CANWEST International Research Congress 2023

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 Profs. L. Vladareanu Plenary Lecture Profs. 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**
		Room 1	**Room2**	**Room3**	**Room4**		ICT7	MBE911	MBE12	MH/SNS1
	11:15 – 12:15	ICT1	MBE1	MBE2	MBE3	11:30-13:00				
	12:15 – 13:15	ICT2	MBE4	MBE5	MBE6	13:00-14:00	Lunch – Closing Remark			
	13:15 – 14:00	Lunch				1. Each Keynotes Session 30 minutes (Talk 25 minutes, Q&A 5 minutes) 1. Paper Presentation 15 minutes (Talk 12 Minutes, Q&A 3 minutes) 2. For in-person Presentation, please have the ppt file ready with a USB key.				
	14:00 – 15:30	ICT3	MBE7	MBE8	ICT4					
	15:30 – 15:45	Coffee Break								
Registration 16:00 – 19:00	15:45 – 17:00	ICT5	MBE9	MBE10	ICT6					
	20:00 – 22:00	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**	Profs. L. Vladareanu
	Hybrid HQ stereo cameras and RPLIDAR sensor system applied to navigation of the Autonomous Mobile Robots	Profs. L. Vladareanu, I. Emary, and H. Wang
09:30 – 10:00	***A Type-2 Approach to Knowledge Acquisition from Linguistic Sources***	**Prof. J. Watada**
10:00 – 10:30	*The New Internet based on IPv6, Empowering Enhanced P2P IoT, 5G/6G, Web3, AI and Blockchain*	Prof. L. Ladid
10:30 – 11:00	*Assurance on sustainability reporting: challenges and future research outlook*	Prof. M. Casado Belmente

| | 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 SmarterRobotics 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
	11:45 - 12:00	**A deep learning cnn approach regardingdrone surveillance in fire-fighting science**	**Mrs. Ana-Maria Travediu**
	12:00 - 12:15	**Roller Design of the Delivery Mechanism ofthe Novel Endovascular Intervention Robot**	**Prof. Zengguang Hou and Mr. Lingwu Meng**

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

	11:15 – 11:30	**The Impact of VLOG Promotion Content on Consumer Attitudes**	**Mrs. Lu Jiang**
	11:30 – 11:15	Commercialisation in network researchorganisations	Dr. Marzena Walasik
	11:45 – 12:00	The Role of Economic Diplomacy in Enhancing National Growth: A SystematicLiterature Review	Ms. Layla Bentahar
	12:00 – 12:15		

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

	11:15 – 11:30	**An Analysis of Factors Influencing ChineseConsumer's Intention to Utilize: A Study of Appraisal Services**	**Ms. Xiuyi Yue**
	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 systematicreview of the literature	Mrs. Rim MAMOUNI
	12:00 – 12:15	**Social Media Marketing and Hospital BrandEquity: An Empirical Investigation**	**Abrar Alhasan**

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-dimensionalities	Dr. Yongfei Feng
	12:30 – 12:15	End to End Unsupervised learning-basedEndoscopic view expansion	Prof. Hongbo Wang
	12:45 – 13:00	**Perceptual Anthropomorphic Walking RobotPlatform for Navigation in Unstructured**	**Mr. Mihai Radulescu**
	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 selectedlocal government units	Prof. Ibrahiem El Emary
	12:30 – 12:15	Japanese Industry Analysis Using Cobb–Douglas Production Function Model	Prof. Yoshiyuki YABUUCHI
	12:45 – 13:00	**Determinants of the effectiveness of virtual teams management**	**Ms. BARBARA GRZES**
	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-qrp **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**

12:15 – 12:30	**Evaluation of the degree of economicmarginality in the digital economy**	**Olena Chukurna**
12:30 – 12:15	Power distance and constraints collectivistcultures	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 GonzálezAntonio 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**

Time	Title	Presenter
14:00 – 14:15	Broken Access Control	Miss Raseel Zaki
14:15 – 14:30	Using Eye Movement Features For SecureAuthentication	Mr. Esraa Almohaimeed
14:30 – 14:45	**Online Data Protection and Server Security**	**Mr. Jeremy Lungi**
14:45 – 15:00	Enhancing Security Using E-AuthenticationSystem	Dr. Mohammad Ali Hammoudeh
15:00 – 15:15	Empowering Security In Cloud EnvironmentUsing 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**

Time	Title	Presenter
14:00 – 14:15	**Foreign direct investment and competitiveness in the 21st century**	**Ms. HAJAR EL BOUCH**
14:15 – 14:30	Barriers to intellectual capital management inSMEs from the Lower Silesian Voivodship in Poland	
14:30 – 14:45	**Building a corporate social responsibilitymanagement system**	**Prof, Joanna Wyrobek**
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 EconomicGrowth: A Systematic Literature Review	Ms. Oumaima BOUARFA
15:15 – 15:30	**A customer behavior study on the marketing campaigns using Recommender systems and Statistical analysis**	**Mrs KAOUTAR EL HANDRI**

Room 3 -> https://meet.google.com/bwx-vfqe-qrp **MBE8**   **Chair: Prof. Yukio Kodono**

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

Room 4 -> https://meet.google.com/dtu-jfzs-azx **ICT4 - ICT and Applications**   **Chair: Prof. Dina M. Ibrahim**

	14:00 – 14:15	Considering Uncertainty Expression in Sentiment Analysis and Tweet Classification	Mrs. Fairouz Zendaoui
	14:15– 14:30	**New technology for Lean 4.0: prospects for the industry of the future**	**Mossab Batal/ Dbaich Douae**
	14:30 – 14:45	**The digitization of human resourcesmanagement: what impact for public administrations**	**Prof. Basama El Ouaghlidi**
	14:45 – 15:00	**Reinventing public health: From LEAN Management to optimizing hospital logistics**	**Mr. Achraf Baghdad**
	15:00 – 15:15	**Teleworking in service of work-family balance**	**Prof. EL-AMRANY FATIMA**
	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 morecomplex than the traditional one	Mr. Olivier Lefebvre
	16:00 – 16:15	**Rethinking the E-HR function: the case of ERP at the Hassan II University HospitalCenter**	**Mrs. Imane Chaaibi**
	16:15- 16:30	Exploring the Impact of Digital Art Therapy onPeople 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 theDevelopment of Energy Communities	Dr. Grzegorz Maśloch
	16:00 – 16:15	**Retail Pricing Optimization with Monte CarloTree Search**	**Dr. Jose Daniel López Barrientos**
	16:15- 16:30	**On a predictive model of the box officerevenue**	**Dr. Jose Daniel López Barrientos**
	16:30 – 16:45	The Contribution of Lean and Agile Strategiesto Enhancing Supply Chain Resilience: A Conceptual Model	Mrs. Salima El Omari
	16:45 – 17:00	Sustainable and Responsible Finance: Issuesand Perspectives	Mrs. Fatima Bellaali

Room 3 -> https://meet.google.com/bwx-vfqe-qrp   **MBE10**   **Chair: Prof. Juan Segovia**

Time	Title	Speaker
15:45 -16:00	**Hospitality and tourism marketing strategiesfor smart cities of Ukraine**	**Ms. Olena Zhehus**
16:00 – 16:15	Digital Transformation of Financial services	Mrs. Nouhayla BOUTALEB
16:15- 16:30	**Crisis management in retail chains: abibliometric analysis**	**Olena BILOVODSKA**
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**

Time	Title	Speaker
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
16:15- 16:30	**Towards Extensible Low-Code DevelopmentPlatforms**	**Mr. Hryhorii Popov**
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** *Publication Presentation*	Prof. J. Segovia Prof. A. Shaikh
	09:15 – 09:45	*The impact of the war in Ukraine on the food security of European countries*	Prof. V. Babenko
	09:45 – 10:15	*Towards The Autonomy Of Artificial Systems: Blockchain-Based Emotional Memory To Increase Degrees Of Freedom*	Dr. E. Porras

	10:15 – 10:30	**Coffee Break**

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 Mana Saleh Al Reshan
	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. Abdulnaser Almsloum
	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 Koshkalda**

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

Room 3 -> https://meet.google.com/bwx-vfqe-qrp   **MBE12**   **Chair: Prof. Yoshiyuki YABUUCHI**

10:30 – 10:45	**A Conceptual Model for the Adoption of Collaborative Robot Technology in Australian Manufacturing Organizations**	**Mashael Haddas**
10:45 – 11:00	**Simulation of the impact of credit restructuringon household budgets in crisis**	**Aleksey Mints**
11:00 – 11:15	Investment in human capital and economicgrowth	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	***The extent to which Saudi business schoolsmeet the standards of the Global Sustainability Tracking***	**Dr. Neven Erfan**

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	**Enhancing Saudi Health Centers by Integrating Paramedics with the Health Safety Team**	**Mr. AHMAD OMAR BAJHZAR**
11:00 – 11:15	**Scientific trends in perinatal medicine andneonatology at Bukovinian State**	**Prof. Yuliya Hodovanets**
11:15 – 11:30	**Recreational aspects of militaries psychological rehabilitation as a medical tourism direction**	**Liudmyla Bezuhla**
11:30 – 11:45	**Consideration of the CVSS base metrics in building a mathematical routing model with regard to route vulnerabilities.**	**Mrs Ganna Anatoliivna Pliekhova**
11:45 – 12:00	**Fake News in Educational Communication: A Systematic Review**	**Pablo Lafarga Ostáriz, Rebeca Soler Costa, Qing Tan**
12:00 – 12:15	**A Suggested Reading Strategy and its Effect in Developing Reading Comprehension Skills among Higher Studies Students**	**Mrs Dalal Abdulla Alqiawi**
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**