

Research Laboratory in Management, Economics
 and Social Sciences (LARGESS)

Faculty of Legal, Economic and Social Sciences, El Jadida
 Chouaïb Doukkali University

— is pleased to announce —

the **1ST** International Conference



AIDEG 2026

Artificial Intelligence, **Decision Economics** and Governance
 Intelligence Artificielle, **Décision Économique** et Gouvernance



Intelligence Artificielle, Décision Économique et Gouvernance :
Enjeux pour les politiques publiques et la gouvernance organisationnelle

Artificial Intelligence, Decision Economics and Governance:
Challenges for Public Policy and Organizational Governance

October, 13, 2026

FSJES El Jadida
 Chouaïb Doukkali University

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<https://icaideg.com/>

INTELLIGENCE ARTIFICIELLE
 ARTIFICIAL INTELLIGENCE
 Innovation and Transformation
 of Economic Models
 Innovation et Transformation
 de Modèles Économiques

POLITIQUES PUBLIQUES
 PUBLIC POLICY
 Régulation, éthique
 et inclusion
 Regulation, ethics
 and inclusion

GOUVERNANCE ORGANISATIONNELLE
 ORGANIZATIONAL GOVERNANCE
 Performance, responsabilité
 et durabilité
 Performance, accountability
 and sustainability

DÉCISION ÉCONOMIQUE
 ECONOMIC DECISION
 Données, analyse prédictive
 et aide à la décision
 Data, predictive analytics
 and decision support

For further information, please contact the AIDEG organizing team at:
 Pour toute information, veuillez contacter l'équipe AIDEG à :
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Background and Rationale

Artificial intelligence now occupies a central place in economic decision-making processes. Initially used to automate repetitive tasks, it now plays a role in strategic functions such as forecasting, resource allocation, and risk assessment, while also being integrated into more operational uses such as offer personalization, fraud detection, and behavioral analysis.

Beyond its rapid diffusion, artificial intelligence is profoundly transforming decision-making practices. It redefines the relationship between human judgment and algorithmic calculation, sometimes implicitly shifting the frameworks of responsibility. While these technologies strengthen processing and predictive capacities, they also introduce tensions: model opacity, persistent biases, interpretation difficulties, and growing concerns regarding the legitimacy of the decisions produced.

These transformations unfold differently across contexts. Within organizations, AI affects management practices, whether in human resources, marketing, finance, or strategic steering, by modifying methods of evaluation, segmentation, forecasting, and risk management. In the field of public policy, it opens up new perspectives for targeting, optimization, and policy evaluation, while raising issues related to data governance, transparency, supervision, and institutional accountability. It also invites reflection on the effects of AI on employment, skills, inequalities, and the environmental transition.

In this context, the central question of the conference is as follows: **under what conditions can the integration of artificial intelligence improve the quality of economic, organizational, and public decision-making without weakening the requirements of accountability, equity, sustainability, and legitimacy?**

This line of inquiry calls for moving beyond a strictly technological reading of artificial intelligence in order to examine the institutional, organizational, and ethical frameworks that shape the use of these tools, as well as the concrete forms of governance capable of regulating their deployment.

Reflection on the transformations brought about by artificial intelligence in economic decision-making processes is all the more necessary as existing research remains partial in light of the speed of ongoing developments. Rigorous contributions, whether based on quantitative, qualitative, or theoretical approaches, can shed light on both public policies and organizational practices, while contributing to a structured scientific debate. From this perspective, the conference proposes to examine these issues through a variety of analytical frameworks, including econometric methods, without excluding approaches from management sciences and interdisciplinary contributions.

Paper proposals may address transformations in decision-making processes, the uses of AI in organizations and public action, as well as its economic, social, environmental, and productive implications. Proposals may fall within one of the following themes, which are indicative and non-exhaustive:

Theme 1 · Reconfiguration of Economic Decision-Making

Transformations in decision-making mechanisms within public and private organizations: decision support, forecasting, targeting, evaluation, strategic steering, investment decisions, and data governance.

Theme 2 · AI and the Environment

Uses of AI in resource management, energy efficiency, and the monitoring of environmental impacts: potential contributions, energy consumption, carbon footprint, and risks of unsustainable use.

Theme 3 · Reconfiguration of Value Chains

Effects of AI on value chains: automation, transformation of activities, new technological dependencies, and reshaping of competitive advantages.

Theme 4 · Employment and the Labour Market

Effects of AI on employment, skills, and the organization of work: substitution or complementarity between human labour and technologies, transformation of occupations, and impacts on the labour market.

Theme 5 · Inequalities and Distributive Effects

Effects of AI on the distribution of opportunities, income, and skills: differential access to technologies, labour market polarization, digital divide, and risks of widening inequalities.

Theme 6 · Public Policies

Uses of AI in the design, implementation, and evaluation of public policies: targeting of interventions, resource allocation, transparency, and democratic oversight.

Theme 7 · Higher Education

Effects on teaching practices, learning systems, and skills: personalization, assessment, transformation of the role of teachers, and issues of inequality.

Theme 8 · Human Resource Management

Uses of AI in recruitment, evaluation, and career management: effects on autonomy, surveillance, algorithmic bias, and power relations.

Theme 9 · Financial Decision-Making

Applications in finance: forecasting, portfolio management, credit scoring, and implications for market efficiency, financial stability, and regulation.

Theme 10 · Marketing Decision-Making

Transformations in marketing and consumer behaviour: segmentation, personalization, pricing, customer relations, and trust-related issues.

Theme 11 · Ethics, Regulation, and Governance of AI

Transparency, responsibility, data protection, auditability, supervision of artificial intelligence systems, and institutional frameworks for governance.

Important Dates

Step	Date
Launch of the Call for Papers	Mai 5, 2026
Deadline for submission of proposals	June 30, 2026
Notification of acceptance of proposals	July 15, 2026
Deadline for submission of final papers	September 10, 2026
Notification of acceptance of final papers and publication of the program	September 25, 2026
Conference date	October 13, 2026

Any paper submitted after the above-mentioned deadlines will not be considered by the Scientific Committee.

Submission Guidelines

Authors are invited to submit a paper proposal in the form of an extended abstract of 900 to 1,200 words.

Proposals must be sent by email to the following address: iadeg2026.ucd@gmail.com, after completing the [dedicated online form](#). Both steps are mandatory for the submission to be considered.

Proposals must include the title of the paper, the names and affiliations of the authors, with the corresponding author clearly identified, as well as a presentation of the research problem, the methodology used, and the main expected results or contributions. Proposals may be submitted in English, French, or Arabic.

Manuscript Formatting Guidelines

- ✉ The final paper, with a maximum length of 8,000 words, including appendices and references, must be submitted in Word format to the conference email address.
 - ✉ The document must be written in Times New Roman, font size 12, on A4 paper, with 2.5 cm margins and 1.5 line spacing.
 - ✉ Headings must follow a simple hierarchical numbering system: 1., 1.1., 1.1.1., etc.
 - ✉ The manuscript must include the following elements: the title of the paper; the authors' first and last names, positions and affiliations, as well as their contact details: email address and telephone number; an abstract; keywords; and the JEL classification.
 - ✉ In the case of co-authorship, the corresponding author must be clearly identified.
 - ✉ Bibliographic references must be presented in accordance with APA 7th edition standards (<https://apastyle.apa.org/style-grammar-guidelines/references>).
 - ✉
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