

PROGRAM

TH 26 INTERNATIONAL FORUM ON APPLIED SCIENCES AND INNOVATION

November 10-11, 2025 / Bangkok - Thailand

ASI-BKK'2025



26 International Forum on Applied Sciences and I'Innovation ASI-Bangkok 2025

ASI-Bangkok'2025 Forum, in its Anglophone edition, organized by the National Centre for Scientific Promotion and Innovation (CNPSI) and the American Centre: Sciences & Innovation LLC, returns to BANGKOK as a distinguished platform for strategic dialogue and collaboration, uniting industry executives, thought leaders, innovators, and academic researchers.

Join us for ASI-Bangkok'2025, guided by its inspiring vision:

TOWARDS A BETTER WORLD

CREATE, INNOVATE, PRODUCE AND SHARE

International Forum on Applied Sciences and I'Innovation ASI-Bangkok

RES

**Renewable Energy, Environment
and Sustainability**

IBEM

**Innovation in Business,
Economics & Marketing
Research**

CEIT

**Control Engineering &
Information Technology**

◆ This forum offers a diverse array of panels, each designed to address key topics and foster insightful discussions among experts and participants.

Professional panels on:

- Advances in Signal processing and Network Technologies
- Economic Strategies & International Finance
- Architecture, Design and Heat Transfer
- Electrical Engineering
- Chemical Engineering and Materials
- Environment & Biotechnology Applications
- Control, Identification & Modelling
- Management & Governance
- Digital Transformation & Information Technology
- New Approaches in Marketing Research



Steering Committee



Ahmed Rhif
(TUN)



Anindrya Nastiti
(IDN)



Christina Aquino
(PHL)



Divya Tanwar
(IND)



Garima Singh
(IND)



Jade H.Y. (Junan)
Chen (TWN)



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(THA)



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(MYS)



Kasitorn Pooparadai
(THA)



Mira Kartiwi
(MYS)



Nidhi Sharma
(IND)



Nwe Nwe Soe
(THA)



Pinial Khan
(CHN)



Uma Langkulsen
(THA)



Velentina Das
(IND)



4569
PARTICIPANTS



118
EVENTS



21
PARTNERS



76
NATIONALITIES



■ Mapping - Participants from Previous Sessions

Tunisia: 2195	China: 23	United States: 11	Kenya: 7	Croatia: 5	Austria: 4	Kuwait: 4	Palestine: 3	Finland: 2	Mexico: 2	Mali: 2	Belarus: 2	Hungary: 1
Algeria: 1728	Senegal: 20	Canada: 10	United Kingdom: 7	Gabon: 5	Cameroon: 4	Pakistan: 4	Chad: 3	Ghana: 2	Niger: 2	Sudan: 2	Brazil: 1	Nigeria: 1
Turkey: 216	India: 18	Saudi Arabia: 8	Egypt: 6	Japan: 5	Colombia: 4	Belgium: 3	Turkmenistan: 3	Guinea: 2	Oman: 2	South Africa: 2	Bulgaria: 1	Philippines: 1
Morocco: 601	Romania: 17	Mauritania: 8	Thailand: 6	Jordan: 5	Iraq: 4	Spain: 3	Yemen: 3	Iran: 2	Netherlands: 2	Taiwan: 2	Djibouti: 1	Singapore: 1
Libya: 43	Russia: 14	Ivory Coast: 7	Australia: 5	Malaysia: 5	Italy: 4	Greece: 3	Burkina Faso: 2	Ireland: 2	Poland: 2	Vietnam: 3	Estonia: 1	Syria: 1
France: 38	Germany: 11	Indonesia: 7	Azerbaijan: 5	Ukraine: 5	Kazakhstan: 4	Serbia: 3	Ethiopia: 2	Lebanon: 2	DR Congo: 3	Benin: 2	Guadeloupe: 1	



Opening : 8h30 GMT

Welcome Speech & Organisers Description (CNPSI And S&I Centres)

National Center for Scientific Promotion and Innovation (CNPSI)



Is an organization that promotes scientific research and innovation worldwide without discrimination. It acts as a bridge between young people and experienced professionals in academia, industry, and startups through scientific events, conferences, seminars, forums, workshops, training programs, publications in peer-reviewed scientific journals, and socio-cultural activities.

Sciences & Innovation LLC (S&I)



Registered in USA and located on 1209 Mountain RD PL NE 7033, Albuquerque NM 87110, represents a renewed collaboration between academic researchers and professionals on one hand, and international institutions and those from USA and North Africa on the other. It spans a wide range of research and innovation disciplines.

November 10, 2025 8:30 - 10:30 GMT

Technical Committee : Sangam Shrestha(THA),Garima Bhardwaj Shukla(IND),Phattara Khumprom,(THA),Thittaporn Ganokratanaa (THA),Uma Maheswari Manoharan(IND),Lavanyasri Rathinavel,(IND),Mariepatek Dedeers,(THA),Nattinee Krathumkhet,(THA),Nidhi Sharma,(IND),Atcharapit Promoppatum(THA),Rongrong Cheacharoen,(THA),Uma Langkulsen (THA)

Chairs :Ahmed Rhif (TUN), Nwe Nwe Soe Hlaing (THA), Chanchai Techawatcharapaikul (THA),Chalee Vorakulpipat (THA),Uma Langkulsen (THA),Claudia Fernanda Yasar (TUR)

ID	Presenter	Title
201	Lobna Abid	The Dynamic Relationship Between Industry 4.0 and Renewable Energy Adoption: A Comparative Analysis of Developed and Developing Countries
04	Malbila Etienne	Development of eco-friendly concrete made from Plastic waste and aggregates for civil engineering applications: the case of rainwater drainage channels <i>Co-authors : Zoma Fati, Ouoba Tani</i>
200	Lobna Abid	Artificial Intelligence for Waste Recycling: A Smart Solution for Developing Urban Areas : A case study of Sfax, Tunisia
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>Co-author : Johan Ange Abena</i>
06	Phattara Khumprom	Validating Warehouse Picking Strategies Using Simulation: Case Study of a Plumbing Equipment Firm <i>Co-authors: Wanatchapong Kongkaew ,Antoun Yaacoub, Nattakit Thanawitsatien</i>
09	Mansour Diouf	Modeling Candidate Selection with Multi-Quota Constraints
13	Yusuf Öztürk	Cavitation Phenomena in Cryogenic Pumps for Liquid Methane Applications <i>Co-author: Claudia Fernanda Yaşar</i>
2	Alex Maureal	Lightweight Edge AI Framework for Adaptive Traffic Signal Control in Mid-Sized Philippine Cities <i>Co-author :Franch Maverick Lorilla</i>

November 10, 2025 12H00 - 13H30 GMT

Technical Committee: Christina Aquino (PHL) - Mira Kartiwi (MYS) - Kasitorn Pooparadai (THA) - Jaswinder Kaur (IND)- Mut Somoeun (KHM) - Pahlaj Moolio (KHM) - Pairach (Champ) Piboonrunroj (THA) - Ploypailin Kijkasiwat (THA)- Renuka Sharma (IND) - Roopam Agrawal (IND) Supaprawat Siripipatthanakul (THA) - Thoudam Prabha Devi (IND)- Maebeama Thoudam (KHM) - Nayaka Artha Wicesa (IDN)

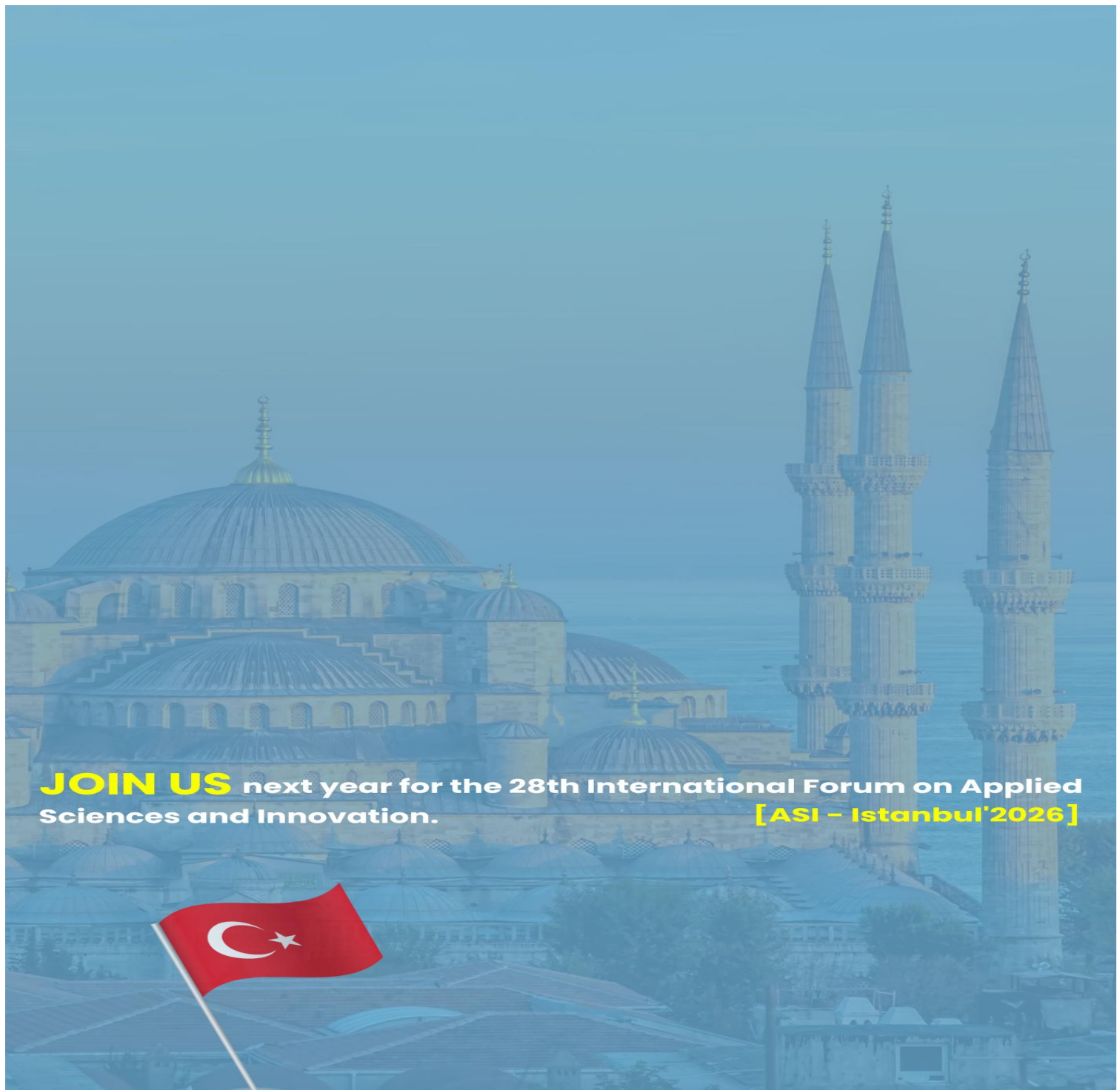
Chairs : Ahmed Rhif(TUN) - Kasitorn Pooparadai (THA), Garima Singh (IND) -Ridhima Sharma (IND)

ID	Presenter	Title
5	Romila Sinha	Holographic Interfaces for Employee Training in Renewable Energy Management: A Paradigm Shift in Green HR Practices <i>Co-authors : Jaya Ganesan ,Divya Harinarayan</i>
8	El Filali Mohamed	AI at the Service of Education: Rethinking University Governance in the Era of Digital Transformation <i>Co-authors :Asmae Ourdi, Lamyae Khattabi, Mohamed Azmour, Mustapha Bachiri, Mohammed Beddaa</i>
4	Oumaïma Khayar	The Effect of AI on Emotional Personalization in Advertising and Its Impact on Online Consumer Engagement <i>Co-author : Abla Berrada</i>

25	Takwa Abdallah	ESG Scores and Financial Performance : The Moderating Role of Board Diversity in French Companies <i>Co-author : Younes Boujelbene</i>
210	Sara ouassou	Cybersécurité : Développer un état d'esprit digital : Cas de la société Philips Healthcare
24	Samia Ben Amor	Fintech et restructuration du secteur bancaire <i>Co-author : Younes boujelbene</i>

Publication :

- All Presented Papers Will Be Published On The Conference Proceedings.
- Extended versions of selected high quality papers will be considered for publication in one of the forum relative indexed journals.



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ASI-BKK'2025

November 11, 2025 8:00 - 10:30 GMT

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ID	Presenter	Title
206	Nouasse Nesrine	Big Data in Territorial Marketing: what impact on the tourist image of a city <i>Co-author :Fali Hanan</i>
21	Hind Sabir	Monnaie numérique de la banque centrale et souveraineté monétaire : opportunités et défis pour le Maroc <i>Co-author :Rachid Ouchchekh</i>
14	Prerana K Jain	Feeding Economies, Starving Ecosystems: Evidence from a Panel Analysis of Biodiversity Hotspots
12	Ritu Sharma	The Digital Scholar : A SWOT Analysis of AI-Driven Innovation in Academic Ecosystems <i>Co-author:Jaya Ganesan</i>
212	El Mounouar Farah	Le soft power et la diplomatie économique : cas du maroc en afrique
214	Tadlaoui Sara	Mitigating risks and uncertainty in HRM: The emerging role of artificial intelligence <i>Co-authors :Hamida Lahjouji, Aziza Mahil, Mohamed Tabaa</i>
13	Ritu Sharma	Emotional Intelligence in Management and Governance: A Literature Review of Theory and Application <i>Co-authors :Jaya Ganesan</i>
211	RolandGbèdolo Attinsounon	Innovations et productivité agricole dans l'UEMOA <i>Co-authors :Idrissa Yaya Diandy , Alastaire Sèna Alinsato</i>

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ID	Presenter	Title
202	Prachi Mishra	Spatiotemporal Analysis of Methane Emissions from Municipal Solid Waste Landfills in Delhi : A Correlation Study with Ndvi and Lst <i>Co-authors : Kailash Tiwari, Rubeena Vohra</i>
5	Fariat Yousra	Insights into Nucleation and Growth of CuS Thin Films: Mechanistic Approach for Enhanced Photovoltaic Efficiency <i>Co-authors : Khoumri El Mati,Ait Elaiyachi Omar,Battiwa Imane</i>
11	Shahid Ahmad	Design & Architecture of Future- Ready Indian Cars: A UX Approach <i>Co-authors : Utkarsh Chaudhari, Ranganath M Singari, S.L. Bhandarkar</i>
8	Oumaima Ben Laghlagh	Geological And Hydrological Approach To Surface Water Pollution The Case Of The Haut Inaouene Catchment Area <i>Co-authors : Jamal Naoura</i>
203	Hamoudi Souaad	Title Numerical modelind of the thermal convection in a inclined square cavity of non-Newtonian fluids saturated in a porous medium <i>Co-authors : Selma lounis, Redha Rebhi, Soufiane Rahal , Hacıane Yamina</i>
204	Fathallah Salma	Building Information Modeling for Asset Management in Tanger Med Passenger Port <i>Co-authors : Abdelhadi El Mouden ,Ech-Cheikh Hamid</i>
205	Benahmed Lamia	Analyse de performance d'un système de rafraîchissement utilisant l'énergie solaire thermique
14	Mohammed El Fatih Meknaci	Space Syntax-Driven Analysis of Bechar's Urban Form: Pathways to Enhancing Saharan City Sustainability <i>Co-authors : Xingping Wang</i>
1C	Ranasinghe Arachchige Induru Wimansha	AI-Powered Crop Monitoring and Pythium Prevention in Small-Scale Hydroponic Systems <i>Co-authors : Senarathne D.M.N.P.S., Rathnaweera W.L.B.H., H.B.T.N Karunaratna., Akshi De,Silva, Sanjeevi Chandrasiri</i>
203C	B Gayathri	Innovative Interfaces: Designing an Alexa-Enabled Smart Message Display System

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Chairs : Ahmed Rhif(TUN) - Kasitorn Pooparadai (THA), Garima Singh (IND) -Ridhima Sharma (IND)

ID	Presenter	Title
3	Harouak Chayma	Cultural diversity and employee's organizational commitment in the Moroccan workplaces <i>Co-authors : Esslimani Bouchra</i>
202	Narimen Rdhaounia	Intellectual capital and inflation in Tunisia evidence from a double PCA and Ardl approach 1991-2024 <i>Co-authors : Malek Elweriemmi</i>
203	Nguyen Binh An	From Corporate Ethics To Legalization: The Role Of Csr In Risk Governance Among

204	Ghizlane Salam	University supply and the job market in Morocco: An attempt at analysis
201	Fatma Safi	AI-Driven Environmental Sustainability: Dynamic Models and Policy Implications for a Greener Future <i>Co-authors : Bassem Elsaifi</i>
7	Divya Harinarayan	Future-Proof Leadership: Integrating Diversity, Equity and Inclusion for Sustainable Growth <i>Co-authors : Jaya Ganesan , Romila Sinha</i>
209	Narimen Rdhaounia	The Complex Trilogy of Shadow Economy, Inflation, and Economic Growth: Evidence from MENA Countries <i>Co-authors : Malek Elweriemmi</i>
207	Marwen Ghouil	The determinants banking of performance in Tunisia <i>Co-authors : Jamel eddine Mkadmi</i>
22	Nassouh Nada	When Performance Meets Purpose : Reconciling Profitability and Responsibility in Brand Relationships <i>Co-authors : Abla Berrada</i>
19	Niema Farhati	How Small Is Big Enough? The Impact of Reduced Follower Count on Buying Behavior: A Systematic Literature Review <i>Co-authors : Mohammed Ben Amar</i>
1	Saravanapriya Murugan	Navigating the Digital Transition: Addressing E-Banking and Workforce Challenges in India's Public Sector Banks <i>Co-authors : T. Suganthalakshmi</i>

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