



INTERNATIONAL CONFERENCE ON HUMANITIES AND SOCIAL SCIENCES

14-15 JULY 2025

AI for Humanity

Interdisciplinary Approaches to Ethical, Cultural, and Social Change

PROGRAMME



ISCAP – Polytechnic of Porto, Portugal



hssconference@iscap.ipp.pt



<https://hss25.sciencesconf.org/>

MONDAY, 14TH JULY

9:00-9:30	Registration					
9:30-10:00	Opening Session		Professor Alexandra ALBUQUERQUE– Conference Coordinator, Vice Director of CEOS.PP, ISCAP, Polytechnic of Porto, Portugal. Professor Mohamed YEOU – Dean of the Faculty of Letters and Humanities of Chouaïb Doukkali University, El Jadida, Morocco			Main Auditorium +Zoom
10:00-10:45	PLENARY SESSION					Chair:
	The Stylistic Fingerprint of AI: Evaluating Language Model Adaptability from Ancient Greek to Modernist Prose		Georgios MIKROS Chief Scientific at Qognity, Professor of Computational and Quantitative Linguistics at Hamad Bin Khalifa University, Qatar			
10:45-11:15	Coffee Break					
11:15-12:45 Parallel Session 1						
Room 015	AI for Social Justice and Equity					
Chair: [....]	Patrícia AZEVEDO CEOS.PP/ ESTG-P.Porto, Porto, Portugal Artificial Intelligence and Fundamental Rights: Legal Perspective for Justice and Equity	Halima TAOUIL, Ahmed ARARE, Abdelhak SAHIBEDDINE Chouaib Doukkali University, LERSEM, ENCGJ, El Jadida, Morocco Artificial Intelligence for Sustainable Tourism Management: A comparative study of Marrakech and Málaga	Fatima Ezzahrae KHALLAOUI Moulay Ismail University, Laboratory of Economics and Management, Meknes, Morocco Artificial Intelligence for Sustainable Natural Resource Management: Challenges and Opportunities	Latifa HAFDI IDRISSE Ibn Tofail University, LITARRIP, ESEF, Kénitra, Morocco The Power of Digital Disconnection in a Hyperconnected Era: Exploring Moroccan Tertiary Students’ Attitudes	Younma TOUBI, Amina KHALLOUFI Chouaib Doukkali University, FSJES, El Jadida, Morocco Artificial Intelligence as a Normative Actor: Towards a Silent Privatization of Law?	Anastasia-Mălina CIOLOCA Transilvania University, Faculty of Psychology and Educational Sciences, Brasov, Romania Using the ChatGPT Artificial Intelligence System, a Complementary Solution for the Modern Teacher on Improving his own Professional Performance
13:00 - 14:15	Lunch Break					

MONDAY, 14TH JULY

11:15-12:45

Parallel Session 1

Room 024	AI in Education and Pedagogy				
Chair: [...]	Khadija SEKKAL <i>Sidi Mohamed Ben Abdellah University, Faculty of Letters and Humanities Sais, Fez, Morocco</i> The Influence of ChatGPT on the Writing Practices of Tertiary Students in Morocco: From Pre-writing to Revision	Oumaima BELGAMRA <i>Mohammed V University, Faculty of Educational Sciences, Rabat, Morocco</i> Exploring EFL Reading Patterns Using Webcam Eye Tracking: Preliminary Insights and Applications	Susana BASTOS <i>Polytechnic of Porto, Porto Accounting and Business School, Porto, Portugal</i> Implementing AI in Accounting: How to Do It?	Youssef BOUTAHAR <i>Sidi Mohamed Ben Abdellah University, LSHA, Fez, Morocco</i> Boon or Bane ? Navigating The Impact of AI Text Generators on Moroccan University Students' Academic Writing	Said JEBARA , Youssef LGHAZI, Mustapha BASSIRI <i>Université Hassan II, Laboratoire Multidisciplinaire en Sciences de l'Éducation et Ingénierie de la Formation, Casablanca, Morocco</i> Acceptation de l'intelligence artificielle par les élèves dans l'enseignement des sciences : Analyse à partir du modèle UTAUT
13:00 - 14:15	Lunch Break				

MONDAY, 14TH JULY

14:15-15:15

Session 2

Room 015		Ethics, Governance, and Responsible AI			
Chair: [....]	Armin HEYDARI <i>Harvard University, Department of Philosophy, Massachusetts, USA</i> Deeply Opaque Black Boxes as a Unique Problem for the Democratic Governance of AI	Hatim El FAROUKI, Karima BOUZIANE <i>University of Chouaib Doukkali, ALCS, FLHS, El Jadida, Morocco</i> Make AI Great Again: The Rise of AI-Generated Political Propaganda in Trump's Digital Campaigns	Paulo ALCARVA <i>Instituto Superior de Contabilidade e Administração do Porto (ISCAP), CEOS.PP, Porto, Portugal</i> Algorithmic Fairness in Financial Services: Toward Inclusive and Responsible AI-driven Credit Scoring	Aya MAHIR, Houda BENARBI, Abdessalam WASSIM NAJEH <i>Chouaib Doukkali University, LERSEM, ENCG, El Jadida, Morocco</i> Artificial Intelligence and the Human Side of Finance: Understanding Investor Behavior in the Moroccan Banking Sector	Anabela MESQUITA, Maria João CASTRO, Isabel VIEIRA <i>Instituto Superior de Contabilidade e Administração do Porto (ISCAP), CEOS.PP, Porto, Portugal</i> Designing Responsible AI: Ethics, Governance, and Social Implications
15:15-15:35		Coffee Break			

MONDAY, 14TH JULY

15:35-
16:50

Session 3

Room 015	AI in Education and Pedagogy					
Chair: [....]	Achraf ABDOULMOULAH, Hassane RAZKANE, Mohamed YEOU <i>Chouaib Doukkali University, ALCS Laboratory, FLHS, El Jadida, Morocco</i> The Effect of AI-Generated Feedback on Undergraduate Students' English-Speaking Skills: A Quasi-Experimental Study	Mihaela VOINEA <i>Transilvania University of Brasov, Faculty of Psychology and Education Sciences, Brasov, Romania</i> Teacher`s Role in Developing Human Skills in Digitalized Society	Fadwa SALHI, Rhita Sabri <i>Université Ibn Tofail, Laboratoire de recherche en sciences de gestion des organisations , Kénitra, Morocco</i> Teaching Innovation with Technology: How Augmented Reality is Reshaping Education'	Ana Paula LOPES <i>CEOS.PP, Coimbra Business School, Coimbra, Portugal</i> Integrating Gesture Analysis and AI: Developing Software for Legal Interaction Assessment	Jihane ES-SARRAD, Bouchaib BENZEHAF, Hassane RAZKANE <i>Chouaib Doukkali University, ALCS, FLHS, El Jadida, Morocco</i> Critical Reading in the AI Era: A Study of Moroccan EFL Undergraduate Students' Perceptions	Aziz OUCHLIKH <i>Chouaib Doukkali University, ALCS, El Jadida, Morocco</i> The Challenges of Soft Skills Training in the Age of Artificial Intelligence

TUESDAY, 15TH JULY

Main Auditorium +Zoom	PLENARY SESSION		
9:30-10:15	Artificial Intelligence in Society: Human-Centred Innovation, Ethics, and Equity	Goreti MARREIROS <i>President, Portuguese Association for Artificial Intelligence (APPIA)</i> <i>Senior Coordinating Professor, Instituto Superior de Engenharia do Porto (ISEP), Portugal</i>	Chair: Alexandra ALBUQUERQUE

10:15-11:30	Parallel Session 4
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Room 015	AI and Cultural Diversity				
Chair: [....]	Hanan BENNOUDI , <i>Ibn Zohr University, CHALS, Agadir, Morocco</i> Boutaina CHERKAOUI <i>Chouaib Doukkali University, ALCS, FLHS, El Jadida, Morocco</i> AI Translation, friend or foe?	Abdelkrim CHIRIG, Karima BOUZIANE <i>Chouaib Doukkali University, ALCS, FLHS, El Jadida, Morocco</i> AI vs Human Expertise in Subtitling: A Comparative Study of Translation Accuracy and Cultural Adaptation – A Case Study of <i>Soul</i> (2020)	Nikolina BORČIĆ <i>Zagreb University, Faculty of Political Sciences, Zagreb, Croatia</i> Communicative Dimensions of ChatGPT 4.0 Responses in Four Languages: Informative and Persuasive Functions Based on Media Sources	Hafssa LAABDI <i>Chouaib Doukkali University, ALCS, FLHS, El Jadida, Morocco</i> Cultural Mediation in GenAI English Translation of Arabic Proverbs: A Comparative Evaluation of DeepSeek, Qwen 2.5, and ChatGPT-4o	Luciana OLIVEIRA, Célia TAVARES <i>Instituto Superior de Contabilidade e Administração do Porto (ISCAP), CEOS.PP, Portugal</i> Generative AI in Education: Evaluating Students' Perceptions of Critical Thinking Impact

11:30-11:45	Coffee Break
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TUESDAY, 15TH JULY

10:15-11:30	Parallel Session 4		
Room 024	Interdisciplinary Studies in AI and Humanity		
Chair: [...]	Sarah OUBERNI, Doha HARRAG <i>Chouaib Doukkali University, LIRO, ENCG, El Jadida, Morocco</i> Towards Continuous Auditing through AI: Opportunities, Challenges, and Future Perspectives	Abdelmounim BOUZIANE <i>Chouaib Doukkali University, LIRO, El Jadida, Morocco</i> The Impact of AI on Internal Audit Quality: A Case Study in a Hospital Group in Morocco	Ana Clara BORREGO, Rute ABREU, Francisco CARREIRA <i>CEOS-PP/IPPortalegre, Instituto Politécnico da Guarda, Instituto Politécnico de Setúbal</i> Accountability na Educação e na Demografia como impulsionadores da Responsabilidade Social do Governo Local
11:30-11:45	Coffee Break		

TUESDAY, 15TH JULY

11:45-12:45	Session 5			
Room 015	AI in Education and Pedagogy			
Chair: [...]	Lalla Meriem OUAHIDI <i>Sultan Mouly Slimane University, Faculty of Arts and Humanities, Béni Mellal, Morocco</i> Artificial Intelligence, the New Partner for Doctoral Students: A Blessing or a Curse	Nada EL KHATTABI <i>Moulay Ismail University, Laboratory of Applied Linguistics, Meknes, Morocco</i> AI Writing Assistants' Impact on Writing and Academic Integrity of English Ph.D. Students at Moulay Ismail University		Fernanda BONACHO et al. <i>IPL-Escola Superior de Comunicação Social, Lisboa, Portugal</i> Pick Pick: Leveraging AI for Customising Analogue Games in Inclusive and Personalised Learning Environments
13:00 - 14:15	Lunch Break			

TUESDAY, 15TH JULY

14:15-15:15	Parallel Session 6				
Room 015	AI for Social Justice, Equity & Education				
Chair: [...]	Mouad MBEKER <i>Chouaib Doukkali University, ALCS, FLHS, El Jadida, Morocco</i> Algorithmic Affinities: Political Framing in GROK 3 and the Role of Corporate Leadership in Shaping AI Ideology	Salma MRABAT, Siham KHALDI <i>Moulay Ismail University, Laboratory of Research in Economic and Management Sciences, Meknes, Morocco</i> Employer Branding and HR Marketing: Strategies for Talent Attraction and Retention	Inês Veiga PEREIRA, Marta FERNANDES, Paula PERES <i>CEOS P.P, Porto, Portugal</i> Personalized Recommender Systems and Consumer Trust: Balancing Prediction, Privacy and Transparency in AI-Driven Commerce	Inês Veiga PEREIRA, Ana AZEVEDO, Jerónimo BARBOSA <i>Instituto Superior de Contabilidade e Administração do Porto (ISCAP), CEOS.PP, Portugal</i> AgroVila: Communication and Trust in Short Food Supply Chains – A Digital Platform for Sustainability, Inclusion and Local Resilience	Hanae TRENNOU <i>Ibn Tofail University, FLLA, Kénitra, Morocco</i> Teaching FLE in the Digital Age: Synergy between Artificial Intelligence and Playful Approaches
15:15 – 15:35	Coffee Break				

TUESDAY, 15TH JULY

14:15-15:15	Parallel Session 6				
Room 015	AI for Social Justice and Equity				
Chair: [...]	Juliano Maurício de CARVALHO, Mônica Santos MARTINS, Gabriela Mackert OCCHIPINTI <i>Universidade Estadual Paulista, São Paulo, Brazil</i> Desafios E Oportunidades Da Inteligência Artificial No Futuro Do Trabalho: Um Olhar Para O Sul Global	Eunice Braga PEREIRA <i>Universidade Federal do Pará, Faculdade de Letras, Belém, Brazil</i> Uso ético de IAs na produção textual acadêmica: análise de interações de alunos da licenciatura em Letras	Aziza El MOUHTADI <i>Université Ibn Tofail, Faculté des Lettres et des Langues , LLAIP, Kénitra, Morocco</i> L'intelligence artificielle générative dans l'apprentissage du FLE à l'université : regards croisés sur personnalisation et éthique	Maha TOUZANI, Laila CHERRADI <i>Université Ibnou Zohr Agadir, ENCG, Agadir, Morocco</i> Utilisation de l'IA pour lutter contre la désinformation dans les médias et réseaux sociaux : cas de la cause palestinienne	Maryem JMAHRI, Issam EL FILALI <i>Chouaib Doukkali Universit, El Jadida, Morocco</i> Artificial Intelligence and Inclusive Tax Policy: Conditions for Fair Implementation in the Moroccan Context
15:15 – 15:35	Coffee Break				

TUESDAY, 15TH JULY

Main Auditorium	Closing Session
15:45-16:15	Professor Karima BOUZIANE - Conference Coordinator Associate Professor of Chouaib Doukkali Universit, El Jadida, Morocco Professor Manuel SILVA – Dean of ISCAP- P.PORTO

20:00-23:00	Conference Dinner
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Track 1: AI in Information Systems and Technology

Andrea ALBERICI, Nevila BACI

Tirana University, Faculty of Economics, Tirana, Albania

Intentional Agentic Integration: A Framework for Reliable Multi-Agent Systems in Enterprise Environments

El Ayammi HAJAR, Wadi TAHRI

National School of Business and Management (ENCG) of El Jadida, LIRO Research Laboratory, El Jadida, Morocco

The role of information systems in managing teleworking teams: between organisational challenges and managerial innovation

Majlinda GODOLJA, Arjola SINANI

University of Tirana, Faculty of Economy, Tirana, Albania

Using AI to Make Smarter Pricing Decisions in the Hotel Industry

Tea TAVANXHIU, Kozeta SEVRANI

University of Tirana, Faculty of Economics, Tirana, Albania

AI in Requirements Engineering and Information System Design: Advances, Challenges, and Future Directions

Track 2: AI for Social Justice and Equity

Adriana Silva TANISUE

*Universidade Federal do Estado do Rio De Janeiro (Unirio),
Rio De Janeiro, Brasil*

AI for Social Justice: Digital Humanities and
Artificial Intelligence for Empowering
Quilombola Communities

**Chaimae MAJDI, Mohammed DERDAR,
Raja RHOUNI**

*Chouaib Doukkali University, ALCS, FLHS, El Jadida,
Morocco, L'Université Internationale de Casablanca*

The Feminized AI: Gendered Labor, Digital
Obedience, and the Subaltern Machine

Hanane EL MAJIDI

*Université Internationale de Casablanca, Casablanca,
Morocco*

Intelligence artificielle et diversité de genre :
état des lieux des pratiques en entreprise au
Maroc

Track 3: AI in Humanities and Social Science Research

Khalid CHELLALI, Mohamed El Amine MOUMINE

University Hassan II, LSCS-Lab, Casablanca, Morocco

Enhancing the Human in the Humanities: Investigating AI
Integration in Morocco's Postgraduate Academic Research

Lamiae MAMOUNE, Safae KHARMACH

University of Sidi Mohammed Ben Abdallah, CREDIF, Fez, Morocco

AI Tools in Academic Research: Perceptions, Adoption and
Challenges among Moroccans Students Researchers

Track 4: Ethics, Governance, and Responsible AI

Laureta DOMI

University of Tirana, Faculty of Economy, Tirana, Albania

AI Ethics and Bias: An Exploratory Study on Ethical Considerations and Potential Biases in AI-Driven Banking Services

Leandro Nascimento de OLIVEIRA

Fundação Casa de Rui Barbosa, Rio de Janeiro, Brasil

Inteligência Artificial para o Patrimônio Cultural e a Transparência Pública: Abordagens Éticas da Curadoria Digital à Contabilidade Governamental

Zahra ELAMINE

Sidi Mohamed Ben Abdellah University, Laboratory of private law and development issues, Fez, Morocco

The Contribution of Artificial Intelligence Tools to the Fight Against Sexual Violence in Morocco: A Critical Reflection

Track 5: AI in Education and Pedagogy

**Abdelaziz MAHBOUB,
Yassin RAZKAoui**

*Université Abdelmalek Essâadi,
Laboratoire de recherche en sciences de
l'information, de la communication, et
du discours, Tetouan, Morocco*

L'IA au service de
l'éducation inclusive des
élèves autistes : enjeux
et rôle des auxiliaires de
vie scolaire

Younes BOUYA

*Hassan II University of Casablanca, FSAC,
Casablanca, Morocco*

Optimisation de la
Pédagogie Universitaire au
Maroc par l'Analyse
Transactionnelle : Étude de
Cas des Étudiants
Scientifiques de la Faculté
des Sciences Ain Chock

Wissal EL

**FOUGOUR, Mohamed
ERRADI**

*Normal School of Tetouan, Abdelmalek
Essaadi University, Tetouan, Morocco*

Smart Spacing in Smart
Learning: A Review of
Spaced Repetition and
Metacognition in E-
Learning Systems

**Zakaria EDDHAHRY,
Mohamed YEOU, Daouia
LAABOUDI**

*Chouaib Doukkali University, ALCS, FLHS, El
Jadida, Morocco*

The Possibility of AI
Replacing Traditional
Aphasic Language Tests:
Benefits and Challenges

**Neli Nikolaeva
VOYNOVA**

*St. Cyril and Methodius University of
Veliko Tarnovo, Faculty of Modern
Languages, Veliko Tarnovo, Bulgaria*

Custom GPTs in
University Exam
Preparation: A Useful
Tool or an Intelligent
Transcriber

**Mohammed Salmene G
RICHE**

*Sidi Mohamed Ben Abdellah University,
CREDIF Laboratory Faculty of Letters
and Human Sciences Dhar El Mahraz,
Fez, Morocco*

A Systematic Literature
Review of GenAI
Integration in Foreign
Language Education in
Higher Education

Kaoutar CHAHBANE

*Abdelmalek Essaadi University, Fahd School
of Translation (ESRFT), Tangier, Morocco*

Enhancing Educational
Quality in Higher Education:
Integrating Media, ICTs, and
Artificial Intelligence for
Sustainable Advancement

**Soukaina OUAHBI, Ali
WARI**

*Moulay Ismail University, Faculty of Arts
and Humanities, Meknes, Morocco*

Beyond the Dictionary:
How AI is Redefining
Vocabulary Acquisition

**Otmane EL HOSAYNY,
Mohamed YEOU, Hassane
RAZKANE**

*Chouaib Doukkali University, ALCS, FLHS, El
Jadida, Morocco*

Thinking about Thinking: An
Examination of
Postgraduate Students'
Metacognitive Strategies in
AI-Assisted Academic
Writing

Track 6: Interdisciplinary Studies in AI and Humanity

Chaimae RACHID

University Mohammed V, Faculty of Educational Sciences , Rabat, Morocco

AI applications of the Spreading Activation Model, Lexical Priming and the Semantic Web - A Comprehensive Review

Hafsa LEMSIEH, Abdenmour CHATTAOU, Nacer MAHOUE

Hassan II University, Casablanca, Morocco

L'impact de l'intelligence artificielle générative sur le commerce électronique: Cas du Maroc

Doha HARRAG, Sarah OUBERNI, Issam EL FILALI

Chouaib Doukkali University LIRO, ENCG, El Jadida, Morocco

The Future Auditor: Internal Audit Transformation and the Rise of Strategic Professionalism

Kaoutar EL HAMZI, Khalid EL YADARI

Cadi Ayyad University, NPG, Marrakesh, Morocco

Exploring the Relationship between Green HRM and Artificial Intelligence: A Bibliometric Mapping Approach

Bouchaib MOTAABBID

Chouaib Doukkali University, El Jadida, Morocco

La multigénéricité dans Le Regard d'Aurea: règles du genre et logiques éditoriales

Track 7: AI and Cultural Diversity

Mouna BAHRI

Ibnou Zohr University, Agadir, Morocco

Creativity and Fidelity in Legal Translation: A Comparative Study of Human and AI-Generated Translations of Legal Texts

Abdelmounim BOUZIANE

Chouaib Doukkali University, LIRO, El Jadida, Morocco

Karima BOUZIANE,

Chouaib Doukkali University, ALCS, FLHS, El Jadida, Morocco

The Impact of AI-Assisted Translation on Internal Audit Quality in an International Corporation