PROGRAM

26 INTERNATIONAL FORUM
ON APPLIED SCIENCES
AND INNOVATION

November 10, 2025 / Bangkok - Thailand, Online

ASI-BKK'2025

National Centre for Scientific Promotion and Innovation - CNPSI-



November 10-13, 2025 $\,$ 9:30 AM - 12:30 AM /Panel α Environmental Engineering »

Chairs: Gabriel Borowski (POL), Ahmed Rhif (TUN)

| ID | Presenter | Title |
|-----|---------------------------|---|
| 203 | Hamoudi Souaad | Numerical modelind of the thermal convection in a inclined square cavity of non- Newtonian fluids saturated in a porous medium Selma lounis, Redha Rebhi, Soufiane Rahal, Haciane Yamina |
| 11 | Shahid Ahmad | Design & Architecture of Future- Ready Indian Cars: A UX Approach Utkarsh Chaudhari, Ranganath M Singari, S.L. Bhandarkar |
| 04 | Malbila Etienne | Development of eco-friendly concrete made from Plastic waste and aggregates for civil engineering applications: the case of rainwater drainage channels Zoma Fati, Ouoba Tani |
| 06 | Natthapol Sriratanasak | oward Human-Like Manipulation: A Dexterous Robotic Hand for Complex Grasping Tasks with Real-Time Control via Flex Sensor-based Glove Pisak Chermprayong, Mattana Santasnachok, Ekkachai Sutheerasak |
| 5 | Fariat Yousra | Insights into Nucleation and Growth of CuS Thin Films: Mechanistic Approach for Enhanced Photovoltaic Efficiency |
| 201 | Lobna Abid | The Dynamic Relationship Between Industry 4.0 and Renewable Energy Adoption: A Comparative Analysis of Developed and Developing Countries |
| 204 | Salma Fathallah | Building Information Modelling for Asset Management in Tangier Med Passenger Port Hamid Ech-Cheikh |
| 200 | Lobna Abid | Artificial Intelligence for Waste Recycling: A Smart Solution for Developing Urban Areas : A case study of Sfax, Tunisia |
| 08 | Oumaima Ben Laghlagh | Geological And Hydrological Approach To Surface Water Pollution The Case Of The Haut Inaouene Catchment Area Jamal Naoura |
| 202 | Prachi Mishra | Spatiotemporal Analysis of Methane Emissions from Municipal Solid Waste Landfills in Delhi : A Correlation Study with Ndvi and Lst Kailash Tiwari, Rubeena Vohra |

November 10-13, 2025 9:00 AM - 12:30 AM /Panel « Management & Governance/New Approaches in Marketing Research»

Chairs: Bei Lyu (THA), Mira Kartiwi (MYS)

| ID | Presenter | Title |
|----|----------------|--|
| 3 | Harouak Chayma | Cultural diversity and employee's organizational commitment in the Moroccan workplaces Esslimani Bouchra |
| 5 | Romila Sinha | Holographic Interfaces for Employee Training in Renewable Energy Management: A Paradigm Shift in Green HR Practices Jaya Ganesan, Divya Harinarayan |
| 13 | Ritu Sharma | Emotional Intelligence in Management and Governance: A Literature Review of Theory and Application Jaya Ganesan |

| 8 | El Filali Mohamed | Al at the Service of Education: Rethinking University Governance in the Era of Digital Transformation Asmae Ourdi, Lamyae Khattabi, Mohamed Azmour, Mustapha Bachiri, Mohammed Beddaa |
|----|-------------------|--|
| 7 | Divya Harinarayan | Future-Proof Leadership: Integrating Diversity, Equity and Inclusion for Sustainable Growth. Jaya Ganesan, Romila Sinha |
| 12 | Ritu Sharma | The Digital Scholar: A SWOT Analysis of Al-Driven Innovation in Academic Ecosystems Jaya Ganesan |
| 4 | Oumaïma Khayar | The Effect of AI on Emotional Personalization in Advertising and Its Impact on Online Consumer Engagement Abla Berrada |
| 22 | Nassouh Nada | When Performance Meets Purpose: Reconciling Profitability and Responsibility in Brand Relationships *Abla Berrada** |
| 19 | Niema Farhati | How Small Is Big Enough? The Impact of Reduced Follower Count on Buying Behavior: A Systematic Literature Review Mohammed Ben Amar |

November 10-13, 2025 $\,$ 14:30 PM - 17:00 AM /Panel- Economic Strategies & International Finance Chairs : Christina Aquino (PHL), Hiroko Kawamorita (JPN)

| ID | Presenter | Title |
|-----|--------------------------|--|
| 202 | Narimen Rdhaounia | Intellectuel capital and inflation in Tunisia evidance from a double PCA and Ardl approach 1991-2024 Malek Elweriemmi |
| 201 | Fatma Safi | Al-Driven Environmental Sustainability: Dynamic Models and Policy Implications for a Greener Future Bassem Elsafi |
| 209 | Narimen Rdhaounia | The Complex Trilogy of Shadow Economy, Inflation, and Economic Growth: Evidence from Mena Countries |
| 14 | Prerana Kjain | Feeding Economies, Starving Ecosystems: Evidence from a Panel Analysis of Biodiversity Hotspots Jamel eddine mkadmi |
| 207 | Marwen Ghouil | The determinants banking of performance in Tunisia |
| 21 | Hind Sabir | Monnaie numérique de la banque centrale et souveraineté monétaire : opportunités et défis pour le Maroc Rachid Ouchchekh |
| 203 | Nguyen Binh An | From Corporate Ethics To Legalization: The Role Of Csr In Risk Governance Among Export- Oriented Firms In Vietnam |
| 206 | Nesrine Nouasse | Big Data in Territorial Marketing: what impact on the tourist image of a city Hanane Fali |
| 204 | Ghizlane Salam | University supply and the job market in Morocco: An attempt at analysis |
| 01 | Saravanapriya Murugan | Navigating the Digital Transition: Addressing E-Banking and Workforce Challenges in India's Public Sector Banks Suganthalakshmi |

November 10-13, 2025 14:30 PM - 17:00 AM /Panel- Artificial intelligence & Application Chairs : Ahmed Rhif (TUN), Sangam Shrestha (THA)

| ID | Presenter | Title |
|-----|---|--|
| 2 | Franch Maverick Lorilla | A Lightweight Edge AI Framework for Adaptive Traffic Signal Control in Mid-Sized Philippine Cities Alex Maureal |
| 7 | Mohamed Badouch | HITRS: A Novel Framework for Intelligent Tourism Recommender Systems based on reinforcement learning <i>Mehdi Boutaounte</i> |
| 1 | Ranasinghe Arachchige Induru Wimansha | Al-Powered Crop Monitoring and Pythium Prevention in Small-Scale Hydroponic Systems Senarathne D.M.N.P.S., Rathnaweera W.L.B.H., H.B.T.N Karunarathna., Akshi De. Silva., Sanjeewi Chandrasiri |
| 9 | Mansour Diouf | Modeling Candidate Selection with Multi-Quota Constraints |
| 201 | Loembe Souamy Rostand Martialy Davy | An Enhancement of Synchronization of Chaos to The Applications of the Drive Principle of a Synchronized Responsive based a Reference Observer of DCSK by Comparing the Performance Between GC-DCSK I and GC-DCSKII over AWGN of Chaotic System <i>Johan Ange Abena</i> |
| 06 | Nattakit Thanawitsatien | Validating Warehouse Picking Strategies Using Simulation: Case Study of a Plumbing Equipment Firm Phattara Khumprom, Suchit Pongnumkul, Wanatchapong Kongkaew, Antoun Yaacoub |