

Keynote Speakers

April 8, 2025 (Tuesday)

9:00 – 10:30 Welcome, Networking and Coffee

10:30 – 11:00 Conference Opening Ceremony

11:00 – 11:40, April 8, 2025 (Tuesday) – Opening Keynote

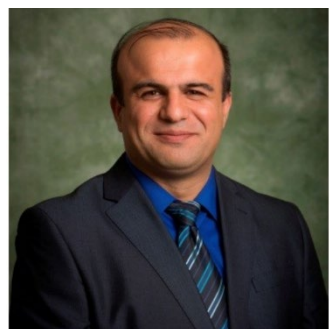


Professor Nawfel Azami
Professor, National Institute of Posts and Telecommunications (INPT)
Rabat, Morocco

Keynote Title: Towards Mine 4.0: Artificial Intelligence at the Service of the Mining Industry

Professor Nawfel Azami is a world-renowned scientist and the author of several patents. A professor at the National Institute of Posts and Telecommunications (INPT) in Rabat, his research focuses on several areas covering data processing for rapid material composition prediction, as well as optical computing and quantum computing, particularly for high-speed optical chips and cryptography. He has authored numerous scientific publications and has contributed to major advancements, including deep learning for anomaly detection in the mining industry and optical tomography for blood glucose monitoring. In 2020, he participated in the development of Mabrouka, an artificial ventilator designed in response to the COVID-19 pandemic, demonstrating his commitment to innovation in the service of society.

11:40 – 12:20, April 8, 2025 (Tuesday) – Keynote



Dr. Mohammad T. Khasawneh, Ph.D.
SUNY Distinguished Professor
Director, School of Systems Science and Industrial Engineering
Director, Watson Institute for Systems Excellence
Director, Healthcare Systems Engineering Center
Graduate Program Director, Executive Master of Science in Health Systems
Thomas J. Watson College of Engineering and Applied Science
Binghamton University, State University of New York (SUNY)
Binghamton, New York
U.S.A.

Keynote Title: The Watson Institute for Systems Excellence (WISE): A Model for Industry-Academia Collaboration

Dr. Mohammad Khasawneh is a SUNY Distinguished Professor and Director of the School of Systems Science & Industrial Engineering at Binghamton University. He received his Ph.D. in Industrial Engineering from Clemson University, South Carolina, in August 2003, and his B.S. and M.S. in Mechanical Engineering from Jordan University of Science and Technology, Jordan, in 1998 and 2000, respectively. Dr. Khasawneh's research is focused on healthcare systems engineering. Dr. Khasawneh currently serves as the Director for the Watson Institute for Systems Excellence (WISE), an institute for advanced studies that generates 3-4 million US\$ in research funds annually. In addition, he currently serves as the founding director of the Healthcare Systems Engineering Center, an organized research center (ORC) at Binghamton University.

Since 2003, Dr. Khasawneh has been leading a wide spectrum of projects with U.S. hospital systems that focus on applied research in the area of healthcare systems engineering. More specifically, his research is focused on the novel application of systems engineering to transform healthcare systems into high-performance environments that produce better patient outcomes at lower costs. His work is applied in ways that lead to optimal healthcare, including more efficient use of hospital resources; better outpatient scheduling; streamlined patient flow; improved patient satisfaction; reduced hospital-acquired conditions (e.g., infections and patient falls) through predictive analytics; and improved clinical, operational and financial performance using advanced data science methods.

His health systems engineering center generates over \$1.5 million annually in sponsored research from various healthcare and hospital systems. Building on a successful research program and partnerships with health systems around the country and an academic concentration/minor, at the graduate/undergraduate levels, Dr. Khasawneh developed a 12-month Executive Master of Science with a Health Systems Concentration, which has been offered in Manhattan since 2013. He also helped develop a new M.S. degree program in Healthcare Systems Engineering, which has been offered at Binghamton University since 2018.

Over the years, Dr. Khasawneh presented his research at various national and international conferences, including China, India, Mexico, Jordan, Korea, Thailand, Japan, Turkey, Indonesia, and Canada. Dr. Khasawneh's research activities thus far have led to 80+ refereed journal articles, 175+ conference articles, one patent, and three new invention disclosures. In addition, his sponsored research efforts thus far have resulted in over \$25 million in external funding and over 39 million in software/equipment grants. Since 2003, Dr. Khasawneh graduated 41 doctoral students and 100+ MS students with the thesis option.

In 2006, Dr. Khasawneh received a U.S. Air Force Summer Faculty Fellowship to evaluate the use of multi-sensory cues to improve the landing of unmanned aerial vehicles. In 2009, he received another fellowship from the U.S. Air Force Office of Scientific Research to design ergonomic computer workstations for very large displays. Dr. Khasawneh received the State University of New York (SUNY) Chancellor's Award for Excellence in Teaching in 2011, the University Award for Outstanding Graduate Director in 2015, the University Award for Excellence in International Education

in 2016, and the SUNY Chancellor's Award for Excellence in Scholarship and Creative Activities in 2021. He is a member of the Alpha Pi Mu and Alpha Epsilon Lambda honor societies.

Dr. Khasawneh also holds the Diplomate status with the Society for Health Systems (SHS), a professional society within the Institute of Industrial and Systems Engineers (IISE) that supports the industrial engineering profession and individuals involved with improving quality and productivity within healthcare. More recently, Dr. Khasawneh was also recently recognized as an IISE Fellow, the highest classification of the IISE membership. Dr. Khasawneh also holds an honorary visiting professor position with the Industrial Engineering Department at Hebei University of Technology in Tianjin, China, and Vellore Institute of Technology in Vellore, India.

12:20 – 1:00, April 8, 2025 (Tuesday) – Keynote



Professor Jamal El Baz
Full Professor, Ibn Zohr University
Agadir, Morocco

Keynote Title: Supply chain resilience in the New Normal: challenges and opportunities

Jamal El Baz is a Full Professor in Operations Management and Supply Chain Management at Ibn Zohr University in Morocco. Professor El Baz's research interests include sustainability in supply chains, risk management and corporate social responsibility. He has published 43 papers at various prestigious journals in the field of business management and operations management such as the International Journal of Production Economics, Annals of Operations Research, Journal of Business Ethics, and the International Journal of Operations & Production Management. Professor El Baz has been awarded the Fulbright Fellowship at College of Charleston and is Chair of the African Working Group "Sustainable supply chains and business continuity."

He is a visiting professor at Strasbourg University, and is a member of numerous OM and SCM associations including the Institute for Operations Research and the Management Science (INFORMS), the Association Internationale de Recherche en Logistique (AIRL-SCM), and the African Federation of Operations Research Society (AFROS).

April 9, 2025 (Wednesday)

9:00 – 10:30 Parallel Sessions

10:30 – 11:00 Coffee Break

11:00 – 11:40, April 9, 2025 (Wednesday) – Keynote



Najlaa ELGUENNOUNI
Plant Manager
FORVIA FAS, Kenitra, Morocco

Keynote Title: Operational Excellence in Motion: Developing Efficient Management Systems for the Automotive Industry

Najlaa ELGUENNOUNI is a seasoned Industrial Engineer with a specialization in Process Engineering. A graduate of the prestigious Ecole Nationale de l'Industrie, she earned her degree in 2004 and has since built a distinguished career in the industrial sector, amassing 20 years of expertise in managing and optimizing operational processes across various industries. In 2005, she began her professional journey as a Production Supervisor. In this role, she was responsible for overseeing all production activities within different workshops, focusing on process improvements to enhance efficiency and product quality. Her efforts led to a 20% increase in production efficiency through better line balancing and the elimination of wait times. In 2016, Najlaa ELGUENNOUNI joined FORVIA as an UAP Manager. She managed a team of 400 employees, including eight production supervisors and a quality engineer. Her leadership and team collaboration resulted in significant production improvements, her work also focused on optimizing ramp-ups and operations process for key projects. Additionally, she led cross-functional productivity improvement groups, continuously driving operational excellence. In 2021, Najlaa ELGUENNOUNI took on the role of Deputy Plant Manager, where she managed the operational aspects of the Plant and monitored key performance indicators such as production, quality, scrap, and MPM. This role was pivotal in preparing her for her current position as Plant Manager, where she now leads a team of 1500 employees across 14 departments. These departments include UAPs of production, Launch, Engineering, Maintenance, HSE, Quality, PC&L, Finance, FES&P, HR, and more. Under her leadership, the Plant continues to thrive through innovation, operational efficiency, and the cultivation of a collaborative work environment. Najlaa ELGUENNOUNI's career is marked by a commitment to excellence in process optimization, team leadership, and strategic growth. Her extensive experience across various leadership roles has made her an influential figure in the industrial sector.

11:40 – 12:20, April 9, 2025 (Wednesday) – Keynote



Ronald McGarvey, PhD, HDR
Full Professor, Department of Operations Management
IÉSEG School of Management
Paris-La Défense, France

Enseignant-chercheur
Lille Economie Management (LEM)
CNRS UMR 9221, Lille, France

Keynote Title: Balancing Efficiency and Effectiveness in Resource Allocation Modelling – How to Tradeoff Finances versus Fairness?

Ronald McGarvey is a Full Professor of Operations Management at IÉSEG School of Management in Paris-La Défense, France, where he also holds a position as an Enseignant-chercheur at the CNRS (Centre national de la recherche scientifique) laboratory Lille Economie Management UMR 9221. Previously he was an Associate Professor of Industrial Engineering, with a joint position in Public Affairs, at the University of Missouri in

Columbia, Missouri, USA. He spent 20 years as an Operations Researcher in a Federally Funded Research and Development Center, RAND Corporation, during which time he led multi-disciplinary teams examining research topics on behalf of senior-level military leaders (three- and four-star generals) in the US Air Force. Prof. McGarvey holds a PhD in Industrial Engineering and Operations Research from Pennsylvania State University and an HDR (Habilitation à diriger des recherches) in Industrial Engineering from Université Toulouse III - Paul Sabatier. He has published over 50 articles in peer-reviewed journals such as Journal of the Operational Research Society, European Journal of Operational Research, and Computers & Operations Research. His research, with total awards in excess of \$4 million, has been sponsored by governmental organizations at the International (ERASMUS), Federal (US Department of Agriculture), State (Missouri Department of Transportation) and Regional (Hauts-de-France) levels, non-governmental organizations (World Wildlife Fund), and private industry (Boeing, Anheuser-Busch, Bayer, Schneider Electric, Honeywell).

12:20 – 1:00, April 9, 2025 (Wednesday) – Keynote



Dr. Rupa Vasudevan
Chancellor
Bharatiya Engineering Science and Technology Innovation University (BEST IU)
Anantapur, Andhra Pradesh, India

Keynote Title: Entrepreneurship and sustainability in higher education

Dr. Rupa Vasudevan is an Educationist, Sociopreneur, Founder and Co-Chairperson of BEST Group (Gatti Valley Educational Institutions). She is the Chancellor of Bharatiya Engineering Science and Technology Innovation University (BEST IU), a State Private University established in Anantapur, Andhra Pradesh. Co-Founder and Director of Evergreen Naturals – EN, a company that focuses on cheaper availability of high-quality agricultural inputs to small and marginal farmers, monitoring growth and farming practices and helping in establishing forward and backward linkages in supply chain management. She is Appointed as one of the ten academicians in the General and Executive Council of Karnataka State Higher Education Council- KSHEC, apex body on education in the State. Regional Co-Chair for ASSOCHAM – Telangana, Andhra Pradesh and Karnataka State. Founder and Global President of World Forum for Education, an independent non-profit organization working globally to advance sustainable development, humanitarian response and facilitating public good through Knowledge sharing and Education. Trustee of Apna Desh Foundation, a Foundation that spearheads initiatives, finding meaningful ways to make a difference to our farmers while documenting best traditional practices from rural areas of the states of Karnataka, Kerala and Tamil Nadu and Andhra Pradesh. Honorary Trustee of Disha Bharat, a non-profit social organisation that works in the field of value education. Member, Governing Council of Indic Academy (INDICA) – a non-traditional University for traditional knowledge systems. And Member, Governing Council of India Foundation, New Delhi.

April 10, 2025 (Thursday)

9:00 – 10:30 – Parallel Sessions

10:30 – 11:00 - Coffee Break

11:00 – 11:40, April 10, 2025 (Thursday) – Keynote



Professor Mohammed BENOUEARREK
Director of Strategy, Organization and Human Capital – PROMAMEC Group
Vice- President, Reach Out

Keynote Title: The Human Resources Management viewed from a Supply Chain logic perspective

Mohammed BENOUEARREK belongs both to the academia field and professional world. He is the director of Strategy, Organization and Human Capital at PROMAMEC Group. With more than 25 years of experience in different sectors, he has cumulated in parallel an extensive expertise in the academic domain. He has been teaching and lecturing in different universities and higher education schools like Ecole Centrale, AUI, UIR, ISCAE, ENCG, HEM, etc. He coordinates currently the MBA program in Human Resources Management at UM6SS. Mr. Benouarrek a bachelor's degree in Linguistics, a master's degree in Applied Humanities, a Master's degree in Management Development, and PhD in communication and cross disciplinary approaches. In parallel with his professional duties is has acted as a senior Consultant in HRM, organization, restructuring and change management. He has taught courses in strategic management, organization, leadership people management, human resources management, interpersonal communication, emotional intelligence, and change management. Mr. Benouarrek is a member of several HR advisory boards and university advisory boards. He is as well Vice-president of reach out foundation. He published numerous articles on personal development, human resources management, agile management, change management and restructuring, to name but a few. He is also author of 3 published books; the last one is entitled The HR Triangles (2020). He has received several awards and recognition in HRM and change Management both locally and internationally. Mr. Benouarrek is considered as one of the most influential experts in the field of human resources management, change management and personal development at the continental scale.

11:40 – 12:20, April 10, 2025 (Thursday) – Keynote



Dr. Ilham Kissani
Engineering Management Professor
Al Akhawayn University, Ifrane, Morocco

Keynote Title: Predictive and Classification Analysis for Smart Irrigation with Machine Learning Models and Node-RED: A Case Study of Sensor-based Data Collection on Agricultural Fields in Morocco

Dr. Ilham Kissani is an engineering management professor in the field of engineering and management science for the School of Science and Engineering at Al Akhawayn University in Ifrane, Morocco. She has served as the main advisor and lead instructor for the undergraduate Engineering and Management Science programs since 2010. She was involved in the ABET accreditation of the EMS program and building new programs. She has helped create very close ties with the AUJ School of Business Administration, which allows both schools to leverage our resources and deliver a greater diversity of courses to students, such as supply chain management and operations management. Her background is diverse and includes industrial experience as well as academic. Her degrees are from INSEA, Morocco (Engineer in Operations Research and Statistics) and Université Laval, Canada (Master in Decision Systems and Ph.D. in Industrial Engineering). She has worked with Royal Dutch Shell as a project manager and with Modellium Québec, where she consulted in logistics and supply chain issues. Additionally, Dr. Kissani contributes in research in supply chain management, planning, and operations research. She is a member of ASEM, IEEE, IEOM, IIE, and INFORMS.

12:20 – 1:00, April 10, 2025 (Thursday) – Keynote



Ing. Imane Boumsisse
Senior Operational Excellence Manager
Lean Six Sigma Black Belt, Certified QMS ISO 9001: 2015 and Lead Auditor

Keynote Title: Advancing Operational Excellence Through Industry 5.0: Harnessing Human-Centric Technologies for Sustainable Performance

Imane Boumsisse combines academic research and professional expertise as a Senior Consultant in Operational Excellence. An engineer specialized in Automation and Industrial Computing, she is certified as a Lean Six Sigma Master Black Belt and Lead Auditor for ISO standards (QMS ISO 9001:2015, OHS ISO 45001:2018, EMS ISO 14001:2015). She has gained diverse experience in process optimization and digital transformation by leading various projects in the automotive and food industries. As a PhD candidate in engineering sciences, her research primarily focuses on the intersection of Industry 5.0 with operational excellence and sustainable practices through the integration of Green Lean Six Sigma, with particular emphasis on the behavioral levers of operational excellence in the transition towards Industry 5.0. These studies highlight performance improvement using advanced methodologies and an understanding of key human and systemic factors influencing modern industrial transitions.

Submissions Received from Countries and Territories

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|---------------|---------------|------------------|--------------------|
| 1. Algeria | 10. India | 19. Nigeria | 28. Turkey |
| 2. Bangladesh | 11. Indonesia | 20. Oman | 29. UAE |
| 3. Canada | 12. Jordan | 21. Peru | 30. United Kingdom |
| 4. Colombia | 13. Kuwait | 22. Philippines | 31. United States |
| 5. Egypt | 14. Libya | 23. Saudi Arabia | 32. Zambia |
| 6. Ethiopia | 15. Latvia | 24. South Africa | 33. Zimbabwe |
| 7. France | 16. Malaysia | 25. Spain | |
| 8. Germany | 17. Mexico | 26. Thailand | |
| 9. Ghana | 18. Morocco | 27. Tunisia | |