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جامعة شعيب الدكالي
UNIVERSITY CHOUAIB DOKKALI



II INTERNATIONAL CONFERENCE ON HUMANITIES AND SOCIAL SCIENCES


27-28 NOVEMBER 2023

FOSTERING GLOBAL RESILIENCE
THROUGH CROSS-CULTURAL
COLLABORATION

PROGRAMME

ON-SITE

 ISCAP - Porto Accounting and Business School
Polytechnic of Porto, Portugal

 hssconference@iscap.ipp.pt

<https://hss23.sciencesconf.org>



MONDAY, 27TH NOVEMBER

Main Auditorium	Registration & Opening Session			
8:45-9:25	Conference Registration			
9:30- 9:50	Welcome and Opening Remarks	Professor Alexandra ALBUQUERQUE - Conference Coordinator Professor Karima BOUZIANE - Conference Coordinator Professor Mohamed YEOU - Dean of the Faculty of Letters and Humanities Chouaib Doukkali University Professor Manuel MOREIRA DA SILVA - Dean of ISCAP-P.PORTO		
10:00-11:00	Parallel Sessions			
Room 015	SESSION 1: International Business Practices			
Moderator: Jorge PACHECO	Kerstin SCHÜLLER Global Innovation and Sustainability	Cristina CARDOSO, Jorge PACHECO Leveraging Social Selling on LinkedIn for B2B Relationship Management in the COVID-19 Era	Joana GOMES-SILVA et. al. How much earliness and industry matter for the internationalization risk of new ventures?	Susana BERNARDINO et al. Young entrepreneurship in Portugal: Main motivations and barriers
Room 013-2	SESSION 2: Innovation and Global Practices			
Moderator: Adalmiro PEREIRA	Luís RAMALHO & Rui BERTUZI Um estudo comparativo entre os países da União Europeia dos impactos da adoção da IFRS 9 nas entidades do setor bancário	Gleibson de Andrade ARRUDA SILVA, João Carlos CORREIA LEITÃO & António JOÃO SANTOS NUNES Da liderança servidora ao compromisso de equipa: O papel mediador da liderança positiva	Patrícia ALMEIDA & Rui BERTUZI Um estudo sobre a escolha do modelo de mensuração subsequente dos ativos fixos tangíveis em sociedades anónimas	Inês PEREIRA, Jorge LOUREIRO, Sara GARCIA, Adalmiro PEREIRA & Tânia TEIXEIRA Norma de Contabilidade Pública 26 – Contabilidade e Relato Orçamental – Uma Abordagem
11:00 – 11:30	Coffee Break			

MONDAY, 27TH NOVEMBER

11:30-13:00

Parallel Sessions

Room 015	SESSSION 3: Information Society				
Moderator: Whitney BEVILL	Whitney BEVILL, Nova DOOLITTLE & Laura LANGBERG Weaponizing Information: The Power And Peril Of Information Capitalism	Venetia PAPA & Zenonas Theodosiou Visual Disinformation in the Era of generative AI tools: The case of Israel-Gaza Crisis	Yousra SBAIHI Stuck under the Rubble: How Stories from Disasters Shape Global Support	Erynn YOUNG Resisting algorithmic content moderation systems on TikTok with language	
Room 013-2	SESSION 4: Diversity and Resilience				
Moderator: Ana Luísa MARTINHO	Łukasz KRZYWOSZANSKI Cognitive and Coping Flexibility: Vital Personal Assets for Navigating Adversity and Bolstering Psychological Resilience in the Face of Contemporary Challenges and Threats	Leila CHERQAQUI Psychotherapy and its humanistic dimensions in the modern era: Self-centred therapy as an alternative	Ana Luísa MARTINHO et al. The role of Higher Education Institutions in promoting the integration of international students in Portugal, based on the European ENFEM project	Novykova INNOLA Higher education system in Latvia: aspect of education export	Manuel ARAÚJO, Ana LOPES, Paula PERES, Susana SILVA, Cândida SILVA Accelerate the use of more online and blended tools in academy: The ACADIGIA project results
13:00 - 14:00	Lunch Break				
14:00-15:00 Main Auditorium	Plenary Session (Zoom)				
Moderator: Graça Chorão	<i>AI-WRITING VS. HUMAN WRITING: HOW DIFFERENTLY DO THE MACHINES WRITE?</i> Keynote Speaker: George Mikros				

MONDAY, 27TH NOVEMBER

15:15-16:15

Parallel Sessions

Room 015	SESSION 5: Competencies development in different educational settings			
Moderator: Alexandra Albuquerque	Akihiro KAWASE, Takuo AOYAMA & Mitsuru TAMATANI Quantitative Analysis of Rhythmic Differences in Japanese Folk Songs	Teresa FUENTES Morán, Jesús TORRES DEL REY & Fátima GOMEZ Cáneba Developing specific accessibility principles for lexicographic resources	Cansu RENDECI Community Interpreters in a Changing World: The Resilience Factor	Junji ADACHI Akihiro KAWASE Cosmetic Network Analysis: Makeup Recommendations Based on Cultural Contexts and Occasion
Room 013-2	SESSION 6: Multimodal and cultural learning approaches			
Moderator: Paula Almeida	Ana ROMÃO & Sofia MENEZES The Importance of Cross-Cultural Approaches when Teaching Gender Mainstreaming	Sofia MENEZES Cross-cultural Communication Training in the Global European Village	Paula ALMEIDA Beyond face value: Mapping out visual competencies for non-fine arts students	Fátima GOMEZ-CANEBA Using Accessible Products to Learn About Heritage in Spanish: The Case of AD Scripts and Archaeology
16:20 – 16:50	Coffee Break			
20:00-23h30 Venue: Taberna Real do Fado	Conference Dinner			

TUESDAY, 28TH NOVEMBER

09:00-10:00 Main Auditorium	Plenary Session			
Moderator: Karima Bouziane	<i>TRANSLATION IN CULTURAL AND CREATIVE ECOSYSTEMS: FOSTERING ENTREPRENEURSHIP UNDER THE ROLE OF CROSS-CULTURAL COLLABORATION</i> Keynote Speaker: António Monteiro de Oliveira			
10:00-11:00	Parallel Sessions			
Room 015	SESSION 7: Policies and Voices			
Moderator: Sofia Menezes	Fernanda BONACHO, Helena PINA, Susana ARAÚJO The Narratives Mag: a place where stories live	Hanane EL AISSI Internationalizing Humanities: Morocco's Anglophone Policy	Maryeme OUCHEN Voicing the Silenced Narratives: The case of Jokes	Fernanda BONACHO, Helena PINA & Susana ARAÚJO Board game "Fala Barato": Challenging the relation with information, media and the Other
Room 013-2	SESSION 8: Workshop			
Moderator: Manuel Araújo	Agnieszka KABALSKA & Agnieszka PESZKO People IRL: How can they be embedded into projects and business models in challenging times?			
11:00 - 11:30	Coffee Break			

TUESDAY, 28TH NOVEMBER

11:30-12:30 Parallel Sessions

Room 015	SESSION 9: Challenges and risks in a turbulent world		
Moderator: Fernanda Bonacho	Agnieszka KABALSKA & Agnieszka PESZKO Project Management and Business Models: Managing how, with and for whom	Joana GOMES-SILVA, Miguel GONZÁLEZ-LOUREIRO, Fábio DUARTE & Ana BORGES Exploring the Causal Relationship between Risk and Commitment in the Uppsala Model: The Moderator Role of Earliness in Internationalization	Izabela FRANCKIEWICZ-OLCZAK Polish institution of culture in the context of the aggression of Russia on Ukraine and the mass migration of Ukrainian refugees to Poland

Room 015 12:30 – 13:00	Closing Session (with the presence of the Vice-president of the Scientific Board of ISCAP P.PORTO)		
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13:00 – 14:00 Lunch

15h30-16h30 Visit to the Lello Bookshop

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TRACK 1: Management, Economics, Cultural & Creative Industries

Vesna PETROVIĆ

Digital transformation and global challenges of sustainability and development

Mauro FIORE

Competitive Advantage and Innovation: impacts on the organisation's strategy and development paths

Oumnia BELKAOURI

La résilience des entreprises en difficultés : Le rôle des mécanismes de traitement des difficultés dans la résilience et le rebond des entreprises

Krithika VULAVALA

Influence of Heuristics on Charity Donations

Sarra WAKRIM & Siham KHALDI

Dynamic Capabilities and Strategic HRM: Fostering Resilience in Disruptive Business Environments

Firdaouss JAMAL & Wadi TAHRI

The impact of digital transformation on the performance of public establishments

Track 2: Arts, Humanities & Social Sciences

Afaf ELMAHDI

Cross cultural dialogues and Global resilience: Moroccan music festivals as a case Study

Karima BAKRI

La protection des utilisateurs de l'espace cybernétique : la France et le Maroc comme exemples

Abdelmounim BOUZIANE, Wadi TAHRI, Karima BOUZIANE

Gender Equity and Performance in Morocco: The Case of Big Four Audit Subsidiaries

Ignacio José Martin MORALEDA & Alejandro Hurtado REDONDO
Neural networks in scriptwriting: Experiments with ChapGPT-3

Nouh Alaoui MHAMDI

Moroccan Education: Bridging the Gender Empowerment Gap for Women's Social and Economic Resilience

Zsuzsanna BALAZS

Strategies of Cultural Resilience Amidst Increasing Threats to Artistic Freedom in Hungary

Samah FIFANI, Dounia RABHI, Abdelhakim QACHAR

The Impact of Technological Advancements and Automation on Workplace Well-Being: Theoretical Perspective

Bouchaib MOTAABBID
Méta-roman, autobiographie et résilience dans Le parfum des fleurs la nuit de Leïla Slimani

Mouad MBEKER

Exploring the Discursive Framing of Morocco's Outstanding Performance in the Qatar 2022 World Cup: A Multimodal Critical Discourse Analysis of Western News Coverage

Lamya MOUHSSINE

Les comportements de consommation d'eau dans le contexte du déficit hydrique : rôle de la perception des risques

Abdelkrim CHIRIG
Functional Translation: Bridging Cultural Divides by Decoding the Linguistic Mosaic of Advertisements

Abdelghani MOUSSAOUI
The Poetics of Spatial Representations of Casablanca in Postcolonial Moroccan Cinema

Track 2: Arts, Humanities & Social Sciences

Najib El MAHRAOUI, Mohamed MAROUANE, Ahmadou BOUYLMANI
Maintaining Cultural Identity Through Translation: Translating Riffian-Amazigh Proverbs into English as A Case Study

Benali ABIDI, Karima BOUZIANE, Alexandra ALBUQUERQUE
Enhancing Neural Machine Translation: A Comparative Analysis of ChatGpt, Google Translate, and Yandex for Improved Cross-Lingual Communication

Chaimae MAJDI, Hanane El MAJIDI, Mohammed DERDAR, Raja RHOUNI
Glass Ceiling in Companies: Changes and Resiliencies . The case of Morocco.

Lamya MOUHSSINE
Transformations des pratiques professionnelles dans le contexte de la Covid-19 : une étude auprès des professionnels travaillant avec les PSH

Fatima Ezzahra ECHEFAJ
Ethics and Governance of Artificial Intelligence in the National Innovation System: Challenges and Solutions

Marouane ZAKHIR
Indirect translation: Challenges of Poetry Retranslation

Hassan Ait NASSEUR
Synthesizing the Literature on Fake News and Disinformation, and Evaluating the Resilience Measures' Effectiveness : A Critical Analysis

Track 3: Education & Research

Marta MILANI
**Developing Intercultural
Competence: Limits and
Challenges**

Ahmed El Mehdi El JOUAD
**Academic and scientific
cooperation: Morocco-Spain**

Younes BOUYA
**L'école inclusive au Maroc : La
didactisation de la dyslexie**

Khalid EZRAIDI
**L'enseignement à distance dans
le système éducatif marocain :
un accommodage nécessaire
pour garantir la continuité
pédagogique**

Modeste Gnoka BOUABRÉ
**Digitalization of Programs and
University Resilience In Ivory
Coast: The Future of Young
University Graduates**

Youness ATTOU, Mahmoud
SEDDIK, Mohamed BENAISSA
**Critical Thinking Skills in Ticket 2
English: An Evaluative Study Omar
Elkhayam High School in Taza.
Morocco as a Case Study**