian
<u>11:45 - 12:00</u>	<u>A deep learning cnn approach regarding drone surveillance in fire-fighting science</u>	<u>Mrs. Ana-Maria Travediu</u>
<u>12:00 - 12:15</u>	<u>Roller Design of the Delivery Mechanism of the Novel Endovascular Intervention Robot</u>	<u>Prof. Zengguang Hou and Mr. Lingwu Meng</u>

Room 2 -> <https://meet.google.com/jmr-zuaw-ibu> MBE1 Chair: Prof. Vitalina Babenko

<u>11:15 – 11:30</u>	<u>The Impact of VLOG Promotion Content on Consumer Attitudes</u>	<u>Mrs. Lu Jiang</u>
11:30 – 11:15	Commercialisation in network research organisations	Dr. Marzena Walasik
11:45 – 12:00	The Role of Economic Diplomacy in Enhancing National Growth: A Systematic Literature Review	Ms. Layla Bentahar
<u>12:00 – 12:15</u>		

Room 3 -> <https://meet.google.com/bwx-vfqe-grp> MBE2 Chair: Prof. Mimoun Benali

<u>11:15 – 11:30</u>	<u>An Analysis of Factors Influencing Chinese Consumer's Intention to Utilize: A Study of Appraisal Services</u>	<u>Ms. Xiuyi Yue</u>
11:30 – 11:15	Female leaders in times of (post) covid	Prof. Olaf Żylicz
11:45 – 12:00	Tax audit in the digital age: a systematic review of the literature	Mrs. Rim MAMOUNI
<u>12:00 – 12:15</u>	<u>Social Media Marketing and Hospital Brand Equity: An Empirical Investigation</u>	<u>Abrar Alhasan</u>

Room 4 -> <https://meet.google.com/dtu-jfzs-azx>

MBE3

Chair: Prof. Saeed Al-Khalidi

11:15 – 11:30	Transformational Leadership Influence on Academic Staff's Job Satisfaction at Higher Education Institute	Dr. Omar Baakeel
11:30 – 11:45	Transformation of the socio-economic systems in terms of intelligent automation application	Prof. Aleksandra Kuzior and Mariya Sira
11:45 - 12:00	Asset Concentration and Financial Stability:some New Evidence	Javier Sánchez García Salvador Cruz Rambaud
12:00 - 12:15	Mutual Fund Investment Policies and Performance: A Cross Regulation Study	

Room 1-> <https://meet.google.com/twt-brep-cby> **ICT2 - AI and Deep Learning**

Chair: Prof. Luigi Vladareanu

12:15 – 12:30	Design and analysis of a lower limb rehabilitation robot with movement in three-dimensionality	Dr. Yongfei Feng
12:30 – 12:15	End to End Unsupervised learning-based Endoscopic view expansion	Prof. Hongbo Wang
<u>12:45 – 13:00</u>	<u>Perceptual Anthropomorphic Walking Robot Platform for Navigation in Unstructured</u>	<u>Mr. Mihai Radulescu</u>
13:00 – 13:15		

Room 2-> <https://meet.google.com/jmr-zuaw-ibu>

MBE4

Chair: Prof. Piotr Masloch

12:15 – 12:30	Management and image creation in selected local government units	Prof. Ibrahim El Emary
12:30 – 12:15	Japanese Industry Analysis Using Cobb–Douglas Production Function Model	Prof. Yoshiyuki YABUUCHI
<u>12:45 – 13:00</u>	<u>Determinants of the effectiveness of virtual teams management</u>	<u>Ms. BARBARA GRZES</u>
13:00 – 13:15	Strategic analysis of an enterprise and the avatar tool as a customer support facilitator	Prof. Piotr Masloch

Room 3 -> <https://meet.google.com/bwx-vfqe-grp>

MBE5

Chair: Prof. Olaf Żylicz

12:15 – 12:30	The contemporary trends in military logistics	Prof. TOMASZ JAŁOWIEC
12:30 – 12:15	An Analysis of Skill Growth Through Project-Based Learning Activities	Prof. Yukio Kodono
12:45 – 13:00	Resilience of military supply chains	Dr. DARIUSZ GRALA
13:00 – 13:15		

Room 4 -> <https://meet.google.com/dtu-jfzs-azx>

MBE6

Chair: Dr. Dorota Balcerzyk

<u>12:15 – 12:30</u>	<u>Evaluation of the degree of economic marginality in the digital economy</u>	<u>Olena Chukurna</u>
12:30 – 12:15	Power distance and constraints collectivist cultures	Prof. Karolina Helnarska
12:45 – 13:00	Statistical arbitrage: Comparative pairs trading versus triples trading	Prof. José P. Ramos Requena Edvinas Grizikas Sapkute
13:00 – 13:15	Does Brent really affect O&G companies? An approach from Random Matrix Theory applied to O&G sub-sectors	Laura Molero González Antonio García Amate

13:15 – 14:00

Lunch

Room 1 -> <https://meet.google.com/twt-brep-cby> ICT3 - IT Security and Data Protection

Chair: Prof. Hongbo Wang

14:00 – 14:15	Broken Access Control	Miss Raseel Zaki
14:15 – 14:30	Using Eye Movement Features For Secure Authentication	Mr. Esraa Almohaimeed
<u>14:30 – 14:45</u>	<u>Online Data Protection and Server Security</u>	<u>Mr. Jeremy Lungi</u>
14:45 – 15:00	Enhancing Security Using E-Authentication System	Dr. Mohammad Ali Hammoudeh
15:00 – 15:15	Empowering Security In Cloud Environment Using Encryption Technique	Dr. Mohammad Ali Hammoudeh
15:15 – 15:30	Machine Learning Framework for Enhancing Security of Transaction in Saudi Banks Based	Mr. Haneen Irbrahem Almayouf

Room 2 -> <https://meet.google.com/jmr-zuaw-ibu>

MBE7

Chair: Dr. Grzegorz Maśloch

<u>14:00 – 14:15</u>	<u>Foreign direct investment and competitiveness in the 21st century</u>	<u>Ms. HAJAR EL BOUCH</u>
14:15 – 14:30	Barriers to intellectual capital management in SMEs from the Lower Silesian Voivodship in Poland	
<u>14:30 – 14:45</u>	<u>Building a corporate social responsibility management system</u>	<u>Prof, Joanna Wyrobek</u>
14:45 – 15:00	The Saudi coffee producers' awareness of managing their applications for online sales	Prof. Saeed Q. Al-Khalidi Al-Maliki
15:00 – 15:15	Foreign Direct Investment and Economic Growth: A Systematic Literature Review	Ms. Oumaima BOUARFA
15:15 – 15:30		

Room 3 -> <https://meet.google.com/bwx-vfqe-grp> MBE8

Chair: Prof. Yukio Kodono

14:00 – 14:15	Trust in Artificial Intelligence and The 5.0Leadership	Dr. Dorota Balcerzyk
<u>14:15 – 14:30</u>	<u>The actual level of European enterprises' involvement in the implementation of CSR postulates</u>	<u>Mr. Aleksander Pabian</u>
<u>14:30 – 14:45</u>	<u>The Impact of Digital Social Responsibility on Preference and Purchase Intent Toward theMobile</u>	<u>Alaa Alfadul</u>
14:45 – 15:00	Industrialization Strategy: Exploring Perspectives in Development Economics (Morocco)	Mrs. Ikrame Hai
<u>15:00 – 15:15</u>	<u>Last Chance Tourism in the Context ofSustainable Management Challenges</u>	<u>Prof. Barbara Pabian</u>
15:15 – 15:30	<u>An Investigation of the Factors that Influence Cybersecurity Culture in Government and Private Organizations</u>	<u>Mrs. Dalia Abdulrahman Alghamdi</u>

Room 4 -> <https://meet.google.com/dtu-jfzs-azx> ICT4 - ICT and Applications

Chair: Prof. Dina M. Ibrahim Ib

14:00 – 14:15	Considering Uncertainty Expression in Sentiment Analysis and Tweet Classification	Mrs. Fairouz Zendaoui
<u>14:15 – 14:30</u>	<u>New technology for Lean 4.0: prospects for the industry of the future</u>	<u>Mossab Batal/ Dbaich Douae</u>
<u>14:30 – 14:45</u>	<u>The digitization of human resourcesmanagement: what impact for public administrations</u>	<u>Prof. Basama El Ouaghlidi</u>
<u>14:45 – 15:00</u>	<u>Reinventing public health: From LEAN Management to optimizing hospital logistics</u>	<u>Mr. Achraf Baghdad</u>
<u>15:00 – 15:15</u>	<u>Teleworking in service of work-family balance</u>	<u>Prof. EL-AMRANY FATIMA</u>
15:15 – 15:30	The New public management and its practices: a case of the Urban Agencies inMorocco	Prof. Yazzif Kamal

15:30 – 15:45

Coffee Break

Room 1 -> <https://meet.google.com/twt-brep-cby> ICT5 - IT and Computer System

Chair: Prof. Yongfei Feng

15:45 -16:00	Introducing a vision of regulation more complex than the traditional one	Mr. Olivier Lefebvre
<u>16:00 – 16:15</u>	<u>Rethinking the E-HR function: the case of ERP at the Hassan II University Hospital Center</u>	<u>Mrs. Imane Chaabi</u>
16:15- 16:30	Exploring the Impact of Digital Art Therapy on People with Dementia- A Framework and Research	Ms. Fereshtehossadat Shojaei
16:30 – 16:45	Design Together: Uncovering the Impact of Co-Design and Design Thinking on Designing	Mrs. Fatemehalsadat Shojaei
16:45 – 17:00		

Room 2 -> <https://meet.google.com/jmr-zuaw-ibu>

MBE9

Chair: Prof. Vitalina Babenko

15:45 -16:00	Energy Policy Instruments Supporting the Development of Energy Communities	Dr. Grzegorz Maśloch
<u>16:00 – 16:15</u>	<u>Retail Pricing Optimization with Monte Carlo Tree Search</u>	<u>Dr. Jose Daniel López Barrientos</u>
<u>16:15- 16:30</u>	<u>On a predictive model of the box office revenue</u>	<u>Dr. Jose Daniel López Barrientos</u>
16:30 – 16:45	The Contribution of Lean and Agile Strategies to Enhancing Supply Chain Resilience: A Conceptual Model	Mrs. Salima El Omari
16:45 – 17:00	Sustainable and Responsible Finance: Issues and Perspectives	Mrs. Fatima Bellaali

Room 3 -> <https://meet.google.com/bwx-vfqe-grp>

MBE10

Chair: Prof. Juan Segovia

	<u>15:45 -16:00</u>	<u>Hospitality and tourism marketing strategiesfor smart cities of Ukraine</u>	<u>Ms. Olena Zhehus</u>
	16:00 – 16:15	Digital Transformation of Financial services	Mrs. Nouhayla BOUTALEB
	<u>16:15- 16:30</u>	<u>Crisis management in retail chains: abibliometric analysis</u>	<u>Olena BILOVODSKA</u>
	16:30 – 16:45	A redefinition of determinants defining thepotential for further development	Malgorzata WACH-KLOSKOWSKA
	16:45 -17:00	The digital banking evolution: an opportunityor a pitfall?	Miss Houda Mahboub

Room 4 -> <https://meet.google.com/dtu-jfzs-azx>

ICT6 - Blockchain and Computing Technology

Chair: Prof. Latif Ladid

	15:45 -16:00	A Blockchain Network for Public Health Interoperability and Real Time Data Sharing	Mr. Ghadi Alwehaibi
	16:00 – 16:15	BC-PUS: A Proposed Blockchain-based Private User-driven Mobile AdvertisingSystem	Mrs. Nora Hassan Alammari
	<u>16:15- 16:30</u>	<u>Towards Extensible Low-Code DevelopmentPlatforms</u>	<u>Mr. Hryhorii Popov</u>
	16:30 – 16:45	Factors affecting IoT based Application Development Services in the Middle East Area	Mrs. Hawazen Awad Metair
	16:45 – 17:00		

20:00 – 22:00

Gala Dinner

WEDESDAY Sep. 13

Room 1 -> <https://meet.google.com/twt-brep-cby>

Chair: Prof. Ibrahim Omary

09:00 – 09:15	Opening Remark <i>Publication Presentation</i>	Prof. J. Segovia Prof. A. Shaikh
09:15 – 09:45	<i>The impact of the war in Ukraine on the food security of European countries</i>	Prof. V. Babenko
09:45 – 10:15	<i>Assurance on sustainability reporting: challenges and future research outlook</i>	Prof. M. Casado Belmente

10:15 – 10:30	Coffee Break
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Room 1 -> <https://meet.google.com/twt-brep-cby>

ICT7 - AI and Deep Learning

Chair: Prof. Ibrahim Omary

10:30 – 10:45	Implementing Face Recognition Using DeepLearning	Mrs. Fatima Zohra ALLAM
10:45 – 11:00	Convolutional Neural Network applied toFacial Recognition	Mrs. Fatima Zohra ALLAM
11:00 – 11:15	Coffee Leaf Diseases Quadruple Classifier(CLQC) Model using Deep Learning	Ms. Jameela Alrashidi
11:15 – 11:30	A Comprehensive Review of Brain Diseases Classification using Deep LearningTechniques	Miss Leen Aouto
11:30 – 11:45	Bitcoin Prediction Analysis using DeepLearning Techniques	Dr. Mohammed Alzahrani
11:45 – 12:00	Baheta: Balanced and unbalanced dataset in Arabic Clickbait detection using deep learningtechniques	Ms. Batool Abdulaziz Alharbi
12:00 – 12:15	Enabling Intelligent and Smart Logistics usingRadio Frequency Identification (RFID)	Dr. Abdalnaser Almsloun
12:15 – 12:30	From Traditional to a Smart Campus: AFramework Sketch for King Abdulaziz University	Dr. Hind Albadi Dr. Sarah Alshami
12:30 – 12:45	Implementing Face Recognition Using Deep Learning	Mrs. Fatima Zohra ALLAM
12:45 – 13:00	Convolutional Neural Network applied toFacial Recognition	Mrs. Fatima Zohra ALLAM

Room 2 -> <https://meet.google.com/jmr-zuaw-ibu>

MBE11

Chair: Prof. Iryna Shevchenko

<u>10:30 – 10:45</u>	<u>Marketing toolkit for facilitating innovative development in business models</u>	<u>Dr. Olena Shersheniuk</u>
<u>10:45 – 11:00</u>	<u>Recreational aspects of military psychological rehabilitation as a medical tourism direction</u>	<u>Dr. Mariia Bieloborodova</u>
<u>11:00 – 11:15</u>	<u>Municipal financial management in conditions of uncertainty – selected aspects</u>	<u>Mr. Marcin Surowka</u>
<u>11:15 – 11:30</u>	<u>Analytical basis of financial stability management as a component of strengthening the financial and economic security of agricultural business</u>	<u>Prof. Stanislav Vasylyshyn</u>
<u>11:30 – 11:45</u>	<u>Students' communicative inclinations as an element of assessment of their emotional intelligence in terms of education for sustainable development</u>	<u>Prof. Iryna Koshkalda</u>
<u>11:45 – 12:00</u>	<u>Peculiarities of local budget revenues management in Ukraine under martial law</u>	<u>Mr. Liubov Dranus</u>
<u>12:00 – 12:15</u>	<u>Formation of a system for ensuring the development of financial inclusion in conditions of sustainability</u>	<u>Dr. Olena Ptashchenko</u>
<u>12:15 – 12:30</u>	<u>Sustainable Business Practices: Adapting To Crisis And Achieving Profitability</u>	<u>Ms. Olha Abramova</u>
<u>12:30 – 12:45</u>	<u>Improving accounting of final financial results in agricultural enterprises</u>	<u>Mr. Fazliddin Abduraxmonov</u>
<u>12:45 – 13:00</u>	<u>Harmonization and Standardization of Accounting as a Means of Ensuring Sustainable Development</u>	<u>Prof. Iryna Shevchenko</u>

Room 3 -> <https://meet.google.com/bwx-vfqe-grp>

MBE12

Chair: Prof. Yoshiyuki YABUUCHI

10:30 – 10:45	<u>Robotic Technology Adoption in the Manufacturing Context: A Systematic Review</u>	<u>Mashaël Haddas</u>
10:45 – 11:00	<u>Simulation of the impact of credit restructuring on household budgets in crisis</u>	<u>Aleksey Mints</u>
11:00 – 11:15	Investment in human capital and economic growth	Ms. Hind Chamchoune
11:15 – 11:30	Modelling risk of portfolio: Comparative analysis of CAPM and the copula method	Mr. Ismail Lotfi
11:30 – 11:45	<u>The extent to which Saudi business schools meet the standards of the Global Sustainability Tracking</u>	<u>Mrs. Norah Fahad Alriqabi</u>

Room 4 -> <https://meet.google.com/dtu-jfzs-azx>

MHS/SNS1

Chair: Prof. Asadullah Shaikh

10:30 – 10:45	Vitamin D and Brain Health	KHADEEJAH MESAID ALSOLAMI
10:45 – 11:00	<u>Enhancing Saudi Health Centers by Integrating Paramedics with the Health Safety Team</u>	<u>Mr. AHMAD OMAR BAJHZAR</u>
11:00 – 11:15	<u>Scientific trends in perinatal medicine and neonatology at Bukovinian State</u>	<u>Prof. Yuliya Hodovanets</u>
11:15 – 11:30	<u>Recreational aspects of military psychological rehabilitation as a medical tourism direction</u>	<u>Liudmyla Bezuhla</u>
11:30 – 11:45	<u>Consideration of the CVSS base metrics in building a mathematical routing model with regard to route vulnerabilities.</u>	<u>Mrs Ganna Anatoliivna Pliekhova</u>
11:45 – 12:00	<u>Fake News in Educational Communication: A Systematic Review</u>	<u>Pablo Lafarga Ostáriz, Rebeca Soler Costa, Qing Tan</u>
12:00 – 12:15	<u>A Suggested Reading Strategy and its Effect in Developing Reading Comprehension Skills among Higher Studies Students</u>	<u>Mrs Dalal Abdulla Alqiawi</u>
12:15 – 12:30	Variational Iteration Method for Solving Fractional Time-Klein-Gordon Equations Using Maple	Mrs, Dalal, , Albogami
12:30 – 12:45	The Variational Iteration Method for Solving Telegraph Equation Using Maple	Prof, Dalal, Adnan, Maturi
13:00 – 14:00	Lunch and Closing Remark	