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Proceedings Book Series -PBS-

Vol. 32

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E-Branding of Seafood Products: The Case of Value-Added Seafood Operators in Dakhla-Oued Dahab (Morocco)

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Introduction

The digitalization of agri-food markets is profoundly modifying the mechanisms for creating and enhancing value, particularly in sectors with high quality, traceability and sustainability requirements, such as the fisheries sector. Seafood is no longer evaluated solely on traditional criteria such as price or volume, but also through intangible dimensions related to trust, reputation and territorial identity. In this context, e-branding appears as a central strategic lever allowing companies to structure their digital identity, However, the appropriation of these practices remains uneven, particularly in regions with high fisheries specialization such as Dakhla-Oued Dahab.

Research question

This research aims to analyze the extent to which e-branding contributes to the competitiveness of fisheries products in the Dakhla-Oued Dahab region. It seeks more precisely to understand which digital practices are implemented by the actors in the sector, how traceability and certification mechanisms are integrated into digital communication.

Methodology

The study adopts an exploratory qualitative approach to grasp the logics of action and the strategic representations of operators. Fifteen semi-structured interviews were conducted with key players in the regional fisheries sector, including processing companies, exporters, cooperatives, logistics actors and institutional representatives.

Results

The results reveal a gradual but heterogeneous adoption of e-branding. Social networks are the main tool used, mainly for visibility purposes, but strategies often remain poorly formalized, particularly within small structures. Three major obstacles are emerging: a skills deficit in digital marketing, the perception of high costs related to digital communication, and organizational resistance to change.

Discussion

The results confirm that e-branding cannot be reduced to a simple communication tool. It is a strategic process integrating brand identity, informational transparency and relational management. The observed adoption gaps mainly reflect differences in strategic structuring and organizational capabilities.

Conclusion

E-branding is a major strategic lever to the competitiveness of fisheries products in a globalized environment. In the case of our study, the development of an integrated approach combining certification enhancement, transparency and territorial storytelling contribute to sustainably consolidating the territory's positioning international markets.

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Digitalization of occupational health and safety (OHS) management in Moroccan hospital: challenges and opportunities

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ABSTRACT

Introduction: the digitalization of the health system is a strategic lever for improving hospital performance, including occupational health and safety management (OHS), which represents a challenge in light of the diversity of occupational risks and their impact on the quality of care. However, the integration of digital tools into OHS management remains insufficiently structured.

Research question: how can the integration of digital tools improve OHS management in hospital, and what are the main challenges and opportunities associated with this transformation in Morocco?

Methodology: this study adopts a conceptual approach based on a literature review. The thematic analysis of the selected studies enabled the construction of an integrative conceptual framework highlighting the influence of digital transformation on OHS management in the Moroccan hospital context.

Results: the analysis reveals that digitalization offers significant opportunities to strengthen OHS management, notably through data centralization, performance indicator monitoring and decision-making support. However, several challenges persist, including resistance to change, deficits in digital competencies, organizational constraints and the emergence of new risks such as technostress, mental workload and infobesity. On this basis, an integrative conceptual framework is proposed, linking digitalization, managerial practices, and OHS performance in hospital, while incorporating the ethical and patient safety dimensions.

Discussion: the digitalization of the health system constitutes a strategic opportunity to strengthen the performance of OHS management in the Moroccan hospital. Its positive impact highly depends on managerial leadership and the ability of institutions to integrate digital tools within a global governance strategy. However, the operational deployment of digitalization faces multiple constraints, notably the cost of technological investments and the limitations of the public sector regulatory framework, which may hinder the process. Consequently, adapting international models to the Moroccan context is a major challenge, requiring a progressive and contextualized approach accounting for organizational specificities, available resources, and the digital maturity level of hospitals.

Conclusion: the success of digitalization of OHS management depends on a proactive and integrated approach. Its effectiveness is conditioned by support strategies and governance of the transformation process.

Keywords: digitalization, occupational health and safety, management, hospital, Moroccan health system.

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Risk mapping: Risk management tool in the Regional Directorate of Agriculture of the Oriental Region

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ABSTRACT

Risk is now a key concern for managers in all fields of activity. Every administration operates in a complex and uncertain environment where various threats can compromise its performance, continuity, and sustainability. In this context, anticipating and managing risks becomes a strategic imperative, and risk mapping is a key tool for identifying, assessing, and prioritizing risks that could potentially impact the regularity and transparency of processes. The objective of this study is to examine in depth the theoretical principles, practical fields of application, and concrete contributions of risk mapping in the management of the agricultural incentive system. To this end, the central question we will attempt to answer is: To what extent can risk mapping contribute to improving risk control in the management of state financial aid within the regional agriculture department? In other words, we will explore which tools, methods, and institutional practices can be used to move from a primarily reactive approach to one based on anticipation, prevention, and securing the processes for allocating public incentives. To answer our question, our research approach is based on a post-positivist paradigm combining both qualitative and quantitative methods. First, an in-depth review of national and international literature was conducted to clarify the concepts used in this research. Second, an exploratory study was conducted through interviews with the actors involved in the process under study, supplemented by an analysis of management and internal control reports, in order to develop a risk map specific to the process of managing state financial aid and incentives. The results highlight a concentration of risks at the subsidy stage, with a predominance of operational and organizational risks, revealing issues relating to procedures, coordination, and management. After analyzing the risks identified and assessed, a summary map of the risks associated with the processing of government financial aid is presented, in order to provide a structured overview of the levels of criticality according to probability and impact. The areas of high criticality, in particular the red zone (unacceptable risks) and the orange zone (substantial risks), are those that account for the largest share of risks, highlighting the need to prioritize control measures on the most sensitive points of the process. With a view to continuous improvement, this article emphasizes the need for a “living” risk management system based on stakeholder involvement, skills development, and monitoring tools (procedures, training, information systems) in order to increase the performance and reliability of the process under study.

Keywords— Risk, risk management, risk mapping, performance, public administrations.

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Scoring Models: A Key Tool for Predicting Default Risk

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ABSTRACT

Credit risk is one of the most significant risks faced by financial institutions, as inadequate management of this risk can lead to severe financial losses and threaten the stability of the banking system. In a context characterized by increased competition, financial market complexity, and stricter prudential regulations imposed by central banks, effective credit risk management has become a strategic priority.

This paper addresses the following research question: **to what extent do credit scoring models contribute to the accurate prediction of default risk and the assessment of borrower solvency?**

To answer this question, the study adopts an analytical and descriptive methodology based on a comprehensive review of the literature on traditional statistical models and more recent credit scoring approaches.

The results show that credit scoring models constitute effective decision-support tools, enabling financial institutions to improve objectivity, consistency, and efficiency in credit risk assessment.

However, the findings also reveal several limitations, particularly related to the reliance on historical data and potential model bias, which may reduce predictive accuracy under changing economic conditions. These results highlight the importance of complementing quantitative models with qualitative analysis and expert judgment.

In conclusion, credit scoring models play a crucial role in credit risk management and prediction of default risk, thereby contributing to the financial stability of banking institutions. Nevertheless, their effectiveness depends on continuous improvement, high-quality data, and regular model updates.

Keywords— Prediction, Credit Risk, Prediction Techniques, Scoring, Evaluation

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