



# International

*Innovation in Knowledge Based and Intelligent  
Engineering Systems*



## INVITED SESSION SUMMARY

### Title of Session:

**Big data Integration and Business intelligence : BDI&BI**

### Name, Title and Affiliation of Chair:

**Abdelaziz EL Fazziki, Professor at the Cadi Ayyad university, Marraech, Morocco**

### Details of Session (including aim and scope):

Business intelligence is a crucial yet challenging mission in enterprise management. It is still made based on a reactive approach rather than on facts and proactive approaches. This is often due to underprovided in data, unknown correlation between data and goals, conflicting goals and weak defined strategy. Enterprise success depends on fast and well-defined decisions taken by relevant policy makers and business actors in their specific area. Also, traditional Business Intelligence reposes on so-called conventional data warehouses, but the difficulty is taking into account structured or unstructured data such as texts and graphs, nor quickly incoming data, thus inefficiently supporting real-time BI.

With the emergence of the Big Data paradigm and data mining tools, new perspectives are opening up for economic intelligence. The proliferation of unstructured or unstructured data, data flows from different sources, social networks and the Internet of Things, generating huge volumes of data, is a huge opportunity for BI and opens up new perspectives. For research, data analysis and knowledge extraction.

Data warehousing and OLAP always work to structure and analyze existing and new data. They retain a key role in economic intelligence. With the emergence of big data, the problem is how to preserve their strength while evolving data warehouses and OLAP to the integration of Big Data. This concept has imposed a new scientific and technological era by proposing architectures and new infrastructures (cloud, Hadoop / Mapreduce, NoSQL databases...) that allow better analyzes for decision-making. Such an evolution raises new problems that require new approaches for the implementation of business intelligence.

BDI&BI can be seen as a collection of decision support technologies and tools for enterprises aimed at enabling knowledge workers such as executives, managers, and analysts to make better and faster decisions.

The aim of this session is to review the concept of BDI&BI as an open innovation strategy and address the importance of them in revolutionizing knowledge towards economics and business sustainability. The main objective is to discuss why the concept of BI has become increasingly important and presents some of the top key applications and technologies to implement open BI systems in organizations.

**Topics for the session include, but are not limited to**

- Social media analytics
- Machine learning and decision support systems
- Opinion mining and sentiment analysis
- Business models for innovative use of big data
- Real-time decision making, forecasting, and fraud detection using big data
- NoSQL databases
- Distributed environments: Hadoop, Spark, Hive
- Big data engineering
- Mobility and big data
- NoSQL data warehouses & OLAP
- Business analytics
- Data mining and machine learning
- Crowdsourcing, Big data and Mobile applications
- Internet of things

**Main Contributing Researchers / Research Centres (tentative, if known at this stage):**

- Benyahya SADOK, Tunis university, Tunisia
- Kokou Yetongnon, Bourgogne University, France
- Mohamed Sadgal, Cadi Ayyad University, Morocco
- Abdelaziz EL Fazziki, Cadi Ayyad University, Morocco
- Djamel Benslimane, Lyon1 University, France
- Zahi Jarir, Cadi Ayyad University, Morocco
- Hajar Moussannif, Cadi Ayyad University, Morocco
- Abderrahmane Sadiq, Cadi Ayyad University, Morocco
- Mustfa Ezzyani, University of Tangier, Morocco
- Ladjel Bellatrache, University of Poitier, France
- Ennaji Fatima Zohra, Cadi Ayyad University, Morocco
- El Alaoui El Abdallaoui Hasna, Cadi Ayyad University, Morocco

**Dates & deadlines**

- Submission of Papers: **11 January 2019**
- Notification of Acceptance: **8 February 2019**
- Upload Final Publication Files: **8 March 2019**

**Website URL of Call for Papers (if any):** <http://www.kesinternational.org/>

**Email & Contact Details:**

**[elfazziki@uca.ma](mailto:elfazziki@uca.ma)**

Session Chair: A. ELFAZZIKI  
Cadi Ayyad University of  
Marrakesh - Morocco

**[sadgal@uca.ma](mailto:sadgal@uca.ma)**

Co-chair: Mohamed Sadgal  
Cadi Ayyad University of  
Marrakesh - Morocco

**[f.ennaji@edu.uca.ma](mailto:f.ennaji@edu.uca.ma)**

Committee member: Ennaji Fatima Zohra  
Cadi Ayyad University of  
Marrakesh - Morocco