



جامعة شعيب الدكالي
F. O. A. U. C. I. C. I. A. F. O. A. A. R. K. H. C.
Université Chouaib Doukkali



3rd

INTERNATIONAL CONFERENCE ON HUMANITIES AND SOCIAL SCIENCES

14-15 JULY 2025

AI for Humanity

Interdisciplinary Approaches to Ethical,
Cultural, and Social Change

ON-SITE

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: https://videoconf-colibri.zoom.us/j/99269906549
10:00-10:45	PLENARY SESSION					Chair: Graça CHORÃO
	The Stylistic Fingerprint of AI: Evaluating Language Model Adaptability from Ancient Greek to Modernist Prose		Georgios MIKROS Chief Scientific Advisor 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: Abdelmounim BOUZIANE	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	Younna 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:
Hanan
BENNOUDI

Khadija SEKKAL
*Sidi Mohamed Ben Abdellah
University, Faculty of Letters
and Humanities Sais, Fez,
Morocco*

The Influence of
ChatGPT on the
Writing Practices of
Tertiary Students in
Morocco: From Pre-
writing to Revision

Oumaima BELGAMRA
*Mohammed V University, Faculty
of Educational Sciences, Rabat,
Morocco*

Exploring EFL Reading
Patterns Using Webcam
Eye Tracking:
Preliminary Insights and
Applications

Susana BASTOS
*Polytechnic of Porto, Porto
Accounting and Business School,
Porto, Portugal*

Implementing AI in
Accounting: How to Do
It?

Youssef BOUTAHAR
*ENS-FES, Sidi Mohamed Ben
Abdellah University, LSHA, Fez,
Morocco*

Boon or Bane ?
Navigating The Impact
of AI Text Generators
on Moroccan University
Students' Academic
Writing

**Luciana OLIVEIRA, Célia
TAVARES**
*Instituto Superior de
Contabilidade e Administração do
Porto (ISCAP), CEOS.PP, Portugal*

Generative AI in
Education: Evaluating
Students' Perceptions of
Critical Thinking Impact

**Said JEBARA , Youssef
LGHAZI, Mustapha
BASSIRI**
*Université Hassan II, Laboratoire
Multidisciplinaire en Sciences de
l'Éducation et Ingénierie de la
Formation, Casablanca, Morocco*

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: Isabel Vieira	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	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: Ana
Paula
LOPES

**Achraf ABDOULMOULAH,
Hassane RAZKANE,
Mohamed YEOU**

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

**The Effect of AI-Generated
Feedback on Undergraduate
Students' English-Speaking
Skills: A Quasi-Experimental
Study**

Mihaela VOINEA

*Transilvania University of Brasov, Faculty
of Psychology and Education Sciences,
Brasov, Romania*

**Teacher's Role in Developing
Human Skills in Digitalized
Society**

Fadwa SALHI, Rhita Sabri

*Université Ibn Tofail, Laboratoire de
recherche en sciences de gestion des
organisations, ENCG, Kénitra, Morocco*

**Teaching Innovation with
Technology: How Augmented
Reality Is Reshaping
Education**

Ana Paula LOPES

*CEOS.PP, Coimbra Business School,
Coimbra, Portugal*

**Integrating Gesture Analysis
and AI: Developing
Software for Legal
Interaction Assessment**

**Jihane ES-SARRAD,
Bouchaib BENZEHAF,
Hassane RAZKANE**

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

**Critical Reading in the AI
Era: A Study of Moroccan
EFL Undergraduate
Students' Perceptions**

TUESDAY, 15TH JULY

Main Auditorium ZOOM: https://videoconf-colibri.zoom.us/j/99269906549	PLENARY SESSION		
9:30-10:15	Artificial Intelligence in Society: Human-Centered 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

Room 015	AI and Cultural Diversity				
Chair: Youssef Boutahar	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	Khalil HAMIDI, Karima BOUZIANE, Alexandra ALBUQUERQUE <i>Chouaib Doukkali University, ISCAP, CEOS.PP</i> Inclusive linguistic and visual content for Nonnative English speakers: A cross-cultural multimodal evaluation

TUESDAY, 15TH JULY

10:15-11:30	Parallel Session 4				
Room 024	Interdisciplinary Studies in AI and Humanity				
Chair: Fernanda BONACHO	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	André ROCHA, Fernanda BONACHO, Filipa LOPES, Joana SOUZA, Nuno PALMA <i>IPL-Escola Superior de Comunicação Social, Lisboa, Portugal</i> Pick Pick: Leveraging AI for Customising Analogue Games in Inclusive and Personalised Learning Environments	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	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 for Social Justice, Equity & Education			
Chair: Inês Veiga PEREIRA	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
13:00 - 14:15	Lunch Break			

TUESDAY, 15TH JULY

14:15-15:15	Parallel Session 6			
Room 015	Interdisciplinary Studies in AI and Humanity			
Chair: Adalberto Fernandes	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	Hanae TRENNOU, Najem Eddin SOUGHATI <i>Ibn Tofail University, FLLA, Kénitra, Morocco</i> Teaching FLE in the Digital Age: Synergy between Artificial Intelligence and Playful Approaches	Adalberto Fernandes <i>CEOS.PP- ISCAP-P.Porto</i> Artificial Intelligence, Creativity and the end of Human Sovereignty	Jerónimo Paiva <i>CEOS.PP- ISCAP-P.Porto</i> The Technology Acceptance Model (TAM): A Meta-Analytic Structural Equation Modeling (MASEM) Approach to Explaining The Adoption Of GenAI tools in Higher Education
15:15 – 15:35	Coffee Break			

TUESDAY, 15TH JULY

14:15-15:15	Parallel Session 6			
Room 024	AI for Social Justice and Equity			
Chair: Alexandra Albuquerque	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	Aziza El MOUHTADI, Najem Eddin SOUGHATI, Souhad CHLAKA <i>Université Ibn Tofail, Faculté des Langues, des Lettres et des Arts, 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, FLSH, Chouaib Doukkali University, El Jadida, Morocco/CEOS.PP, ISCAP, Polytechnic of Porto, Portugal. 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

**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

Andrea ALBERICI, Nevila BACI
*Tirana University, Faculty of Economics, Tirana,
Albania*

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

**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

Lamiaë 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

Mohammed Salmane GRICHE

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

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

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

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

Soukaina OUAHBI, Ali WARI

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

Beyond the Dictionary: How AI is Redefining Vocabulary Acquisition

Zakaria EDDHAHIRY, Mohamed YEOU, Daouia LAABOUDI

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

Ai versus Traditional Aphasic language Diagnostic Tests between Academic findings and clinical realities

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

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

Nada EL KHATTABI

Moulay Ismail University, Laboratory of Applied Linguistics, Meknes, Morocco

The Perceived Impact Of AI Writing Assistants On Writing Practices And Academic Integrity Among English Doctoral Students At Moulay Ismail University

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**