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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 15th to 16th May 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.

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.
- Rhizlane BENRREZZOUQ: Associate Professor at the National School of Commerce and Management, Oujda.
- Rachid HJAJI: Researcher at UMP and Project Manager at the Hanns Seidel Foundation.
- Abdeslam CHRAIBI: Associate Professor at the National School of Commerce and Management, Tanger.
- Majda ALAOUI: National School of Commerce and Management, UMP Oujda.
- Nizar GALLOUJ: National School of Commerce and Management, UMP Oujda.
- Sana QARROUTE: National School of Commerce and Management, UMP Oujda.
- Mahmoud BELMHITOU: Associate Professor at the National School of Commerce and Management, Tanger.



- Abdelhamid NECHAD: Associate Professor at the National School of Commerce and Management, Tanger.
- Asmae HEDDOUN: Doctor in Management Sciences from the National School of Commerce and Management, Tanger.
- Zineb ALAOUİ MHAMDI: Doctor in Management Sciences from the National School of Commerce and Management, Tanger.

Scientific Committee:

- Rhizlane BENRREZZOUQ: Associate Professor at the National School of Commerce and Management, Oujda.
- Khadija DOUAYRI: Associate Professor at the Higher School of Technology, Oujda.
- Mohammed Saber HASSAINATE: President of AMG.
- Ahmed MAGHNI: Associate Professor and Director at the National School of Commerce and Management, Tanger.
- Abdelhamid CHRAIBI: Associate Professor at the National School of Commerce and Management, Tanger.
- Mahmoud BELMHITOU: Associate Professor at the National School of Commerce and Management, Tanger.
- Abdelhamid NECHAD: Associate Professor at the National School of Commerce and Management, Tanger."
- NDEFFOLUC Nembot: Director of the Laboratory, University of Dschang, Cameroon.
- DIOP Mahmouh: Regional Development Director, Kaolack, Senegal.
- ASENSIO Maria: Professor at ISCTE IUL, Lisbon, Portugal.
- 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.
- TRAORÉ Amadou: Lecturer, University of Ségou.
- NGUENANG Lambert: University of Dschang, ESCG.
- NGUEULIEU Élias Perrier: University of Yaoundé 1, ESCG.
- ABADA Bonaventure: University of Dschang.
- ALAOUİ Majda: National School of Commerce and Management, UMP Oujda.
- BERRICHI Abdelouahed: FSJES, UMP Oujda.
- BENSGHIR Afaf: EST, UMP Oujda.
- ANEGA NKOA Claudette: University of Yaoundé II and ESCG Yaoundé.
- COULIBALY Daouda: ISTECH Paris and ISEG/ISG Lille.
- MAMBOUNDOU Jean Paul: INSG Libreville, Gabon.
- DJEUMENE Paul: University of Ngaoundéré.
- DAMBRON Patrick: IEAM/ASMP Paris.



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المدرسة الوطنية للتجارة والتسيير
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École Nationale de Commerce et de Gestion

- 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.
- GALLOUJ Camal: USPN Paris.
- GALLOUJ Faiz: Lille University.
- FAOUZI Benssbaa: Paris Nanterre University.
- GALLOUJ Nizar: National School of Commerce and Management, UMP Oujda.
- HELMI Driss: National School of Commerce and Management, UMP Oujda.
- KOUAYEP Bertin Leopl: ESCG, Yaoundé, Cameroon.
- LAHRACH Rahal: EST, UMP Oujda.
- MALAININE Hind: National School of Commerce and Management, UCA Marrakech."
- OURIACHI Nisrine: National School of Commerce and Management, UMP Oujda.
- OULAD Sghir Khalid: FSJES, UAE Tanger.
- QARROUTE Sana: National School of Commerce and Management, UMP Oujda.
- SAHIBEDDINE Abdelhak: National School of Commerce and Management, USC Eljadida.
- BOUALEM ALIOUAT: Nice Sophia Antipolis University.
- ALAOUI MDAGHRI Abdelouahed: FSJES Ain Chock, Hassan II University of Casablanca.
- C PARFAIT Blalogue: CREDEL/UNSTIM.
- CHERKAOUI Adil: FSJES Ain Chock, Hassan II University of Casablanca.
- CHETIOUI Youssef: Al-Akhawayn University.
- E. DJOGJO Gervais: UFR SEG University of Parakou.
- ELGARAH Wafa: Al-Akhawayn University.
- HASSOUNI Soumaya: FSJES Souissi, Rabat.
- HONLONKOU Albert: ENEAM, UAC.
- JEBBOURI Imad: Al-Akhawayn University.
- LAALEJ Bouchra: Hassan II University Mohammedia.
- LEBDAOUI Hind: Al-Akhawayn University.
- Luc NEMBOT NDEFFO: University of Dschang.
- MHIN Larbi: FSJES Agdal, Rabat.
- SAIR Abdelaziz: National School of Commerce and Management, Dakhla.
- SKOURI Abdelhamid: FSJES, Fès.



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Casablanca - Settat EE:GGHE-0EE+1
الدار البيضاء - سطات

- SOUAF Malika: Ibn Zohr University.
- SOUSA Maria José: ISCTE-IUL.
- ZENJARI Amine: ISCAE."
- Lahrach Rahhal. PES, EST- Oujda.

Junior Organizing Committee:

- BENAYYADA Mohammed Anouar: Research Laboratory in Management and Development of Enterprises and Organizations (MADEO- ESTO).
- KANDILI Ikram: Research Team in Entrepreneurship, Strategy, and Audit Control (ERESCA-ENCGO).
- EL HILALI Mohammed: Research Team in Entrepreneurship, Strategy, and Audit Control (ERESCA-ENCGO).
- BOUGRINE SARRA: Research Team in Entrepreneurship, Strategy, and Audit Control (ERESCA-ENCGO).
- DERFOUFI GHITA: Research Laboratory in Management, Strategy, and Governance (LARSMAG-ENCGT).
- ZARI Yassir: Research Team in Entrepreneurship, Strategy, and Audit Control.
- ASSOUMOU MVE NGONGA L.S.: Research Laboratory in Management, Strategy, and Governance (LARSMAG-ENCGT).
- BENABDELLAH Nouhaila: Research Laboratory in Management, Strategy, and Governance (LARSMAG-ENCGT).
- MASROUR Hajar: Research Laboratory in Management and Development of Enterprises and Organizations (MADEO- ESTO).
- OULALI Chahira: Research Laboratory in Management and Development of Enterprises and Organizations (MADEO- ESTO).

Contact persons :

Pr.Khadija Douayri : +212 666 392 956

Pr. Benrrezzouq Rhizlane : +212 762 836 165

Email : congres.logistique@ump.ac.ma