

2015 6th International Conference on Information Systems and Economic Intelligence (SIIE 2015)

**Hammamet, Tunisia
12 – 14 February 2015**



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Conference Program SIIE'2015

6th. International Conference on "Information Systems & Economic Intelligence "

February 12th - 14th, 2015. , Hôtel Diar Lemdina, Hammamet – Tunisia.

<http://www.siie.fr> and <http://siie2015.loria.fr>

Wednesday, Feb. 11th, 2015 (PM)

16h00-18h00 : Welcome and Registration

18H00 : Welcome Reception Cocktail

Thursday, Feb. 12th, 2015

8h00-9h00 : Welcome and Registration

9h00-9h30 : Conference opening

Welcome inauguration:

- **Malek GHENIMA**, Co-President – Université de la Manouba, Tunisie
- **Sahbi SIDHOM**, Co-President – Université de Lorraine, France
- **Nacer BOUDJLIDA**, Program Committee President – Université de Lorraine, France

9h30-11h00 : Plenary Conference or Tutorial

Chair: Nacer BOUDJLIDA (LORIA Lab & Université de Lorraine, France)

Title: "The third digital revolution: Agility and Fragility".

Guest speaker : Hubert TARDIEU (ATOS, France)

Discussion

11h00-11h15: coffee break

11h15-12H45: Parallel sessions

Session A1: Information System, Data and Visualization

Chair: Karim BAÏNA (ENSIAS - Université Mohammed V Souissi Rabat, Maroc)

Tanti Marc. (centre d'épidémiologie et de santé publique des armées, France)

Exploitation of "Big Data": the experience feedback of the french military health service on sanitary data 1

Tahar Mehenni. (University Mohamed Boudiaf of M'sila, Algeria)

Integration of useful links in distributed databases using decision tree classification 5

Cherni Ibtissem, Faiz Sami and Robert Laurini. (ISG de Tunis – Tunisia, LTSIRS – Tunisia, INSA Lyon – France)

ChoreMAP: extraction and visualization of visual summaries based chorems 10

Sébastien Bruyère and Vincent Oechsel. (Custom Solutions, France)

Creation of a Data Observatory enables the uncovering of consumer behavior by client behavioral study, through the use of old generation loyalty and stimulation platforms 18

Session B1: Structuring Multimedia Streams

Chair: Irina ILLINA (INRIA Grand Est & Université de Lorraine, France)

Dominique Fohr and Irina Illina. (LORIA, France)	
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Imran Sheikh, Irina Illina and Dominique Fohr. LORIA, France)	
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Lina Maria Rojas-Barahona and Christophe Cerisara. LORIA, France)	
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Session C1: System Development and Community Applications

Chair: Zaki BRAHMI (Higher Business School of Tunis & Manouba University, Tunisia)

Jihen Ben Zaki and Brahmi Ali. (Higher Institute of Computer Sciences and Communication Techniques Sousse University - Tunisia)	
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Ines Achour, Lamia Labeled Jilani and Henda Ben Ghezala.(RIADI Lab, ENSI, Mannouba University – Tunisia)	
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12h45-14h15: Lunch

14h15-15h45 : Plenary Conference or Tutorial

Chair: Sahbi SIDHOM, (LORIA Lab. & Université de Lorraine, France)

Title: "Hyper-Heritage: New Forms of Human Heritage Interactions". (*Hyper-Patrimoine : nouvelles formes d'Interaction Homme Patrimoine*).

Guest speaker: Khaldoun ZREIK (CITU- Paragraphe, Université de Paris 8, France)

Discussion / Débat

15h45-16h00 : coffee break

16h00-18h00 : Doctoral Symposium

Chair: Henda BEN GHEZALA, Narjès BELLAMINE (RADI-GDL Lab. ENSI - Université de la Manouba, Tunisia) & Invited Guest Speakers

Session D1 : Doctoral Symposium

From 20h00 : Tunisian Dinner / Dîner Tunisien

Friday, Feb. 13th, 2015 / Vendredi, 13 février 2015

8h00-9h00 : Welcome and Registration / Accueil et Inscriptions

9h00-10h30 : Plenary Conference or Tutorial

Chair: Henda BEN GHEZALA (RADI-GDL Lab. ENSI - Université de la Manouba, Tunisia)

Title: "Online Privacy issues in Information Systems".

Guest speaker: Esma AIMEUR, (Dept of Computer Science and Operations Research at the University of Montreal, Canada)

Discussion

10h30-10h45: coffee break

10h45-12h15 : Parallel sessions

Session A2: Information Technologies & Competitive Intelligence Systems

Chair: Ahmed SILEM (Université Jean Moulin Lyon3, France)

Zakaria Boulouard, Amine El Haddadi, Anass El Haddadi, Abdelhadi Fennan and Lahcen Koutti. (Faculté des Sciences, Université Ibn Zohr-Agadir, Faculté des Sciences et Techniques Tanger, Ecole Nationale des Sciences Appliquées El Hoceima, Faculté des Sciences et Techniques Tanger, Faculté des Sciences, Université Ibn Zohr-Agadir)

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Ahmed Aloui, Okba Kazar and Samir Bourekkache. (Computer science department, university of Biskra, Algeria)
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Chair: Maher GASSAB (Directeur de l'Ecole Supérieure de Commerce de Tunis, Tunisia)

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Chair: Abdelkrim MEZIANE (CERIST, Algeria)

Marilou Kordahi. (Laboratoire Paragraphe, UFR MITSIC, Université Paris 8, France)
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Youssef Ait Houaich and Mustapha Belaissaoui. (SIAD Laboratory, ENCG, Université Hassan I, Settlat, Morocco)
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12h15-14h00 : Lunch

14h00-15h30 : Plenary Conference or Tutorial

Chair: Khaled GHEDIRA (General Director of the National Agency for Scientific Research Promotion - ANPR, Tunisia)

Title: "BIGDATA Solutions".

Guest speaker: Pascal GUY, Oracle (Toulouse) - France

Discussion

15h30-15h45 : coffee break

15h45-17h45 : Doctoral Symposium

Chair: Henda BEN GHEZALA, Narjès BELLAMINE (RADI-GDL Lab. ENSI - Université de la Manouba, Tunisia) & Invited Guest Speakers

Session D2 : Doctoral Symposium

20h30 : Gala Dinner

Saturday, Feb. 14th, 2015 / Samedi, 14 février 2015

8h00-9h00 : Registration / Inscriptions

9h00-10h30 : Parallel sessions

Session A3: Information System, Strategy and Economic Intelligence

Chair: Souad LARBAOUI (PDG Institut de Management Stratégique et d'Intelligence Economique Alger, Algeria)

Sabrina Abdellaoui and Fahima Nader. (Ecole nationale Supérieure d'Informatique ESI, Algérie)

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Chair: Habib KAMMOUN (REGIM-Lab. & University of Sfax, Faculty of Science, Tunisia)

Safi Houssem, Jaoua Maher and Hadrach Belguith Lamia. (Faculté des Sciences Economiques et de Gestion de Sfax, Université de Sfax, Tunisie)

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Carole Henry, Sahbi Sidhom and Imad Saleh. (Paragraphe-University of Paris 8, LORIA-University of Lorraine, Paragraphe - University of Paris 8, France)

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10h30-10h45 : coffee break

10h45-12h15 : Plenary Conference or Tutorial

Chair: Abdelmajid BEN HAMADOU (Lab. MIRACL Université de Sfax, Tunisie)

Title: XeW Data Analysis: Competitive Intelligence System in Cloud

Guest speaker : Bernard DOUSSET, Wahiba BAHOUN and Anass EL HADDADI (IRIT, Université Paul Sabatier – Toulouse 3, France)

Discussion

12h15-12h45 : Closing Ceremony

- Gifts to guest speakers and session chairs
- « Best papers » of the conference

12h45 : Lunch

14h00 : Extra activities: Excursion (guided tour in Carthage & Sidi-Bousaid).