



Research Team in Entrepreneurship, Strategy, and Audit Control (ERESCA-ENCGO).

Research Laboratory in Management and Development of Enterprises and Organizations (MADEO- ESTO).



Le Laboratoire : Gouvernance et Performance des Organisations (ENCGT)

Organize from 23th to 24th October 2024

International Congress under the theme: «Rethinking the Supply Chain: Sustainable Development and Operational Efficiency»

"We are pleased to invite you to participate in the congress 'Rethinking the Supply Chain: Sustainable Development and Operational Efficiency.' This significant event will bring together experts, policymakers, businesses, and researchers to explore the challenges and opportunities related to integrating sustainable development principles into supply chain management."

Overview:

The International Congress 'Rethinking the Supply Chain: Sustainable Development and Operational Efficiency' explores the challenges and opportunities associated with integrating sustainable development principles into supply chain management. With a focus on operational efficiency, the congress aims to find innovative solutions to reduce environmental impact, enhance economic performance, and bolster the sustainability of logistic activities.

The supply chain encompasses all activities necessary for managing the flow of raw materials, finished products, and information from their point of origin to the point of consumption. Traditionally, the primary concerns revolved around speed and profitability. However, with the evolution of environmental and social issues, it has become imperative to reconsider this supply chain to incorporate dimensions of sustainable development.

Sustainable development involves meeting current needs without compromising the ability of future generations to meet their own needs. Thus, it is necessary to reconsider logistical processes



to minimize greenhouse gas emissions, reduce energy consumption, limit waste, and promote the use of renewable energy sources. This can be achieved through the adoption of green technologies, optimizing routes and modes of transportation, consolidating shipments, managing inventory, and fostering collaboration among different stakeholders in the supply chain.

In the Moroccan context, sustainable development and operational efficiency of the supply chain hold particular importance. Morocco serves as a strategic geographical hub between Europe, Africa, and the Middle East, making it a major logistical center. By rethinking the Moroccan supply chain to make it more sustainable, the country can reap significant economic and environmental benefits.

Morocco has already taken significant steps in this field, particularly by developing modern logistical infrastructures such as industrial zones, logistics parks, and ports. However, challenges remain, including improving operational efficiency, reducing transport-related greenhouse gas emissions, and promoting sustainable logistic practices.

This congress provides a platform for discussion and exchange of experiences among supply chain stakeholders, businesses, policymakers, researchers, and sustainable development experts. It will highlight best practices, emerging technologies, and effective policies to promote sustainability and operational efficiency in the Moroccan supply chain. The ultimate goal is to generate ideas. Join us at the congress 'Rethinking the Supply Chain: Sustainable Development and Operational Efficiency' to be part of a comprehensive discussion aimed at building a more responsible, efficient, and environmentally friendly logistics future. Together, we will create a dedicated community that will shape the evolution of the supply chain by integrating sustainable development principles and maximizing operational efficiency.

The congress themes are as follows:

Organized by the National School of Commerce and Management in Oujda, the congress is open to all works that provide a solid foundation for exploring different aspects of sustainable logistics and operational efficiency. These themes will allow for diverse topics, encourage the exchange of ideas, and facilitate in-depth discussions on how to rethink the supply chain in the current context.

- Integration of Sustainable Development Principles in Supply Chain Management: Policies, strategies, and best practices.
- Utilization of Innovative Technologies to Enhance Operational Efficiency and Reduce Environmental Impact of the Supply Chain.
- Optimization of Transportation and Goods Flow to Minimize Carbon Emissions and Logistic Costs.
- Sustainable Supply Chain Management: Eco-design, eco-labeling, circular economy, and reverse logistics.
- Intersectoral Collaboration for a Sustainable Supply Chain: Public-private partnerships, involvement of local communities and NGOs, cooperation between businesses and academic institutions.
- Skills Enhancement and Awareness: Training supply chain actors in sustainable practices, raising consumer awareness about responsible and sustainable choices.

- Performance Assessment and Sustainability Indicators: Development of measures and metrics to evaluate operational efficiency and environmental impact of sustainable supply chains.
- These congress themes define the main areas of interest and topics that will be addressed during the event. They emphasize the integration of sustainable development principles, adoption of innovative technologies, optimization of logistical processes, collaboration across various sectors, skills enhancement, and performance evaluation to promote sustainability and operational efficiency in the current supply chain context.
- Private Sector Engagement and Corporate Social Responsibility: Involvement of stakeholders and corporate social responsibility of businesses.
- Measurement, Monitoring, and Reporting of Environmental and Social Performance in the Supply Chain.
- Training and Awareness of Supply Chain Actors in Sustainable Development and Operational Efficiency.
- Cost-Benefit Analysis of Transitioning to a Sustainable Supply Chain: Case studies and practical experiences.
- Role of Regulations and Government Policies in Promoting Sustainability and Operational Efficiency in the Supply Chain.
- Risk Management and Resilience Strategies for a Sustainable Supply Chain Facing Environmental, Social, and Economic Challenges.
- Collaboration and Partnerships for Water Management: Collaborative initiatives between supply chain actors, local governments, water suppliers, and environmental protection organizations to establish sustainable and coordinated water management strategies.

Doctoral candidates whose research aligns with any of the congress themes are invited to present the progress of their research work during doctoral workshops. It is important to include 'work in progress' in the subject titles of the submission emails.

Calendar: The key dates to remember are as follows:

- Proposal Submission Deadline: 25/09/2024.
- Author Notifications: 10/10/2024.
- Congress Dates: 23th and 24th October, 2024.

Venue: The congress will be held at the National School of Commerce and Management, Oujda.

The proposals must be sent to the following email address: congres.logistique@ump.ac.ma



Submission Guidelines and Procedures:

1. General Article Format:

- The article must be written in French or English.
- Use Times New Roman font, size 12, with 1.5 line spacing.
- Margins should be at least 2.5 cm on each side.
- Pages must be numbered.

2. Article Structure:

- The article should include an abstract of approximately 200 words, followed by 3 to 5 keywords."
- Article Submission Guidelines:
- Introduction: The introduction should clearly outline the context, research problem, objectives, and originality of the study.
- Methodology: The methodology used should be described in detail, including variables and econometric models used if applicable.
- Results: Present the results clearly, using tables, graphs, or other visual aids if necessary.
- Discussion: Interpret the results, contextualize them in relation to existing literature, and highlight the practical and theoretical implications.
- Conclusion: Summarize the main findings, emphasize the study's limitations, and propose avenues for future research.

3. Citations and References:

- Use an appropriate citation system to reference sources used in the article.
- Bibliographic references should be listed at the end of the article, following the chosen citation standards.

4. Language and Style:

- Use clear, precise, and concise language.
- Avoid excessive use of technical jargon; explain specialized concepts when necessary.
- Proofread rigorously for spelling, grammar, and punctuation errors.

5. Article Submission:

- Submit the article to the congress organizing committee via the online submission system before the specified deadline.
- The submission file must be in WORD format.

Publication Opportunities:

We are pleased to announce that the best papers presented at this congress will have the opportunity to be published in an indexed journal and a digital proceeding:

- International Journal of Management and Applied Economics, ISSN/2617-5584
- Digital Proceedings

This opportunity allows authors to share their innovative work with a wider audience and contribute to advancing knowledge in our field of study. We encourage all participants to submit their high-quality papers for a chance to be selected for this prestigious publication. It is an



exceptional opportunity to showcase your research and share it with the international scientific community.

Congress Organization:

Congress Coordinators:

- Rhizlane BENRREZZOUQ: Associate Professor at the National School of Commerce and Management, Oujda.
- Khadija DOUAYRI: Associate Professor at the Higher School of Technology, Oujda.
- Rachid HJAJI: Researcher at UMP and Project Manager at the Hanns Seidel Foundation.

Organizing Committee:

Congress Coordinators:

- Rhizlane BENRREZZOUQ: Associate Professor at the National School of Commerce and Management, Oujda.
- Khadija DOUAYRI: Associate Professor at the Higher School of Technology, Oujda.
- Rachid HJAJI: Researcher at UMP and Project Manager at the Hanns Seidel Foundation.

Organizing Committee Members:

- Yassine ZAGHLOUL: UMP President, Oujda.
- Abdelaali KAAOUACHI: Director at the National School of Commerce and Management, Oujda.
- Abdelhafid CHAFI: Director at EST Oujda.
- Ahmed MAGHNI: Associate Professor and Director at the National School of Commerce and Management, Tanger.
- Khadija DOUAYRI: Associate Professor at the Higher School of Technology, Oujda.
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- Asmae HEDDOUN: Doctor in Management Sciences from the National School of Commerce and Management, Tanger.



- Zineb ALAOUI MHAMDI: Doctor in Management Sciences from the National School of Commerce and Management, Tanger.

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- Mohammed Saber HASSAINATE: President of AMG.
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- DOGLEY Didier: Former Minister of Tourism, Seychelles.
- BLALOGOE C Parfait: Professor, UNSTIM University, Benin.
- HODU NGBGNCHI FORBE: Professor at the University of Bamenda, Cameroon.
- WANDJI Georges: Director of the International Journal of Management and Applied Economics (RIMERA), Cameroon.
- DJEUDJA Rovier: University of Yaoundé 2, ESCG.
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- DJEUMENE Paul: University of Ngaoundéré.
- DAMBRON Patrick: IEAM/ASMP Paris.
- ADAMA DIOUF: Presidential Adviser of Senegal, territorial development expert.
- DJIOFACK Sidonie: University of Yaoundé II.
- SIMEN NANA Serge Francis: Cheikh Anta Diop University, Dakar.
- DIOP SALL Fatou: Cheikh Anta Diop University, Dakar.



- OKOMBI Idrys Fransmel: Marien Ngouabi University, Brazzaville, Congo.
- EL HILA Rachid: EST, UMP Oujda.
- KANAANI Soule: Technical Advisor responsible for political affairs and governance of Ngazidja Island, Union of the Comoros.
- ELKADIRI BOUTCHICH Driss: EST, UP Oujda.
- FIKRI Khalid: FSJES, UMP Oujda.
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- GALLOUJ Faiz: Lille University.
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- MHIN Larbi: FSJES Agdal, Rabat.
- SAIR Abdelaziz: National School of Commerce and Management, Dakhla.
- SKOURI Abdelhamid: FSJES, Fès.
- SOUAF Malika: Ibn Zohr University.
- SOUSA Maria José: ISCTE-IUL.
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Junior Organizing Committee:

- BENAYYADA Mohammed Anouar: Research Laboratory in Management and Development of Enterprises and Organizations (MADEO- ESTO).
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