



**The Sixth International Congress on Desert Economy.**

***“ Turning Scientific Research towards the Sustainable Development of the Desert, the Sahara, and Arid Lands ”.***

**April 28<sup>th</sup> and 29<sup>th</sup>, 2025.**

**Venue: The National School of Business and Management of Dakhla (ENCG Dakhla) in the Dakhla city, Morocco.**

**<https://desert-aridland.sciencesconf.org>**



## **PROGRAM**

**Monday April 28, 2025.**

- 14h30 : RECEPTION OF PARTICIPANTS IN THE ENCG DAKHLA.**
- 15h30 : OPENING SPEECHES.**
- Opening speech of the Director of the ENCG Dakhla. Morocco.**

– **Speech of Dr. Elouali Aailal. President and Founder of the International Congress on Desert Economy. Professor at ENCG Dakhla. Morocco.**

– **15h45 : COFFEE BREAK.**

– **16h15 : PLENARY SESSION 1.**

- **Le désert : plus d'opportunités que de contraintes.** *Aziz Rabbah.* L'Ex - Ministre de l'Energie, des Mines et du Développement Durable. Maroc.
- **Soil degradation and economic development in desert ecosystems.** *Artemi Cerdà.* Head of the Soil Erosion and Degradation Research Group. University of Valencia. Spain.
- **The efforts of the Saudi national center for vegetation cover development and combating desertification (NCVC) in combating desertification and land rehabilitation.** *Ali Al Eisawi.* Head of Drought Early Warning Department at the NCVC. Saudi Arabia.
- **L'éthique, le tourisme et le désert.** *Françoise Dominique Bastide.* Militante dans l'agritourisme du désert et ancienne Maire adjointe de la ville de Cannes. France.
- **Turning scientific research towards the sustainable development of the desert, the Sahara, and arid lands.** *Elouali Aailal.* Founder and President of the International Congress on Desert Economy. Professor at ENCG, Dakhla. Morocco.
- **Sustainable Development Goals (SDG) in desert ecosystems: Challenges and achievements.** *Saskia Keesstra.* Wageningen Environmental Research (WENR). Wageningen University. Netherlands.

– **21h00 : Dinner.**

# Sponsors of The Sixth International Congress on Desert Economy. ENCG



Académie  
Hassan II  
des Sciences  
et Techniques



**Dakhla, Morocco. April 28<sup>th</sup> and 29<sup>th</sup>, 2025.**

**Tuesday April 29, 2025.**

## – 11h30 : PLENARY SESSION 2.

- **Economic empowerment of women in dry and arid lands.** *Khadjouna Lakhlifi.* Civil society activist, Dakhla. Morocco.
- **L'innovation verte : moteur d'une nouvelle dynamique et d'un développement territorial durable.** *Ali Aboulhassane.* Professeur à l'ENCG, Dakhla. Maroc.

- **L'expérience de la Fondation du Haut Atlas au service du climat, de la biodiversité et des communautés rurales.** *Larbi Didougen.* La Fondation du Haut Atlas. Maroc.

- **جمعية > الطبيعة مبادرة < بالداخلة بين المحافظة على الطبيعة وحمايتها.** *عبد الله هويبة.* جمعية > الطبيعة مبادرة <. الداخلة. المغرب.

– **14h00 : LUNCH.**

– **15h00 : PARALLEL SESSIONS OF THE DOCTORAL WORKSHOP.**

### **SESSION I**

- 1. Analyse du stress hydrique dans les zones désertiques du Maroc : une étude approfondie des facteurs et des solutions.** *Amina Attar.* Université Mohammed Premier. Oujda.
- 2. Integrating renewable energy into seawater desalination: innovations, challenges, and pathways to sustainability.** *Ngueya Essallami.* Abdelmalek Essaâdi University. Tétouan.
- 3. Classification of groundwater vulnerability to olive oil waste of El-Orjane aquifer, central Moulouya basin, Morocco using the drastic model.** *Mustapha Amiri.* Mohamed First University. Oujda.
- 4. Promotion de la transition énergétique via le marketing territorial dans le Sahara Marocain : application de la méthode Cerise Revait.** *Manal Jdid.* Université Sidi Mohamed Ben Abdellah. Fès.
- 5. The influence of crises on competitive positioning in the tourism industry: a strategic analysis.** *Kawtar Anini.* Ibn Tofail University. Kénitra.
- 6. Introducing sustainable investments: key drivers shaping decision-making.** *Inass Ben Slaimane.* Abdelmalek Essaâdi University. Tangier.
- 7. L'engagement du client à l'ère de l'intelligence artificielle.** *Oumayma Khouja.* Université Sidi Mohamed Ben Abdellah. Fès.

### **SESSION II**

- 1. Marketing in the AI era: empowering consumer collaboration through value co-creation.** *Aya Ouboucetta.* Abdelmalek Essaâdi University. Tangier.
- 2. L'enseignement à distance et l'évaluation des apprenants universitaires à l'ère du coronavirus : examen de la relation entre la motivation, engagement et performance.**

Cas de l'université Cadi Ayyad, Marrakech. *Imane Beddaou*. Université Mohammed V, Souissi. Rabat.

3. **Essai d'analyse des facteurs déterminants de la satisfaction des entreprises à l'égard de la digitalisation des procédures de passation des marchés publics au Maroc : cas des entreprises de la région Souss-Massa.** *Mohamed El Khabbach*. Université Ibn Zohr. Agadir.
4. **Artificial intelligence in green HRM: aligning technology with sustainability objectives.** *Nada El Yassini*. Ibn Tofail University. Kénitra.
5. **Gestion des ressources humaines et responsabilité sociale des entreprises : vers une durabilité long terme dans les entreprises marocaines.** *Imane Faouzi*. Université Ibn Tofail. Kénitra.
6. **Gestion financière durable communale.** *Badr Chaibi*. Université Chouaib Doukkali. El Jadida.
7. **Comportements stratégiques des investisseurs face aux critères ESG : effets sur la valorisation des actifs financiers au Maroc.** *Shams Skander*. Université Hassan II. Casablanca.

– **17h00 : CLOSING CEREMONY.**

## **Organizing committee.**

Dr. **Elouali AAILAL**: The Founder and President of the International Congress on Desert Economy. ENCG, Dakhla City, Morocco. President of the "**Desert Action**" Association, Dakhla. Morocco.

## **Members:**

- **Elouali Aailal**. Research Professor at the ENCG of Dakhla. **Morocco**.
- **Aziz Sair**. Director of the National School of Business and Management, ENCG Dakhla. **Morocco**.

- **Carmelo J. León González.** Director of the UNESCO Chair of Tourism and Sustainable Economic Development. University of Las Palmas de Gran Canaria. **Spain.**
- **Javier de León Ledesma.** Co-Director of the UNESCO Chair of Tourism and Sustainable Economic Development. University of Las Palmas de Gran Canaria. **Spain.**
- **Matías M. González Hernández.** Co-Director of the UNESCO Chair of Tourism and Sustainable Economic Development. University of Las Palmas de Gran Canaria. **Spain.**

## **Scientific committee.**

- **Assia BenSalah Alaoui.** The Orientation Council of the Royal Institute of Strategic Studies (IRES)-Rabat. The Association «Leaders for Peace». The Moroccan-British Society. The Moroccan-Japanese Friendship Association. **Morocco.**
  - **Aziz Sair.** Director of the National School of Business and Management, ENCG Dakhla. **Morocco.**
  - **Elouali Aailal.** The President and the Founder of the International Congress on Desert Economy - Dakhla, Professor at ENCG Dakhla. President of the "***Desert Action***" Association, Dakhla. **Morocco.**
  - **Brian Sandoval.** President of the University of Nevada, Reno. Former Governor of the State of Nevada. **United States of America.**
  - **Jimmy Cocking.** Director of the Desert Knowledge Australia (DKA). CEO of the Arid Lands Environment Center. Vice President of the Australian Conservation Foundation. **Australia.**
- 
- **Carmelo J. León González.** Director of the UNESCO Chair of Tourism and Sustainable Economic Development. University of Las Palmas de Gran Canaria. **Spain.**
  - **Javier de León Ledesma.** Co-Director of the UNESCO Chair of Tourism and Sustainable Economic Development. University of Las Palmas de Gran Canaria. **Spain.**
  - **Keith W. Martin.** Founding member of The Sahara Spirit Foundation. **Morocco.** Member of the Rotary International committee. **United States of America.**
  - **Sharon Megdal.** President of the International Arid Lands Consortium. Director of the University of Arizona Water Resources Research Center (WRRC). Arizona. **United States of America.**

- **Paul Van Son.** President & CEO of the DESERTEC Industrial Initiative. Desert Energy. Honorary President of the European Federation of Energy Traders (EFET). **Germany.**
- **Nasir El Bassam.** Director of the International Renewable Energy Research Center. **USA.** Chairman of the World Renewable Energy Council, **Germany.**
- **Ghaleb Alhadrami.** Provost & Vice Chancellor of the United Arab Emirates University. **United Arab Emirates.**
- **Alan Gertler.** Vice President of Research at the Desert Research Institute (DRI), Reno. Director of the Clean Technologies and Renewable Energy Center. Nevada. **United States of America.**
- **James Smith.** President-elect of the International Association for Energy Economics (IAEE). Southern Methodist University. Texas. **United States of America.**
- **Roderick Tennyson.** Co-Founder and President of the Trans Africa Pipeline Inc (TAP). Institute for Aerospace Studies, University of Toronto. **Canada.**
- **Carmelo Rodriguez Torreblanca.** President of the University of Almería. **Spain.**
- **Hillard Huntington.** Director of the Energy Modeling Forum. Stanford University. California. **United States of America.**
- **Johan Hollander.** World Maritime University (WMU), Global Ocean Institute, and International Maritime Organization (IMO). **Sweden.**
- **Mustapha Naimi.** University Institute of Scientific Research, Rabat. **Morocco.**
- **Khalid Amrouch.** University of Adelaide. **Australia.** Mohammed VI Polytechnic University, Ben Guerir. National Office of Hydrocarbons and Mines (ONHYM). **Morocco.**
- **Ousmane Dramé.** President of the Ahmed Baba University (UPAB). President of the Coalition for Higher Education in Mali. Commissioner for the governance of the International Network of Higher Education Institutions of the CAMES Area. **Mali.**
- **Matías M. González Hernández.** Co-Director of the UNESCO Chair in Tourism and Sustainable Economic Development. University of Las Palmas de Gran Canaria. **Spain.**
- **Gian Gabriele Ori.** Director of Ibn Battuta Center for Exploration and Field Activity. **Morocco.** Director of the International Research School of Planetary Sciences. The University of Annunzi. **Italy.**

- **Bernard Faye.** Founder and the first President of The International Society of Camelid Research and Development (ISOCARD). Camelologist at The French Agricultural Research Centre for International Development (CIRAD). **France.**
  - **Mubarak Abdalla.** Director of the Desertification and Desert Cultivation Studies Institute. Deputy Dean of Agricultural and Veterinary Studies, University of Khartoum. **Sudan.**
  - **Poul Alberg Østergaard.** Director of the Sustainable Energy Planning and Management Program. Aalborg University. **Denmark.**
  - **Gabriel del Barrio.** Experimental Station of Arid Zones, Almería. The Spanish National Research Council (CSIC). **Spain.**
  - **Mahamat Saleh Daoussa Haggar.** President of the University of N'Djaména. **Chad.**
  - **André Torre.** Director at MSH Paris-Saclay University. Research Director at the National Institute for Agronomic Research (INRA). President of the European Regional Science Association (ERSA). **France.**
  - **Sergio Moreno Gil.** Co-Director of International Relations at UNESCO Chair in Tourism and Sustainable Economic Development. University of Las Palmas de Gran Canaria. **Spain.**
  - **Maureen McCarthy.** Tahoe & Great Basin Research Director, University of Nevada. Research Faculty at the Desert Research Institute (DRI), Reno, Nevada. **United States of America.**
  - **Christoph Lütge.** Director of the Institute for Ethics in Artificial Intelligence. Technical University of Munich. **Germany.** Former Visiting Professor at Harvard University, Cambridge, Massachusetts. **USA.**
- 
- **El Moustapha Sidi Mohamed.** Director of the Higher Institute of Accounting and Business Administration, ISCAE. **Mauritania.**
  - **Aykut Olcer.** Head of Maritime Energy Management. World Maritime University. **Sweden.**
  - **Kader Kaneye.** Founder and President of the African Development University. **Niger.**
  - **Romila Verma.** Founder and Director of the Trans Africa Pipeline Inc (TAP). University of Toronto. **Canada.** ISMARE Environmental. **India.**

- **Niels Vestergaard.** Director of the Centre for Fisheries and Aquaculture Management and Economics (FAME). University of Southern Denmark. [Denmark](#).
- **Nishanov Nariman.** Economist at the International Center for Agricultural Research in the Dry Areas (ICARDA). National Project Coordinator of FAO at the Central Asia Desert Initiative (CADI). [Uzbekistan](#).
- **Jinlong Ma.** University of Melbourne. [Australia](#). Vice president at APEC Sustainable Energy Centre, Tianjin University, [China](#).
- **Houcine Khatteli.** General Director of the Institute of Arid Regions, [Tunisia](#).
- **Abdou Maisharou.** General Director of the National Agency of the Great Green Wall for the Sahara and the Sahel. [Niger](#).
- **Ole Kristian Sivertsen.** CEO at Desert Control. [Norway](#).
- **Khaled Sharbatly.** “Desert Technologies”. [Saudi Arabia](#).
- **Juan Luis García.** Director of the Atacama Desert Center. Faculty of History, Geography and Political Science. [Chile](#).
- **Hanaa Hachimi.** President of the Moroccan Society of Engineering Sciences and Technology, Director of the Systems Engineering Laboratory. Sultan Moulay Slimane University, Beni Mellal.
- **Fatima Arib.** Director of ENCG Marrakech. Cadi Ayyad University, Marrakech.
- **Julius Gatune.** The African Center for Economic Transformation. [South Africa](#).

