

Dr. Razane Chroqui

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TEACHING & WORK EXPERIENCE

Oct. 2009- present	Professor National School of Applied Science Hassan First University – Morocco
July 2022-Nov. 2024	Vice Dean in charge of Scientific Research and Cooperation Faculty of Languages, Arts and Humanities Hassan First University – Morocco
Sept. 2008- Sept. 2009	Project Manager, Renaissance, Casablanca Morocco
2005-2008	Assistant Director, International Center of Human development Casablanca – Morocco.

EDUCATION

July 2022	M.A. Moroccan American Studies Hassan II University - Casablanca (Morocco)
Dec. 2000	B.A. Applied Languages Studies Hassan II University - Casablanca (Morocco)
Mars 2009	Doctorate, Management Reims University - Remis (France)
Dec. 2002	M.A. Finance Sfax University - Sfax (Tunisia)
June 1999	B.A. Accountancy Sfax University - Sfax (Tunisia)

REVIEWED PUBLICATIONS/CONFERENCES (Indexed)

- Boustane H., Chroqui R. & Sabil A. *encours*. Unveiling the Potential of Artificial Intelligence within E-Learning Instructional Design: A Systematic Literature Review, Int. J. Learning Technology, (scopus, WOS) (encours).
- Boustane H. Chroqui R. & Sabil A. *encours*. The Impact of Artificial Intelligence on Academic Writing: A Systematic Literature Review, Int. J. Learning Technology, (scopus, WOS)
- Mnajli, F. E., & Chroqui, R. 2024. Contribution of Artificial Intelligence in Entrepreneurship : A Systematic Literature Review. In S. Motahhir & B. Bossoufi (Éds.), *Digital Technologies and Applications* (Vol. 1100, p. 13-23). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-68660-3_2

- Karai Y. & **Chroqui R.** 2024. Integration of AIoT and Blockchain technologies for enhanced Supply Chain Management. In O. Mahboub, K. Haddouch, H. Omara, & M. Hefnawi (Éds.), *Big Data and Internet of Things* (Vol. 887, p. 757-766). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-74491-4_58
- Malki D., Bellahcene M., Latreche H., Terbeche M. & Chroqui R., 2024. How social CRM and Customer Satisfaction affect Customer Loyalty", *Spanish Journal of Marketing - ESIC*. Spanish Journal of Marketing -, vol. 28 No. 4, 2024, pp. 465-480, DOI 10.1108/SJME-09-2022-0202
- Hakim M., Ghosn C & Chroqui R. 2024, What measurement scales for assessing e-reputation? A Systematic Literature Review. In A. Idrissi (Éd.), *Modern Artificial Intelligence and Data Science 2024* (Vol. 1166, p. 593-603). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-65038-3_47
- Tayoub S., Sakouili A. & **Chroqui R.**, 2023. Students' Related Factors' Effect on Their Performance in Online Learning: A Case Study, *Colloquium in Information Science and Technology, CIST, 2023*, pp. 419–424, scopus [IEEE CiSt'23](#).
- Tayoub S, Sakouili A. & **Chroqui R.**, Distance Learning and Students' Problem-Solving Ability: Case Study of Hassan First University, 2023 IEEE International Conference on Technology Management, Operations and Decisions, ICTMOD 2023, 2023 (scopus). [IEEE ICTMOD 2023](#)
- Bouaouaz K. & **Chroqui R.**, 2023, L'entrepreneuriat féminin : un vecteur d'insertion professionnelle des diplômés cas des lauréates de l'Université Hassan 1^{er} de Settat, Edition CREAD, pp. 139-152, ISBN : 978-9947-39-701-5. (Cairn)
- Talii, T., & Chroqui, R. 2023. Assessing the Impacts of Digital Anti-Corruption Tools in Moroccan Public Administrations: An Exploratory Study. *2023 IEEE International Conference on Technology Management, Operations and Decisions (ICTMOD)*, 1-8. <https://doi.org/10.1109/ICTMOD59086.2023.10438153>
- Hibba S. & Chroqui R. *en cours*, Digitalization, What Contribution for the Public Administration? A Systematic Literature Review, (springer)ESRI-AI
- Talii T. and Chroqui R., 2022. Critical factors for a successful Big Data adoption in Morocco's Transport and Logistics Sector: An exploratory case study of Logistics Service Provider, 2022 IEEE 14th International Conference of Logistics and Supply Chain Management (Scopus).
- Kuissu Tadjuidje L. C., Chroqui R. et Sakouili A., 2024. Barriers to E-Banking Acceptance by Moroccan Students. *French Journal For Media Research*, n° 18, pp.1-18. ISSN 2264-4733 <https://frenchjournalformediairesearch.com:443/lodel-1.0/main/index.php?id=2272>.
- Tayoub S. & **Chroqui R.**, 2023. Massive open online courses: a systematic literature review focusing on the achievements and challenges, *Int. J. Learning Technology*, Vol. 18, No. 3, pp.326–343. (scopus, WOS)
- Bellahcene M., Latreche H. & **Chroqui R.**, 2023, L'effet de la culture individuelle des technologies de l'information sur l'amélioration de la performance perçue par les employés : cas du projet de numérisation du secteur éducatif Algérien, *Les Cahiers du Cread (ASJP)*, vol. 39 - n° 01, pp. 249-281. <https://dx.doi.org/10.4314/cread.v39i1.9>
- Chouki M., Talea M., Okar, C. & **Chroqui R.**, 2022. Barriers to Information Technology Adoption within Small and Medium Enterprises: A Systematic Literature Review.

Emerging Issues and Trends In Innovation And Technology Management, Emerging Issues and Trends in Innovation and Technology Management, pp. 369-412 (scopus).

- Ouiddad, A., Okar, C., **Chroqui, R.** & Beqqali Hassani, I., 2021, "Assessing the impact of enterprise resource planning on decision-making quality: An empirical study", *Kybernetes*, Vol. 50 No. 5, pp. 1144-1162. <https://doi.org/10.1108/K-04-2019-0273> (Scopus).
- Bouaouz, K., Abdouni, A., & **Chroqui, R.**, 2021. Towards a measurement of the impact of competencies on the wages of higher education graduates in Morocco: Case of Hassan First University of Settat. *International Journal of Accounting, Finance, Auditing, Management and Economics*, 2(1), 521-534. <https://doi.org/10.5281/zenodo.4495515> (Imist, copernicus).
- Talii, T., Okar, C., & **Chroqui, R.**, 2021. Corruption and Adoption Process of Information Systems: Literature Review. *International Journal of Accounting, Finance, Auditing, Management and Economics*, 2(2), 20-41. <https://doi.org/10.5281/zenodo.4641464> (Imist, copernicus).
- Jittou, A., & **Chroqui, R.**, 2020. Performance assessment of business incubators: Towards a systematic literature review. *International Journal of Accounting, Finance, Auditing, Management and Economics*, 1(3), 73-90. <https://doi.org/10.5281/zenodo.4281504> (Imist, copernicus).
- Saoudi K., **Chroqui R.** & OKAR C., 2020. Student achievement in the Moroccan educational reforms: A significant Gap between aspired outcomes and current practices. *Interchange*, 51(2): 117-136, DOI 10.1007/s10780-019-09380-2, (Scopus).
- Beqqali Hassani, I., **Chroqui, R.**, Okar, C., Talea, M. & Ouiddad, A. 2020, Impact of hedonic motivation and corporate culture on the adoption of an information system, *Kybernetes*, Vol. 49 No. 5, pp. 1561-1578. <https://doi.org/10.1108/K-01-2019-0040> (Scopus).
- Zaidoune S. & **Chroqui R.**, 2020. ESP Needs Analysis of Business Students in Morocco: Case Study of the Faculty of Economics, Social Sciences and Law Hassan I University. *International Arab Journal of English for Specific Purposes*, Vol. 3, No 1.
- Ghiadi S., **Chroqui R.** & Okar C., 2020. Marketing Performance Measurement Criteria: Which Measure to Choose? *Strategy management logistics Research: SMALOG research*; (imist)
<https://revues.imist.ma/index.php?journal=MLS&page=article&op=view&path%5B%5D=20377&path%5B%5D=11071>
- Sakouili A., El Azhari M., **Chroqui R.** & Hattab S., 2019. Applicabilité du modèle de fiabilité pour l'amélioration de la performance des institutions financières islamiques (IFIs) : Cas de la décision de financement par les contrats Mousharakah et Moudarabah, *Repères et Perspectives Économiques*, <https://revues.imist.ma/index.php?journal=rpe&page=article&op=view&path%5B%5D=16831>.
- Zraidi A. & **Chroqui R.**, 2019. Evaluation of sustainable performance through labelling: the case study of Moroccan hand craft SME. *Strategy management logistics Research: SMALOG research*, <https://revues.imist.ma/index.php?journal=MLS&page=article&op=view&path%5B%5D=16164>.

- Sakouili, A. & **Chroqui R.**, 2019. Risk Management of Financial Instruments in Islamic Banks: An Overview. *International Journal of Islamic Economics and Finance Studies*, 5 (1) , 20-39 . DOI: 10.25272/ijisef.419518 (Copernicus).
- Harrizi D. & **Chroqui R.**, 2019. Gouvernance universitaire et modèles organisationnels : quels apports pour l'université marocaine. *Revue organisation et Territoires* <https://revues.imist.ma/index.php?journal=OrganisationTerritoires&page=article&op=view&path%5B%5D=17891>.
- Hassani I., **Chroqui R.**, Okar C., Talea M. & Ouidad A., 2019. Le rôle de l'influence sociale dans l'adoption d'un système d'information dans une entreprise marocaine. *Strategy management logistics Research: SMALOG research* <https://revues.imist.ma/index.php?journal=MLS&page=article&op=view&path%5B%5D=1616>.
- Ghalem Â., Okar C., **Chroqui R.** & Semma E., 2018. The influence of organizational culture on performance: Case study of the Moroccan ATM system. accepté et présenté à The Second International Workshop on Transportation and Supply Chain Engineering, September 2018 (Scopus).
- Ghalem Â., Okar C., **Chroqui R.** & Semma E., 2018. Air Traffic Management Performance framework Case Study: Morocco. *IFAC-PapersOnLine*, 51, pp. 1-6. (Scopus).
- Hassani I., **Chroqui R.**, Okar C., Talea M. & Ouidad A., 2018. Does quality affect the adoption of an information system in a Moroccan company? ,IEEE International Conference on Technology Management, Operations and Decisions, ICTMOD, <https://ieeexplore.ieee.org/document/8691170> (Scopus).
- Ouidad A., **Chroqui R.**, Okar C., Talea M. & Hassani I., 2018. Does the adoption of ERP systems help improving decision-making? A systematic literature review. IEEE International Conference on Technology Management, Operations and Decisions, ICTMOD, <https://ieeexplore.ieee.org/document/8691291> (Scopus).
- Ouidad A., Okar C., **Chroqui R.** & Beqqali I., 2018. Élaboration d'un modèle théorique d'évaluation de l'usage des ERP à l'amélioration de la prise de décision. *SMALOGresearch Strategy management logistics*, <https://revues.imist.ma/index.php?journal=MLS&page=article&op=view&path%5B%5D=12929> .
- Hassani I., **Chroqui R.**, Okar C., Talea M. & Ouidad A., 2017. Adoption of information systems through innovation diffusion theory and technology acceptance model : Systematic literature review. *Strategy management logistics Research: SMALOG research* <https://revues.imist.ma/index.php?journal=MLS&page=article&op=view&path%5B%5D=9508> .
- Saoudi K., **Chroqui R.** & Okar C., 2017. Performance de l'école : Définitions et analyse dans le cas de l'enseignement marocain secondaire. *Revue Organisation et territoire*: <https://revues.imist.ma/index.php?journal=OrganisationTerritoires&page=article&op=view&path%5B%5D=10088>.
- Larhrissi N. & **Chroqui R.**, 2017. Enseignement du français à l'université : contraintes et perspectives, *Le langage et l'homme* <http://www.editions-harmattan.fr/catalogue/couv/aplat/9782806636331.pdf> (Scopus).

- **Chroqui R.**, 2008. Banques étrangères, mode de gouvernance et performance des banques privatisées. Revue d'Economie Financière, n° 93, pp. 275-295.

KEYNOTE SPEAKERS

- Chroqui R., 2024. Transforming Handicraft: Digitalization as pillars of Resilience, Plenary Session, 4th Edition of the International Colloquium of Performance Management, the 21 and 22 of November, 2024.
- Chroqui R., 2024. The impact of the digitalization on the Handicraft: A systematic Literature Review, Plenary Session, The 8th edition of the International Colloquium on Tradition and Digitalization in Crafts, the 14 and the 15 of February, 2024.
- **Chroqui R.**, 2023. Bridging the gap : Moroccan educational system reforms and the challenges of the fourth industrial revolution, conférence plénière- 6^e Edition du colloque international sur le Management des Organisations et des Territoires (MOT), sous le thème « **L'Université au Service des Transitions: Vers de Nouvelles Perspectives** » Fez, 15 et 16 Décembre 2023.
- **Chroqui R.**, 2023. Covid-19 and Gender "In"equalities: Moroccan Case Study. Conference Internationale sur l'Entrepreneuriat, Nouarchout, 2 et 3 Mai 2023.
- **Chroqui R.**, 2023. Entrepreneurship and Cultural Industries », conférence plénière- 3^{ème} édition du International Conference on the Educational System -ICES'23, Settat, 15 mars 2023.
- **Chroqui R.**, 2022. Towards a University 4.0., conférence plénière- 2^{ème} édition du International Conference on the Educational System -ICES'22, Settat, 19 et 20 Juillet 2022.
- **Chroqui R.**, 2022. Levers of the Development of the University 4.0., Plenary Session- 2nd edition of the International Colloquium « Entrepreneuriat, Management et Croissance, Tétouan 23 & 24 June, 2022.
- **Chroqui R.**, 2022. Towards a University Governance 4.0,- Plenary Session- 2nd edition of the International Conference of Digital Governance, under the theme: "Impact of Digital Transformation on Societal Transformation", Benimellal, 01-03 June 2022.
- Chroqui R., 2022. Cultural and Creative Industries and Entrepreneurship in Morocco, Plenary Session- 2nd edition of the International Colloquium « Entrepreneuriat, Management et Croissance, Tétouan 18 & 19 May, 2022.
- **Chroqui R.**, 2019, Quel profil pour la femme entrepreneure ? – Plenary Session - the International Colloquium « Entre bricolage et survie, quels modèles économiques pour l'entrepreneuriat au Maghreb et au Sahel : Bilans, enjeux et perspectives », Université Al Aasriya de Nouakchott, Nouakchott, Mauritanie.

CONFERENCE PRESENTATIONS

- **Chroqui R.**, 2021. Moroccan Educational Reforms: Stakes and challenges, International Conference on the Educational System -ICES'21, Berrechid, 18 June 2021.
- **Chroqui R.**, 2021. L'entrepreneuriat féminin et les Lauréates de l'université Hassan 1^{er}, webinaire « les obstacles à l'entrepreneuriat féminin en Afrique », CREAD, 7 June 2021, Alger, Algeria.

- **Chroqui R.**, 2021. Covid-19 and Gender “In”equalities: Moroccan Case Study. 15 May 2021, Naples, Italy.
- **Chroqui R.**, 2020. Exemple de réforme portuaire dans le Maghreb : Le port de Tanger », presented in visio-conference « la modernisation des vecteurs économiques vers l'économie solidaire : exemple des ports au Maghreb et en Afrique. Konrad Adenauer, 11 December 2020, Alger, Algeria.

GRANTS

- Michigan State University – United states of America 2024 (Fulbright)
- Université d'Algarve, Faro – Portugal : Mars 2023 (Erasmus).
- Cheik Anta Diop de Dakar – Sénégal 2018 (Capitum).
- Alexandru Ioan Cuza de Iasi – Roumanie 2018 (Erasmus+).
- Alexandru Ioan Cuza de Iasi – Roumanie 2017 (Erasmus+, Al-idrissi)
- L'orientale de Naples – Italie 2016 (Erasmus - Battuta)