

Casablanca Climate Leadership Forum 2024

Global Challenges, Local Solutions: Adapting International Climate Strategies for Africa's Business Landscape

Inauguration Day

Wednesday, October 23, 2024

1st floor – Grand Auditorium

14:30 – 14:45

Registration & Welcome Coffee

14:45 – 15:15
Welcome Speech

Thami Ghorfi,

Dean at ESCA Ecole de Management

Nader Asgary,

President of Cyrus Institute of Knowledge and Emeritus Professor of Management and Economics, Bentley University, (USA).

Emerson Maccari,

Professor of Management and former Director do Programa de Pós-Graduação em Administração (PPGA), UNINOVE, (Brazil).

15:15 – 17:15

Plenary session: Collaborative Pathways for Climate Action

Moderator:

Dina Abdel Fattah,
Assistant Professor in Economics,
School of Business, The American
University in Cairo

Speakers:

Reza F. Saidi

MD, FICS, FACS. Associate Professor of Surgery,
Upstate Medical University of New York, (USA)

Majid Kaissar El Ghaib

Professor of Management, ESCA Ecole de Management,
(Morocco)

Sherwat Elwan Ibrahim

Professor of Operations management, School of
Business, The American University in Cairo, (Egypt)

Alexander Kolker

Climate Scientist, Oceanographer, and Geologist, (USA)

17:15 – 18:15

Networking Reception

14:00 – 22:00 (Online)

Cyrus Institute of Knowledge Conference 2024

Climate Change: Challenges and Opportunities for the Emerging Economies

Scientific Day
Thursday, October 24, 2024

08:30 – 08:45 - Main Hall
Registration

08:45 - 09:00
Welcome Coffee

09:00 – 10:30 - 5th floor – Paris Auditorium

Track 1. Green Finance and Investment Strategies for Sustainable Development

Track chairs:

- Anouar Hasbaoui
- Tariq Rachid
- Assessing the Role of Islamic Finance Mechanisms in Supporting Renewable Energy Investments in Morocco - Kamal Tasi'u Abdullahi, Douniya Zeroual
- In Search of Safe Haven: Responsible Investments and Conventional Markets – Foday Joof
- The Impact of Coal Balance Sheet Publication on Stock Market Performance in an Emerging Context – Yahya Anouar, Anouar Hasbaoui
- Alternative and Opportunity When Facing Environmental, Social, and Governance Obstacles through Sustainable Finance – Gustavo Gabriel Godoy
- Sustainable Solutions: Tackling Pharmaceuticals Household Waste in the United Arab Emirates – Duaa Suliman, Rafa Al Khalifa, Mohamed Babiker Musa, Immanuel Azaad Moonesar

09:00 – 10:30 - 6th floor – Shanghai Room

Track 2. Corporate Responsibility, Consumer Engagement, and Climate Action

Track chairs:

- Kenza El Badia
- Jako Volschenk
- Climate Driving Change: The Role of Financial and Behavioral Factors in Household Waste Management – Kaoutar Jamai
- The Commitment of Moroccan SMEs to CSR: Assessing Attitudes, Practices, and Community Impact – El Mehdi Es-sbaa
- Influence of Multinational Corporations on Consumer Attitudes, Motivation, and Behavior Towards Waste Management: A Case Study of Coca-Cola in Morocco – Kenza El Badia, Sara Hathout, Chaimaa Hathout
- Exploring Consumer's Perception of Green Products: An Empirical Research – Ahmed Iraqi, El Mehdi Driouche, Karim Khalifi, Boisse Traoré
- The Impact of ESG Initiatives on Organizational Performance: The Case of PATAGONIA – Imane Dalta, Anouar Hasbaoui, Tariq Rachid
- The In-Between of Saying and Doing: Stakeholder Perspective on Ethical Intention, SDG Adoption, and ESG Realization in MENA MNEs' – Hicham Nachit, Miguel Matos Torres, João Bento, El Mehdi Es-sbaa

Scientific Day
Thursday, October 24, 2024

09:30 – 10:30 - 3rd floor – Casablanca Room

PRME Panel: Teaching Responsible Management

Building Africa's Future Leaders:
PRME's Role in Transforming Management Education for Sustainable Development

Moderator:

Sherwat Elwan Ibrahim,
Professor of Operations management,
School of Business, The American
University in Cairo, (Egypt)

Speakers:

Chourouq Haisni,
Associate Dean Programs and Accreditations,
ESCA Ecole de Management, (Morocco).

Dina Abdel Fattah,
Assistant Professor in Economics, School of
Business, The American University in Cairo,
(Egypt).

Tanya Dos Santos-Ford,
Faculty and Sustainability Advisor, GIBS,
University of Pretoria, (South Africa).

Chinwe Ajena-Sagna, Professor at Strategy
Department, Lagos Business School, (Nigeria).

10:30 - 11:00 - 3rd floor Terrace
Coffee Break

10:45 – 12:45 - 3rd floor – Casablanca Room

Publication Booster for Early Career Researchers

Facilitators:

Nabil Ghantous
Professor and Associate Dean. ISC Paris,
(France).

Diana Santistevan,
Associate Professor of Intercultural Management
and Organizational Behavior. EM Normandie
Business School, (France).

Sébastien Bourdin,
Professor of Economic Geography. EM
Normandie Business School, (France).

Scientific Day
Thursday, October 24, 2024

11:00 – 12:30 - 5th floor – Paris Auditorium

Track 3. Climate Change Regulation, Economic Growth, and Policy Impact

Track chairs:

- Ahmed Iraqui
- Hossein Varamini
- Climate Change Threatens the Health of Human Societies – Reza F. Saidi
- Green Agenda for Africa's Built Environment – Chinwe Ajena-Sagna, Michael Ivenso, Emmanuel Falude
- Antecedents of the Willingness of South African Fashion Retailers to Pay for Climate Services – Jako Volschenk, Lauren Barre, Adriana Fumi Chim Miki
- The Impact of Climate Change Regulation on Economic Growth: A Comparative Analysis Between South Africa and Morocco – Zineb Fares, Anouar Hasbaoui, Tariq Rachid
- The impact of Economic Growth on the Environment: Evidence from Emerging Economies – Hossein Varamini, Saad Laraqui, Hicham Nachit, Kaoutar Jamai

11:00 – 12:30 - 6th floor – Shanghai Room

Track 4. Societal Transformation and Social Innovation

Track chairs:

- Majid Kaissar El Ghaib
- Nada Naufal
- Bridging Hearts and Bottom Lines: Unraveling the Socio-Emotional Tapestry of Family Businesses for a Socially Committed Tomorrow – Azzeddine Alliou, Hicham Nachit, Rachid Hachad
- Multifaceted Innovations as a Vector of Sustainable Performance: The BioDrive Case – Fabrice Shurweryimana, Majid Kaissar El Ghaib
- Cultural Tourism and Historic Survivals: The Impact of Boom-and-Bust Cycles – Alf H. Walle
- The Role of Digital Skills in Universities: Addressing Climate Change and Fostering Leadership in Moroccan Universities – Houda Kaa, Ilham Oumaira, Hanane Alliou
- Broadening Organizational Learning Models to Yin-Yang Logics: Empirical Proof of the Effect of Cognitive Diversity – Marc Idelson
- L'Impact de l'Entrepreneuriat Social sur l'Insertion Professionnelle des Jeunes en Milieu Rural au Burundi – Willy Niyomukiza

12:45 - 14:15 - 3rd floor Terrace
Lunch Break

14:00 – 22:00 - (Online)

Cyrus Institute of Knowledge Conference 2024

Climate Change: Challenges and Opportunities for the Emerging Economies

Scientific Day
Thursday, October 24, 2024

14:30 – 16:00 - 6th floor – New York Room

Track 5. Inclusive Climate Action and Sustainable Lifestyles

Track chairs:

- **Alexander Kolker**
- **Amanuel G. Tekleab**
- **Climate Change, Climate Challenges, and a Pathway for Climate Innovation in Africa – Alexander Kolker**
- **Multi-Criteria Decision Making: Compromise Between Financial Logic, Risk, and Sustainability in Industrial Projects in Morocco – Abdelmajid Ibenrissoul**
- **Dynamic Nexus of Humane Entrepreneurship on Climate Change Initiative Outcomes – Samar Al-Kindy**
- **Sustainable Organic Urban Lifestyles (SOUL): Local Bio-Circular Solutions to Tackle Climate Challenge – Neissan Besharati**
- **Institutional Enactment by Firms and Organizations in Emerging markets: A Review and Research Agenda – Emmanuel Ekpenyong, Rob Blomme, Yasmina Khadir-Poggi**

14:15 - 16:15 - 5th floor – Sillicon Valley Room
6th floor – Milan Room
8th floor – Dakhla Meeting Room

Publication Booster for Early Career Researchers

Parallel Sessions – Tailored Insights: Enhancing Research Quality through Customized Feedback

Facilitators:

Nabil Ghantous,
Professor and Associate Dean. ISC
Paris, (France)

Diana Santistevan,
Associate Professor of Intercultural
Management and Organizational
Behavior. EM Normandie Business
School, (France).

Sébastien Bourdin,
Professor of Economic Geography.
EM Normandie Business School,
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Participants:

Imane Dalta
Kamal Tasi'u Abdullahi
Kaoutar Jamai
Duaa Suliman

El Mehdi Es-sbaa
Hanane Alloui
Hicham Nachit
Powel Murunga

Kenza El Badia
Khaoula Zahir
Oumaima Quidi
Anouar Yahya
Zineb Fares

16:15 - 16:30 - 3rd floor Terrace
Coffee Break

Scientific Day
Thursday, October 24, 2024

16:30 – 18:00 - 6th floor – Shanghai Room

Track 6. Innovation, Technology, and Climate Resilience

Track chairs:

- **El Mehdi Es-sbaa**
- **Hanane Allioui**
- **Analyzing the Topological Features for the Prediction of the Climate Change Tendency: Case of the Global Land and Ocean Temperature – Anouar Hasbaoui, Tariq Rachid, Youssef Saida**
- **The Impact of Artificial Intelligence on Investment Strategies of Moroccan Enterprises to Strengthen Climate Resilience and Promote Sustainability – Hanane Allioui, Mohamed Beraich**
- **The Challenges of Organizational Sustainability with Social and Economic Development – Ilmar Polary Pereira**
- **A Strategic Perspective on Climate Resilience and Sustainability: Using Artificial Intelligence to Revolutionize Succession Planning in Moroccan Family Businesses – Hanane Allioui, Youssef Mourdi**
- **Harnessing the Power of Artificial Intelligence for Climate-Resilient Investment Strategies in Morocco's Stock Market – Mohamed Beraich, Hanane Allioui**
- **Building Climate Resilience through Technological Innovation and Social Enterprise in Africa – Subash Bijlani, Saad Laraqui**
- **Data for Global Goals: A Systematic Exploration of AI's Role in Meeting the UN SDGs – El Mehdi Driouche, Kaoutar Jamai, Hicham Nachit**

Casablanca Climate Leadership Forum 2024

**Global Challenges, Local Solutions: Adapting International Climate Strategies for
Africa's Business Landscape**

Stakeholders' Day
Friday, October 25, 2024
1st floor – Grand Auditorium

08:30 – 08:45 - Main Hall
Registration

08:45 – 09:00
Welcome Coffee

09:00 – 09:10 - Welcome Address
Thami Ghorfi
Dean at ESCA Ecole de Management

09:10 – 09:30 - Keynote Address
Ryad Mezzour
Minister of Industry and Trade (Morocco)

09:30 – 10:15

Panel A. Climate Finance and Leadership:
Leveraging Public-Private Partnerships for Sustainable Transformation

Moderator:

Saad Laraqui,
Associate Dean of Research, ESCA
Ecole de Management

Speakers:

Abdalah Mokssit,
Head Secretariat, Intergovernmental Panel on Climate
Change (IPCC). (Morocco)

Lamia Merzouki,
DGA Casablanca Finance City Authority – Chair UNDP-
Financial centers for sustainability networks (FC4S).
(Morocco)

Said Mouline,
Director of the Moroccan Nuclear and Radiological Safety
and Security Agency (AMSSNuR) and Chair of the
Steering Committee for the Global Nuclear Safety and
Security Network (GNSSN). (Morocco).

Zukiswa Mthimunye,
Operations Officer
IFC - International Finance Corporation

Omar Alaoui Mhamdi
Vice President of the Green Economy and
Decarbonization Commission, Confédération Générale
des Entreprises du Maroc (CGEM)

10:15 – 11:15

**Panel B. Educating for Change:
Turning Insights into responsible and Impactful Solutions**

Moderator:**Saad Laraqui,**Associate Dean of Research, ESCA
Ecole de Management**Speakers:****Amanuel G. Tekleab,**Professor of Management, Mike Ilitch School of Business,
Wayne State University. (USA).**Yossef Ben-Meir,**

President of the High Atlas Foundation (HAF), (Morocco).

Alexander Kolker,

Climate Scientist, Oceanographer, and Geologist. (USA).

Jeremy Williams,Ecological Economist at Zayed University, and Chair of
the UN PRME Middle East Chapter.**Nada N. Naufal,**Director at Rami F. Makhzoumi Corporate Governance
Initiative, Member of the UN PRME ME Chapter
Committee, American University of Beirut. (Lebanon).

11:15 – 12:15

**Panel C. Shaping Climate Leaders:
The Role of African Business Schools in Environmental Change**

Speakers:**Samer Atallah**Associate Dean for Graduate studies and research
American University in Cairo (AUC) School of Business**Morris Mthombeni,**Dean at Gordon Institute of Business Science, South
Africa.**Jako Volschenk,**Associate Professor of Strategy and Sustainability,
Stellenbosch Business school, South Africa.**Christopher Ogbechie,**

Dean at Lagos Business School, Nigeria.

Caesar Mwangi,

Dean at Strathmore University Business School, Kenya

Thami Ghorfi,

Dean at ESCA Ecole de Management, Morocco

12:15 – 12:30

Closing Session: The Casablanca Call for Climate Leadership

Saad Laraqui,

Associate Dean of Research, ESCA Ecole de Management

12:30 – 13:30 - 1st floor

Press Conference

12:30 – 12:45 - Main Hall

Group Photo

14:00 – 18:00 - (Online)

Cyrus Institute of Knowledge Conference 2024

Climate Change: Challenges and Opportunities for the Emerging Economies

14:15 – 16:15 - 6th floor – Shanghai Room

**PRME Casablanca Workshop – The Impactful-Five (i5):
Teaching Innovations within the PRME Community.**

Creative Praxis in the Classroom: Using the Impactful 5 Pedagogy

Moderator:

Sherwat Elwan Ibrahim,
Professor of Operations management,
School of Business, The American
University in Cairo, (Egypt)

INDEX OF PROGRAM CONTRIBUTORS

A

- Abdalah Mokssit, Head Secretariat, Intergovernmental Panel on Climate Change (IPCC), (Morocco).
- Abdelmajid Ibenrissoul, Professor of Higher Education in Management and Economics, Hassan II University of Casablanca, (Morocco).
- Adriana Fumi Chim Miki, Professor at the Federal University of Campina Grande, (Brazil), and Full Researcher at GOVCOPP, University of Aveiro, (Portugal).
- Ahmed Iraqi, Professor and Researcher at ESCA Ecole de Management, (Morocco).
- Alexander Kolker, Climate Scientist, Oceanographer, and Geologist, (USA).
- Alf H. Walle, Consultant, Researcher, and Trainer. Cyrus Institute of Knowledge Affiliate, (USA).
- Amanuel G. Tekleab, Professor of Management, Mike Ilitch School of Business, Wayne State University. (USA).
- Anouar Hasbaoui, Professor and Researcher at ESCA Ecole de Management, (Morocco).
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- Diana Santistevan, Associate Professor of Intercultural Management and Organizational Behavior. EM Normandie Business School, (France).
- Dina Abdel Fattah, Assistant Professor in Economics, School of Business, The American University in Cairo, (Egypt).
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- El Mehdi Es-sbaa, Professor and Researcher at ESCA Ecole de Management. (Morocco).
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- Mehdi Tazi, Vice-President, General Confederation of Moroccan Businesses (CGEM), (Morocco).

- Michael Ivenso, Director of Energy, Transportation and Infrastructure, National Council on Climate Change, (Nigeria).
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- Mohamed Babiker Musa, Faculty Member at Omdurman Islamic University, (Sudan).
- Mohamed Beraich, Professor and Researcher at Ibn Tofail University, Kenitra, (Morocco).
- Morris Mthombeni, Dean at Gordon Institute of Business Science, University of Pretoria, (South Africa).

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- Rob Blomme, Full Professor Management and Organization Behavior, Nyenrode Business University, Breukelen, (The Netherlands).
- Ryad Mezzour, Minister of Industry and Trade, (Morocco).

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- Said Mouline, Director of the Moroccan Nuclear and Radiological Safety and Security Agency (AMSSNuR) and Chair of the Steering Committee for the Global Nuclear Safety and Security Network (GNSSN), (Morocco).
- Samar Al-Kindy, PhD Candidate at Strathmore University Business School, (Kenya).
- Sara Hathout, Professor and Researcher at ESCA Ecole de Management. (Morocco).
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- Yossef Ben-Meir, President of the High Atlas Foundation (HAF) (Morocco).
- Youssef Mourdi, Lecturer and Applied Artificial Intelligence Research at Cadi Ayyad University of Marrakech, (Morocco).
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