

# The 1<sup>st</sup> Saudi Conference on Information Systems (SaudiCIS 2024)

## Artificial Intelligence in Digital Economies

November 19-21, 2024

Doctoral Students Consortium: Monday 18<sup>th</sup>

Dhahran, Kingdom of Saudi Arabia

[SaudiCIS.kfupm.edu.sa](http://SaudiCIS.kfupm.edu.sa)

**Host:** King Fahd University of Petroleum and Minerals

The Saudi Conference on Information Systems (SaudiCIS), affiliated with the Association for Information Systems (AIS), stands as a premier IS gathering in Saudi Arabia. Designed to convene esteemed academics, researchers, and industry professionals, SaudiCIS serves as a vibrant platform fostering the exchange of cutting-edge knowledge, experiences, and research endeavors. With a focus on harnessing the transformative power of Artificial Intelligence (AI) within digital economies, SaudiCIS epitomizes a nexus of innovation and collaboration. Through thought-provoking discussions, insightful presentations, and interactive sessions, this conference endeavors to illuminate the myriad facets of AI's integration into diverse domains.

At its core, SaudiCIS is driven by a steadfast commitment to advancing scholarly inquiry and practical insights in Information Systems. The conference is a platform aimed at charting the course for future advancements in the digital landscape by delving into topics spanning AI applications, digital transformation, and emerging technologies.

### IMPORTANT DATES:

- EasyChair system open for submissions: May 23, 2024
  - Link: <https://easychair.org/my/conference?conf=saudicis2024>
- Paper submission deadline: July 6, 2024
- Early bird authors registration: July 15 - August 5
- Notification of acceptance (rolling basis): July 31, 2024
- Camera-ready submissions: August 15, 2024
- Doctoral Consortium/ Junior Faculty nomination: July 15, 2024
- Notification of Doctoral Consortium/ Junior Faculty acceptance: July 31, 2024
- Author Registration: August 15, 2024
- Doctoral Students Consortium: November 18, 2024
- SaudiCIS Conference: November 19-21, 2024

## KEYNOTE SPEAKERS:



**Prof. Youngjin Yoo**  
**Weatherhead School of Management**  
**Case Western Reserve University, USA**

Professor, Department of Design & Innovation;  
Elizabeth M. and William C. Treuhaft Professorship  
in Entrepreneurship; Associate Dean of Research;  
Faculty Co-Director of xLab.



**Prof. Suprateek Sarker**  
**McIntire School of Commerce**  
**The University of Virginia, USA**

Rolls-Royce Commonwealth Eminent Professor of  
Commerce; Current Editor-in-Chief of Information  
Systems Research journal (INFORMS); Immediate  
Past President of the Association for Information  
Systems.



**Prof. Anandasivam Gopal**  
**Nanyang Business School**  
**Nanyang Technological University, Singapore**

Professor & Head, Division of Information  
Technology & Operations Management; President's  
Chair in Information Systems and Innovation;  
Served as the Dean's Professor of Information  
Systems at the Robert H. Smith School of Business,  
University of Maryland.



**Prof. Prasanna Karhade**  
**CUHK Business School**  
**The Chinese University of Hong Kong, Hong Kong**

Associate Professor, Department of Decisions,  
Operations and Technology; Interested in digital  
innovation, design thinking and entrepreneurship;  
Published in MIS Quarterly, Information Systems  
Research, and Journal of Management Information  
Systems.



**Prof. Atif Ahmad**  
**School of Computing and Information Systems**  
**University of Melbourne**

Professor at the University of Melbourne & Deputy Director for the Academic Centre of Cyber Security Excellence; Leader of the Cybersecurity Management researchers drawn from information systems, business administration, security intelligence, and information warfare.

#### **SUBMISSION GUIDELINES:**

- Authors should submit original, unpublished research papers. Submissions should not be under consideration for any other conference or journal outlet.
- Use the conference template for your submission:
  - Full paper (6 pages max, excluding the references)
  - Extended abstract (2 pages max, excluding the references)
- Accepted papers will be published in the conference proceedings in AIS Library
- Authors of accepted papers will retain copyright.

#### **Fast-Track Publication:** Arab Journal of Administrative Sciences

Arab Journal of Administrative Sciences (AJAS) is an academic peer-reviewed journal published by the Academic Publication Council - Kuwait University. It releases three issues annually in January, May, and September. Established in 1991 and first issued in November 1993. The journal publishes manuscripts, reviews of books, abstracts of university theses, and scientific reports that are related to the fields of the journal in both languages (Arabic & English). Journal's website: <https://journals.ku.edu.kw/ajas/index.php/ajas/index>

**OPEN ACCESS**



Indexing



#### **TOPICS OF SUBMISSION**

Areas of interest include, amongst others, the following:

**Track 1:** General Track in Information Systems

**Track 2:** Conference theme: Artificial Intelligence in Digital Economies

**Track 3:** Business Analytics, Decision Making, and Insights

Track 4: Ethical Concerns and Risks in AI

Track 5: AI in Healthcare

Track 6: User Engagement and Experience in the Digital Era

Track 7: Social Media and Digital Markets

Track 8: AI in Business and Society

Track 9: FinTech and Innovations in the Financial Sector

Track 10: Process Innovation, Automation, and Innovations in Digital and Mobile Commerce

### **Track 1: General Track in Information Systems**

The General Track in IS encompasses a broad spectrum of research topics pertaining to the utilization, advancement, governance, and societal impacts of information systems within organizations and communities. This track delves deeply into the conceptualization, execution, and efficacy evaluation of information systems designed to support various facets of business operations. Topics covered include system analysis and design, database management, network security, IT project management, and software development. Moreover, this track underscores the pivotal role of information systems in the contemporary digital landscape.

### **Track 2: Conference theme: Artificial Intelligence in Digital Economies**

This research track delves into the transformative application of artificial intelligence (AI) within digital economies. It investigates how AI technologies such as machine learning, natural language processing, robotic process automation, and predictive analytics are reshaping diverse domains of digital economies, spanning from e-commerce and digital marketing to digital supply chains. Emphasis is placed on formulating effective strategies for seamlessly integrating AI into business frameworks to drive innovation, enhance efficiency, and foster competitive advantages within digital ecosystems. Additionally, this track scrutinizes the regulatory and policy considerations pertinent to the widespread adoption of AI technologies in digital economies.

### **Track 3: Business Analytics, Decision Making, and Insights**

This research track focuses on methodologies, tools, and strategies aimed at extracting actionable insights from extensive datasets, thereby enriching decision-making processes within business environments. It amalgamates insights from disciplines such as statistics, computer science, and business management, leveraging predictive modeling and trend forecasting to facilitate informed business decisions. This track offers a comprehensive framework for comprehending the pivotal role of data in shaping business strategies, equipping stakeholders with the requisite tools and expertise to convert raw data into strategic assets.

### **Track 4: Ethical Concerns and Risks in AI**

This research track is dedicated to examining the ethical implications and potential risks associated with the development and deployment of artificial intelligence (AI) systems. It endeavors to elucidate the multifaceted issues arising from the integration of AI across various sectors, encompassing privacy, transparency, accountability, bias, and the specter of misuse. Furthermore, this track delves into the ramifications of AI on decision-making processes and societal dynamics, aiming to inform the formulation of ethical guidelines and risk mitigation strategies to ensure the responsible and beneficial utilization of AI technologies.

### **Track 5: AI in Healthcare**

This research track explores the integration of artificial intelligence, including large language models, across diverse facets of the healthcare sector. This encompasses augmenting patient engagement, facilitating telemedicine, optimizing health information retrieval, and enriching medical education and training initiatives. Additionally, it entails supporting healthcare professionals in their workflows, providing mental health assistance, facilitating clinical decision-making, and enabling health monitoring and surveillance. This track further investigates AI's role in language translation, drug interaction screening, personalized treatment

recommendations, chronic disease management, rehabilitation support, remote patient monitoring, and palliative care assistance, while addressing pertinent ethical considerations and potential risks.

### **Track 6: User Engagement and Experience in the Digital Era**

This research track delves into the utilization of digital technologies to enhance user interaction and satisfaction. It explores various dimensions of digital platforms, ranging from user interface design to personalized content delivery, and their collective impact on user engagement and satisfaction levels. Key focal points include usability testing, user-centered design methodologies, personalization algorithms, and accessibility enhancement measures within digital environments. This track underscores a holistic comprehension of the strategies and techniques underpinning the creation of engaging and enriching digital experiences.

### **Track 7: Social Media and Digital Markets**

This research track examines the intricate interplay between social media platforms and digital marketplaces. It investigates the influence of social media on consumer behavior, market dynamics, and brand reputation management strategies. This track scrutinizes the diverse approaches adopted by businesses to optimize their presence on social media platforms, encompassing content creation, data analytics, and targeted marketing initiatives. Key areas of study include social media marketing strategies, online consumer behavior patterns, digital advertising methodologies, and e-commerce optimization techniques, underscoring the symbiotic relationship between social media platforms and digital marketplaces.

### **Track 8: AI in Business and Society**

This research track delves into the pervasive integration and consequential impact of artificial intelligence (AI) technologies across varied business sectors and societal contexts. It explores how AI innovations are reshaping traditional business processes, decision-making paradigms, and societal interactions. Key areas of inquiry encompass machine learning applications in business settings, ethical considerations surrounding AI deployment, societal implications of widespread AI adoption, and the influence of AI-driven decision-making frameworks. Moreover, this track emphasizes the formulation of strategies for effectively integrating AI into business operations to foster innovation, streamline processes, and cultivate competitive advantages, while fostering responsible AI deployment practices.

### **Track 9: FinTech and Innovations in the Financial Sector**

This research track delves into the application of technological advancements within the realm of finance. It examines how financial technology, or FinTech, is revolutionizing traditional financial services, spanning banking, investment, insurance, and beyond. Key areas of focus include blockchain technology, digital currencies, algorithmic trading mechanisms, and robo-advising platforms. Additionally, this track assesses the developmental trajectories and deployment modalities of FinTech innovations, their broader impacts on the financial landscape, and the attendant regulatory challenges and risk considerations. Emphasis is placed on fostering innovation and embracing digital transformation strategies to navigate the evolving financial terrain effectively.

### **Track 10: Process Innovation, Automation, and Innovations in Digital and Mobile Commerce**

This research track centers on the conceptualization and implementation of technological breakthroughs within the domain of digital and mobile commerce. It elucidates how process innovation and automation can optimize business workflows and catalyze growth within digital marketplaces. Key focal points encompass emerging technologies in e-commerce, automation frameworks, mobile marketing strategies, and digital payment ecosystems. Furthermore, this track illuminates the ripple effects of these technologies on business models, market dynamics, and consumer behaviors, spotlighting the imperative of innovation-driven strategies to thrive in the evolving digital commerce landscape.

## CONFERENCE COMMITTEES

### Steering Committee Chair:

Dr. Ali Al-Shaikhi, KFUPM, Saudi Arabia

### Conference Co-Chairs:

Dr. Mousa Albashrawi, KFUPM, Saudi Arabia  
Dr. Maad Al Owaifeer, KFUPM, Saudi Arabia  
Dr. Mona M. Alyami, Taif University, Saudi Arabia  
Dr. Maha Shaikh, Esade Business School, Spain

### Program Co-Chairs:

Dr. Mazen Shawosh, KFUPM, Saudi Arabia  
Dr. Tawfiq Alashoor, IESE Business School, Spain  
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Dr. Shrooq Alsinan, Princess Nourah bint Abdulrahman University, Saudi Arabia

### Proceeding Co-Chairs:

Dr. Rasha Alahmad, KFUPM, Saudi Arabia  
Dr. Hussein Samma, KFUPM, Saudi Arabia  
Dr. Adnan Bakather, KFUPM, Saudi Arabia  
Dr. Raed Al-Harbi, Saudi Electronic University, Saudi Arabia

### Workshop Co-Chairs:

Dr. Nasser Alqahtani, KFUPM, Saudi Arabia  
Dr. Emmanuel Okafo, KFUPM, Saudi Arabia  
Dr. Amer Aljarallah, King Saud University, Saudi Arabia  
Dr. Amir Abbasi, KFUPM, Saudi Arabia

### Panel Co-Chairs:

Dr. Abdullah Aldaej, Imam Abdulrahman Bin Faisal University, Saudi Arabia  
Dr. Sadam Hussein Al Azani, KFUPM, Saudi Arabia.  
Dr. Saleh Alwahaishi, KFUPM, Saudi Arabia  
Dr. Mohammad N. Almarzouq, Kuwait University, Kuwait

### Doctoral Consortium Co-Chairs:

Dr. Eman M. Alyami, Saudi Electronic University, Saudi Arabia

### Junior Faculty Consortium Co-Chairs:

Dr. Mohammed Harysi, Jazan University, Saudi Arabia  
Dr. Jumanah Alshehri, Imam Abdulrahman Bin Faisal University, Saudi Arabia  
Dr. Abbas Tarhini, Lebanese American University, Lebanon  
Dr. Ghazanfar Ali Abbasi, KFUPM, Saudi Arabia

### Review Co-Chairs:

Dr. Amal Alsahli, Royal Commission for Jubail and Yanbu, Saudi Arabia  
Dr. Fahad Jibrin Abdu, KFUPM, Saudi Arabia  
Dr. May Bantan, Kennesaw State University, United States  
Dr. Zainab Alshabeeb, Ph.D. Candidate at University College Cork, Ireland.

### Social Media Committee

Ms. Amatullah Suliman, Ministry of Justice, Saudi Arabia  
Ms. Nawal Saeed Al-Muraisel, Eastern Province Municipality, Saudi Arabia.  
Dr. Samaher Aljudaibi, Ph.D. Candidate at Virginia Commonwealth University, USA.