



المدرسة العليا
للاقتصاد وهران

ORAN GRADUATE
SCHOOL OF ECONOMICS

Oran Graduate School of Economics

NATIONAL SYMPOSIUM

ARTIFICIAL INTELLIGENCE IN THE SERVICE OF
ECONOMIC, AGRICULTURAL, ENERGY AND
HEALTH TRANSITIONS IN ALGERIA



June 1st & 2nd, 2026



Higher School of Economics (ESE) – Oran



ARGUMENT

ARTIFICIAL INTELLIGENCE (AI) IS NOW A KEY DRIVER OF TECHNOLOGICAL, ORGANIZATIONAL, AND SOCIETAL TRANSFORMATIONS WORLDWIDE. ITS PROGRESSIVE INTEGRATION INTO STRATEGIC SECTORS SUCH AS HEALTHCARE, TRANSPORTATION, EDUCATION, SERVICES, FINANCE, AND SECURITY DEMONSTRATES ITS POTENTIAL TO OPTIMIZE DECISION-MAKING PROCESSES, IMPROVE OPERATIONAL EFFICIENCY, AND ENHANCE THE QUALITY OF SERVICES OFFERED (DASH & SHARMA, 2022; HUANG & RUST, 2021). BEYOND AUTOMATING ROUTINE TASKS, AI IS NOW PART OF A DYNAMIC OF DECISION SUPPORT, EVEN AUTONOMOUS DECISION-MAKING, THUS REDEFINING THE TRADITIONAL BOUNDARIES BETWEEN HUMANS AND MACHINES.

HOWEVER, THE RISE OF THESE TECHNOLOGIES IS ACCOMPANIED BY MAJOR CHALLENGES RELATED TO THEIR SOCIAL AND ORGANIZATIONAL ACCEPTABILITY. AN INTERNATIONAL STUDY CONDUCTED BY KPMG IN 2023 ACROSS 17 COUNTRIES REVEALS THAT GLOBALLY, 61% OF RESPONDENTS EXPRESS SOME FORM OF MISTRUST TOWARD AI SYSTEMS, WHILE ONLY A THIRD DECLARE FULL ACCEPTANCE. THESE RESULTS HIGHLIGHT A TRUST DEFICIT THAT COULD HINDER THE ADOPTION OF AI-BASED SOLUTIONS. NOTABLY, THE HEALTHCARE SECTOR APPEARS TO ENJOY THE HIGHEST LEVEL OF TRUST (DIAGNOSIS, SCREENING, TREATMENT SUPPORT), WHICH CONTRASTS WITH THE EARLIER FINDINGS OF LONGONI ET AL. (2019), WHO REPORTED RELUCTANCE TOWARD AI-BASED MEDICAL SERVICES. THIS TREND SUGGESTS THAT SOCIAL PERCEPTIONS OF AI ARE DYNAMIC AND INFLUENCED BY USER EXPERIENCES, TECHNOLOGICAL MATURITY, AND THE INFORMATIONAL CONTEXT.

THE CONCERNS EXPRESSED BY USERS MAINLY RELATE TO CYBERSECURITY, THE PROTECTION OF PERSONAL DATA, ALGORITHMIC TRANSPARENCY, AND THE RISK OF REPLACING HUMAN JOBS. THESE ISSUES HIGHLIGHT THE NEED TO INTEGRATE AI DEVELOPMENT WITHIN A FRAMEWORK OF RESPONSIBLE GOVERNANCE, INCORPORATING APPROPRIATE REGULATORY, ETHICAL, AND TECHNICAL FRAMEWORKS.

ARGUMENT

FURTHERMORE, RECENT RESEARCH SHOWS THAT AI ALLOWS COMPANIES TO OFFER PERSONALIZED EXPERIENCES AND RECOMMENDATIONS TAILORED TO INDIVIDUAL PREFERENCES, WHICH ARE GENERALLY WELL-RECEIVED BY CONSUMERS (LONGONI & CIAN, 2022). HOWEVER, WHEN AI CROSSES THE THRESHOLD FROM SIMPLE ASSISTANCE TO FULL AUTOMATION OR AUTONOMOUS DECISION-MAKING, THE DEGREE OF ACCEPTANCE TENDS TO DECREASE (ANDRÉ ET AL., 2018; MALODIA ET AL., 2021). THIS AMBIVALENCE CAN BE EXPLAINED BY INDIVIDUAL FACTORS (TRUST, ATTITUDE, PERCEIVED RISK, NEED FOR CONTROL), ORGANIZATIONAL FACTORS (REPUTATION, CREDIBILITY, ACCOUNTABILITY), AND TECHNOLOGICAL FACTORS (DEGREE OF ALGORITHMIC AUTONOMY, EXPLAINABILITY, TRANSPARENCY) (PELTIER ET AL., 2024). THE ANALYSIS OF THESE DETERMINANTS IS AN EXTENSION OF TECHNOLOGY ADOPTION MODELS (TAM, UTAUT, PERCEIVED RISK THEORY) AND OPENS UP INTERDISCIPLINARY RESEARCH PERSPECTIVES MOBILIZING MARKETING, MANAGEMENT, PSYCHOLOGY, ECONOMICS AND ENGINEERING SCIENCES.

THIS SYMPOSIUM AIMS TO BE A SCIENTIFIC PLATFORM FOSTERING INTERDISCIPLINARY DIALOGUE BETWEEN RESEARCHERS, DOCTORAL STUDENTS, PRACTITIONERS, AND POLICYMAKERS, IN ORDER TO BETTER UNDERSTAND THE CONDITIONS FOR A RESPONSIBLE, INCLUSIVE, AND SUSTAINABLE DEPLOYMENT OF ARTIFICIAL INTELLIGENCE. THE OBJECTIVE IS TO COMBINE THEORETICAL ANALYSIS, EMPIRICAL VALIDATION, AND OPERATIONAL APPLICATIONS, CONTRIBUTING TO THE DEVELOPMENT OF ROBUST CONCEPTUAL FRAMEWORKS AND THE GUIDANCE OF PUBLIC POLICIES AND ORGANIZATIONAL STRATEGIES.

CONFERENCE THEMES

THE MAIN THEMES OF THE CONFERENCE CAN BE SUMMARIZED IN THE FOLLOWING POINTS:

- 1 ARTIFICIAL INTELLIGENCE AND THE TRANSFORMATION OF THE DIGITAL ECONOMY
- 2 FACTORS INFLUENCING THE APPROPRIATION AND ADOPTION OF ARTIFICIAL INTELLIGENCE
- 3 RESPONSIBLE AI AND CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS
- 4 AGRICULTURE AND AGROECOLOGICAL TRANSITION IN THE AGE OF AI
- 5 HEALTH AND ARTIFICIAL INTELLIGENCE
- 6 ARTIFICIAL INTELLIGENCE AND HIGHER EDUCATION
- 7 ARTIFICIAL INTELLIGENCE AND ENERGY EFFICIENCY (ENERGY EFFICIENCY, RESPONSIBLE DESIGN...)
- 8 ETHICAL ISSUES AND SOCIETAL IMPACTS OF AI (CYBERSECURITY, DATA PROTECTION)

THE SYMPOSIUM COMMITTEES

SCIENTIFIC COMMITTEE:

SEMAOUNE KHALISSA, HIGHER SCHOOL OF ECONOMICS OF ORAN, PRESIDENT OF THE SCIENTIFIC COUNCIL
YACHBA KHADIDJA, HIGHER SCHOOL OF ECONOMICS OF ORAN
MALIKI SAMIR, UNIVERSITY OF TLEMCEN
KHIATI MOSTÉFA, UNIVERSITY OF TLEMCEN
AÏT YAHIA KAMILA, HIGHER SCHOOL OF COMMERCIAL STUDIES
GHIDOUCHE FAOUZI, HIGHER SCHOOL OF COMMERCIAL STUDIES
SAIDANI AMEL, HIGHER SCHOOL OF COMMERCIAL STUDIES
BENSLIMANE AMINE, HIGHER SCHOOL OF COMMERCIAL STUDIES
GUESSOUM AHMED, NATIONAL SCHOOL OF ARTIFICIAL INTELLIGENCE
BERRANI SIDAHMED, NATIONAL SCHOOL OF ARTIFICIAL INTELLIGENCE
MELKEMI KAMEL EDDINE, UNIVERSITY OF BATNA 2
KOUAHLA ZINEDDINE, UNIVERSITY OF BATNA 2
AOUFFEN NABIL, FACULTY OF MEDICINE, UNIVERSITY OF ORAN 1
SENOUCI BENABBOU, HIGHER SCHOOL OF ECONOMICS
DAOUD FATIHA, ORAN HIGHER SCHOOL OF ECONOMICS
ELMOUBAREK MOHAMED, ORAN HIGHER SCHOOL OF ECONOMICS
BOURI NASSIMA, ORAN HIGHER SCHOOL OF ECONOMICS
DEKKICHE DJAMEL, ORAN HIGHER SCHOOL OF ECONOMICS
NACERI MOSTEPHA, ORAN HIGHER SCHOOL OF ECONOMICS
RENNANE RABEH, ORAN HIGHER SCHOOL OF ECONOMICS
DJAFRI AMMAR, ORAN HIGHER SCHOOL OF ECONOMICS
MOULAY KHATIR SAMIA, ORAN HIGHER SCHOOL OF ECONOMICS
MAHMOUDI ELHACHEMI, ORAN HIGHER SCHOOL OF ECONOMICS
DELHOUM SABRINA, ORAN HIGHER SCHOOL OF ECONOMICS

STEERING COMMITTEE:

DEKKICHE DJAMEL, HIGHER SCHOOL OF ECONOMICS OF ORAN, PRESIDENT OF THE ORGANIZING COMMITTEE
BELHADJ AHMED NADJIA, HIGHER SCHOOL OF ECONOMICS OF ORAN
GHARBI AMEL HADJBIA, HIGHER SCHOOL OF ECONOMICS OF ORAN
ARGILLOS AMEL, HIGHER SCHOOL OF ECONOMICS OF ORAN
DELHOUM SABRINA, HIGHER SCHOOL OF ECONOMICS OF ORAN
SAIDI MOHAMED, HIGHER SCHOOL OF ECONOMICS OF ORAN
BENSLIMANE AMINE, SCHOOL OF HIGHER COMMERCIAL STUDIES
BELHAIMEUR MAROUA, HIGHER SCHOOL OF ECONOMICS OF ORAN
BELKEDROUSSI KAWTHAR, HIGHER SCHOOL OF ECONOMICS OF ORAN

IMPORTANT INFORMATION

CALENDAR:

- DEADLINE FOR SUBMITTING LONG ABSTRACTS: APRIL 30, 2026
- RESPONSES TO AUTHORS: MAY 5, 2026
- DEADLINE FOR SUBMITTING FINAL PAPERS (AFTER CORRECTION AND CONSIDERATION OF COMMENTS): MAY 20, 2026
- RESPONSES TO AUTHORS AND OPENING OF REGISTRATION: MAY 25, 2026
- CONFERENCE DATES: JUNE 1-2, 2026

SUBMISSION & EDITORIAL GUIDELINES:

- PROPOSALS (LONG ABSTRACTS) IN ONE OF THE THREE LANGUAGES (ARABIC, FRENCH, ENGLISH) SHOULD BE SUBMITTED TO THE FOLLOWING ADDRESS: IA.TRANSITION.DZ@GMAIL.COM
- THE NUMBER OF PAGES FOR LONG ABSTRACTS SHOULD BE BETWEEN 5 AND 7 PAGES; THIS SHOULD INCLUDE: BACKGROUND, LITERATURE REVIEW, METHODOLOGY, MAIN RESULTS AND BIBLIOGRAPHY.
- THE TITLE PAGE MUST INCLUDE: THE AUTHORS' FULL NAMES, THEIR ROLES, THEIR PROFESSIONAL CONTACT DETAILS AND THE TITLE OF THEIR COMMUNICATION.
- BIBLIOGRAPHICAL REFERENCES SHOULD APPEAR AT THE END OF THE COMMUNICATION IN ALPHABETICAL ORDER. ONLY CITE SOURCES THAT APPEAR CLEARLY IN THE BODY OF THE TEXT.

PLACE:

Higher School of Economics (ESE) – Oran



BP 65 CH2 ACHABA HNIFI, TECHNOPOLE USTO, 31000 BIR EL DJIR, ORAN.

USEFUL LINKS:



ADDRESS FOR SUBMITTING COMMUNICATIONS: IA.TRANSITION.DZ@GMAIL.COM



WEBSITE: WWW.ESE-ORAN.DZ



LINKEDIN: [HTTPS://WWW.LINKEDIN.COM/COMPANY/ESEORAN2023/?ORIGINALSUBDOMAIN=DZ](https://www.linkedin.com/company/eSEORAN2023/?originalsubdomain=DZ) FACEBOOK:



WWW.FACEBOOK.COM/ESEORAN31/