

**NPG (NEW MANAGEMENT PRACTICES) RESEARCH LABORATORY  
 IN COLLABORATION WITH PARIS SCHOOL OF BUSINESS (PSB)  
 ORGANIZE**

**THE 4<sup>TH</sup> EDITION OF CIM2024 INTERNATIONAL CONFERENCE ON MANAGEMENT  
 &  
 THE 2<sup>ND</sup> EDITION OF ICCEM CONFERENCE INTERNATIONAL CONFERENCE ON CUSTOMER  
 EXPERIENCE AND MARKETING**



**NAVIGATING THE FUTURE  
 EMBRACING THE TRANSFORMATIVE  
 POWER OF EMERGING TECHNOLOGIES IN MANAGEMENT SCIENCES**

**MAY 30 & 31, 2024**  
**MARRAKESH, MOROCCO**

## OVERVIEW

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- **Overview and general background**
- **Main conference' topics**
- **Keynote speakers**
- **Doctoral consortium**
- **Instructions for full paper submission**
- **Important dates & deadlines**
- **Registration fees**
- **Conference committees**
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## PREAMBLE

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The University Cadi Ayyad's **Research Laboratory New Management Practices "NPG"**, in partnership with **Paris School of Business**, Organize the 4<sup>th</sup> Edition of International Management Conference (**CIM'2024**) and the 2<sup>nd</sup> Edition of International Conference on Customer Experience and Marketing (**ICCEM**) under the umbrella of the theme: **"NAVIGATING THE FUTURE: EMBRACING THE TRANSFORMATIVE POWER OF EMERGING TECHNOLOGIES IN MANAGEMENT SCIENCES"** in Marrakesh on **MAY, 30 & 31, 2024**.

CIM'2024 & ICCEM Conferences aim to bring together academia, researchers, business leaders and representatives of the public sector to exchange information and share experiences and research results about all aspects of specialized and interdisciplinary fields. This event provides an opportunity for all to network, share ideas and present their research to an international community in the topics related to Management Sciences.

## OVERVIEW AND GENERAL BACKGROUND

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The rapid advances in technology are reshaping the landscape of business and society. This event aims to explore the profound impact of emerging technologies on different facets that shape our world, focusing on management practices, marketing strategies, business dynamics and societal transformations. While these advances bring many benefits, addressing ethical concerns, ensuring inclusivity and adapting to the changing landscape are essential to maximizing positive impacts.

The aim of this academic event is to bring together scholars, researchers, industry professionals, and policymakers to discuss and debate the multifaceted effects of emerging technologies on businesses. In this conference, we seek to publish high-quality research articles that explore how emerging technologies shape the current and future trends of brands, companies and societies. Both

theoretical and empirical research articles that discuss the managerial implications in depth are required.

We invite original research papers, case studies, and conceptual papers that contribute to a deeper understanding of how these emerging technologies are influencing and transforming the realms of management, marketing, finance, human resources, supply chain, information systems, etc. In the current context, we also emphasize the interdisciplinary nature of the topic by explicitly inviting researchers from a variety of disciplines to address, but not be limited to, the following topics:

### **Conference Tracks:**

- Leadership strategies in the era of AI and automation
- Organizational resilience in the face of technological disruptions
- Human resource management in a technology-driven workplace
- New information and communication technologies, artificial intelligence & management
- The role of artificial intelligence in digital marketing
- Data-driven decision-making in marketing strategies
- Social Media Marketing Trends
- Transformative marketing and emerging technologies
- The future of Customer engagement in Web 3.0
- Blockchain , NFTs & Marketing Transparency
- B to B marketing and Emerging technologies
- Service Marketing and Emerging technologies
- Strategy, organization and innovation driven by emerging technologies
- Human resources management within technological advances
- Supply chain management (SCM), quality and innovation
- Intercultural management and innovation
- Business communication and innovation
- Customer Experience Branding
- Customer Experience & Storytelling
- Customer Experience Challenges in Healthcare and Marketing
- Customer Experience & Hospitality Trends/Challenges
- The future of Privacy in Marketing
- The future of Privacy in management
- Sustainability & Ethical Marketing
- Innovations in supply chain management driven by emerging technologies
- Blockchain and its impact on corporate governance
- Integrating sustainability practices within technological advances
- Ethical considerations in the use of emerging technologies
- Inclusive technology and bridging the digital divide
- Technological solutions for societal challenges
- Innovation, performance and competitiveness
- Entrepreneurship, innovation and development
- Strategic management of innovation
- Organizational and managerial innovation
- Entrepreneurship and creativity in business
- Innovation and well-being
- Innovation and labor management

As the list is not exhaustive, any paper proposal related to the central theme will be examined by the Scientific Committee. Empirical work will be particularly appreciated.

## KEYNOTE SPEAKERS

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It is with great pleasure that we announce the inclusion of esteemed keynote speakers in our upcoming conference. These distinguished speakers are recognized and talented in the fields of technology, management, marketing and societal impact. Their expertise will undoubtedly enrich the conference proceedings, providing participants with valuable insights and perspectives.



**Pr. YOGESH K. DWIVEDI**

Professor of Digital Marketing and Innovation, Founding Director of the Emerging Markets Research Centre (EMaRC), and Co-Director of Research at the School of Management, Swansea University, Wales, United Kingdom.

He has been nominated as Highly Cited Researcher 2020, 2021 & 2022 by Clarivate Analytics. He is the Editor-in-Chief of the International Journal of Information Management.



**Pr. FRANCESCO SCHIAVONE,**

Full Professor of Innovation Management for the Department of Management and Quantitative Studies at the University Parthenope of Naples (Italy). Scientific director of VIMASS, the research lab in healthcare innovation and management at University of Naples Parthenope.

Associate editor for Technological Forecasting and Social Change, the Journal of Intellectual Capital and Innovations / Journal of Innovation Economics and Management. Guest Editor in leading academic and professional management journals including Production, Planning & Control, Journal of Business Research, and Journal of Intellectual Capital.

## DOCTORAL CONSORTIUM

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### PAPER STRUCTURE

Doctoral Consortium in business and economics are invited to submit a proposal (10 pages maximum) or a poster. Submissions should include the following components:

- **Topic**
- **Research objectives**
- **Issues addressed**
- **Theoretical framework**
- **Methodology or approach**
- **Anticipated findings or results**
- **Select bibliography**

### INSTRUCTIONS FOR FULL PAPER SUBMISSION

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The maximum number of characters is 45,000 (Tools / statistics / spaces included).

Paper Size -> 8 ½ x 11 inches (A4)

Margins -> 1 inch on each side

Spacing -> Single-spaced

Body manuscript -> Times New Roman 12, spacing before 6pt and after 0 pt, justified

Title 1: Times New Roman 14, bold and small capitals, spacing before and after 12 pt, center

Title of the parts: maximum 3 levels to be numbered (1. 1.1, 1.1.1)

Title 2: Times New Roman 14, bold, spacing before and after 12pt, left alignment, paragraph solidarity

Title 3: Times New Roman 12, bold and italic, spacing before and after 6 pt, left alignment, paragraph solidarity.

Title 4: Times New Roman 12, italics, spacing before and after 6pt, left alignment, paragraph in solidarity

Reference in the manuscript: (Durkheim, 1934, 35)

Bibliography: Include all references in alphabetical order at the end of the document.

Book:

Durkheim E. (1934), The Division of the Labor Society, London, Macmillan

## IMPORTANT DATES & DEADLINES :

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- **March 15, 2024:** Extended Abstract Submission Deadline
- **March 31, 2024:** Notification of Acceptance
- **April 15, 2024:** Early Bird Registration Deadline
- **April 30, 2024:** Paper Submission Deadline
- **May 15, 2024:** Late Registration Deadline
- **May 30-31, 2024:** Conference

Send your proposals in Word format, in either French or English, to the following address:

[cim.iccem24@gmail.com](mailto:cim.iccem24@gmail.com) / [w.benarfi@psbedu.paris](mailto:w.benarfi@psbedu.paris)

Attach a separate document with the names of the co-authors and the contact details of the corresponding author.

## EVALUATION AND PUBLICATION OPPORTUNITIES

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Submission Guidelines: Authors are invited to submit original and unpublished papers through the conference submission link. Submissions will undergo a rigorous peer-review process, and accepted papers will be presented at the conference. The best papers will be published in the prestigious journals in support of this event.

**Technological  
Forecasting**  
  
**Social Change**  
An International Journal

**innovations**  
REVUE D'ÉCONOMIE ET DE MANAGEMENT DE L'INNOVATION  
JOURNAL OF INNOVATION ECONOMICS & MANAGEMENT

The Editor Pr. Yogesh Dwivedi will select high quality papers for consideration to review for International Journal of Information Management (IJIM).

## REGISTRATION FEES

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- **1500 MAD** PROFESSIONAL PRACTITIONERS AND BUSINESS COMMUNITY **(150 €)**
- **1000 MAD** FACULTY MEMBERS AND RESEARCHERS **(100 €)**
- **500 MAD** DOCTORAL STUDENTS **(50 €)**

*THESE FEES COVER ACCESS TO THE SESSIONS, DOCUMENTATION, COFFEE BREAKS AND LUNCHES  
TO PARTICIPATE TO GALA DINNER, AN ADDITIONAL FEE OF 500 MAD (50€) IS REQUIRED*

## CONFERENCE COMMITTEES

### SCIENTIFIC COMMITTEE

<b>ABAAOUKIDE KAMAR</b>	Cadi Ayyad University, Marrakesh, (Morocco)
<b>ADRIAN MICU</b>	Dunărea de Jos" University of Galați, (Romania)
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## **ORGANIZING COMMITTEE**

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