



3d. International Conference on Information Systems and Economic Intelligence (SIIE'2010)
February 18-20, 2010 - Sousse, Tunisia.

Web Sites: <http://siie2010.loria.fr> & <http://www.siiie.fr/>

Guest speakers / Conférenciers invités

1st. day (am) : Conference & Tutorial - February 18, 2010.

Serge MIRANDA

Professeur
University of Nice Sophia Antipolis, France
Faculté des Sciences, Dept. of Computer Science

CV

Serge Miranda is Professor of Computer Science at the University of Nice Sophia Antipolis (UNSA), France, a position he has held since October 1983 after a PH-D in Toulouse University (France) and a Master thesis at UCLA (Univ.of California, Los Angeles).Serge Miranda has authored or coauthored more than 100 publications and published six successful French books on databases (15 Editions).

He is presently director of (Master) MBDS a graduate degree devoted to mobiquity, new technologies, data base systems, Internet and enterprise computing with important financial involvement of industry partners (500 K Euros a year of industry innovation contracts to prototype mobile information services of the future). Several innovative wireless information cell phone- centrics services with communicating objects (RFID, NFC, captors, sensors,..) were performed at MBDS in the area of m-payment, digital campus, health (elderly people), travel/tourism, sustainable economy (fair trade, NFC posters for illiterate, etc..)

MBDS opened a formal university "subsidiary" in Morocco, Haïti, Madagascar and Russia (www.mbd-fr.org and www.youtube.com/mbdsimagine for TV broadcasts). A multidisciplinary university foundation JM@GINE, (www.jmagine.org) was launched on December 2009 around the MBDS kernel with the same bottom up innovative approach.

On March the 21st 1998, he was decorated ("Chevalier Ordre du Merite") by Senator Pierre Laffitte on behalf of the Ministry of Industry of France for recognition of his original contribution between higher education and industry in the science park of Sophia Antipolis

<http://www.mbd-fr.org/wp-content/uploads/2009/01/miranda-serge-cv-091.pdf>

Talk Information

(EN) **Innovation and research on ubiquitous information services in Nice.**

(FR) -

We entered the Mobile Internet or "Mobiquity" (mobility + ubiquity) era. Near Field Communication (NFC) is a new short-range wireless connectivity technology with high expectations for innovative information services that emerged from the combination of contactless identification (RFID Radio Frequency Identification) and cell phones. NFC was launched on 2004 by Philips (NXP), Sony and Nokia.



NFC can be used with a large variety of devices for touching connectivity: consumer electronics, mobile devices, and PCs. Consumers will be able to easily access a variety of services (payment, transport, travel, infotainment, culture, socializing 2.0, street/POS marketing ...) and conveniently exchange information with Sky is the limit in terms of innovative services of our digital future where they will be location -based and touch-based!

The University of Nice has been very active around the NFC standard since the beginning of NFC standard in 2004 through initial research grants from Nokia and Philips. The ICT lab of the university developed proofs of concepts concerning NFC innovative services in the area of tourism, health (elderly people), access control, mobile payment and transfer, education sustainable economy (fair trade) and culture. We developed a genuine French approach based upon projects in a bottom up approach with large support from industries. This leads

- internally to the creation of a university foundation (1st in France) JM@GINE which will leverage the POC prototypes with multi disciplinary researchs (law, economics, sociology, marketing, ..)
- externally with the launching of Nice as an NFC City in mid 2010 along with the 1st NFC Campus in France (2 years research with 300 NFC equipped students in Oct 2010) in which the NFC cell phone will be next student (virtual) ID card with a portfolio of services

This talk is organized as follows :

- strategic vision around mobility with communicating objects becoming "alive" and the cell phone next computer ("we will BIP and TAG the future") ;
- presentation of a service engineering NFC ecosystem with concrete illustrative supportive innovative proof of concepts developed in Nice University;
- presentation of an open web service 4-tier platform
- discussion of open areas of innovation and research

Jean-Paul HATON

Professeur Université Henri Poincaré, Nancy 1
& Membre de l'Institut Universitaire de France (Chaire de Modélisation informatique des processus perceptifs et cognitifs)
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Jean-Paul Haton, agrégé de l'Université (Ecole Normale Supérieure de Saint-Cloud) et docteur d'Etat ès Sciences, est professeur à l'Université Henri-Poincaré, Nancy 1 depuis 1974 (promu à la classe exceptionnelle des professeurs en 1992).

Il enseigne divers aspects de l'informatique et de l'intelligence artificielle. Il est responsable, au sein du LORIA/INRIA, de l'équipe "Reconnaissance des Formes et Intelligence Artificielle", comprenant environ 50 chercheurs. Son principal domaine concerne, depuis près de trente ans, l'étude des processus perceptifs et cognitifs, dans leurs aspects théoriques et appliqués : systèmes à bases de connaissances, modèles stochastiques et modèles neuromimétiques, avec application à la reconnaissance de la parole, l'interprétation de signaux, l'aide à la décision.

J.P. Haton a été directeur du GDR-PRC "Communication Homme-Machine" de 1982 à 1993 et Président du SIIE 2010 international conference. Page 2



Comité des projets de l'INRIA-Lorraine de 1987 à 1992. Il a été détaché comme directeur de recherches à l'INRIA de 1985 à 1990. Il est directeur du Pôle Technologique Régional IAE+M qui regroupe l'ensemble des laboratoires lorrains d'informatique, d'automatique, d'électronique, d'électrotechnique et de mathématiques.

J. P. Haton est auditeur de l'Institut des Hautes Études de Défense Nationale (IHEDN, promotion 1993). Il est l'auteur de plus de 250 ouvrages et articles et il a encadré ou co-encadré plus de 80 thèses de doctorat.

Talk Information

(EN) Speech signal to its interpretation.

(FR) **Du signal de parole à son interprétation.**

Les systèmes actuels d'interaction Homme-Machine (intelligence ambiante, moteurs de recherche, etc.) font appel aux entrées-sorties vocales (reconnaissance et synthèse de la parole), simultanément avec d'autres médias d'interaction. Les difficultés spécifiques pour la reconnaissance de la parole sont nombreuses : nombre variable de locuteurs connus ou inconnus, microphones distants, bruit ambiant, effets liés aux locaux (écho, réverbation).

Cet exposé rappellera les principes de la reconnaissance automatique de la parole et présentera les niveaux fonctionnels d'un système : prise de son, analyse et paramétrisation du signal vocal, analyses syntaxiques et sémantiques, en insistant sur les modèles stochastiques actuellement les plus performants (en particulier, modèles acoustiques à base de modèles de Markov cachés et modèles linguistiques à base de modèles n-grammes).

Les questions relatives, d'une part, à l'apprentissage des systèmes de reconnaissance et, d'autre part, à leur évaluation seront également abordées.

L'exposé sera illustré par des démonstrations réelles de divers niveaux de traitement.



2nd. Day (am) : Conference & Tutorial - February 19, 2010.

Abdelmajid BEN HAMADOU

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Talk Information

(EN) Recent developments in Information Filtering and Automatic summarization.

(FR) Développements récents en filtrage informationnel et résumé automatique.

The current trend in business intelligence is to develop mechanisms that can handle a large information flow and disseminate it selectively and intelligently to potential users. In this context, information filtering and automatic summarization have become essential to achieve this goal. This presentation aims to shed light on this association starting by explaining the main motivations and complementary links between Filtering and Summarization.

Then we give an overview of existing approaches and problems (Heterogeneous, Multimodality and Multilingualism,...) in this area including social filtering and multi-document summarization. Also, we address the problem of evaluation. We conclude by presenting research perspectives and application challenges in the business intelligence context.

Nacer BOUDJLIDA

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CV

Nacer Boudjlida is a full professor at University Henri Poincaré Nancy 1 (France) and he is the head of the computer science department of that university.

As a researcher, he is affiliated at the LORIA Research laboratory (Lorraine Laboratory of Research in Computer Science and Applications).



As a professor, his lectures include the various facets of databases (DBMS, database design, distribution, architecture, administration and so on).

As a researcher, his domain of interest includes process modelling and support, distributed and cooperative computing, semantic-based mediated architectures. He authored two books on databases and numerous papers on software systems integration and interoperability, on software process modelling and support, etc. He also directed many international projects.

Talk Information

(EN) Toward large scale semantic interoperability.

(FR) Vers une interopérabilité sémantique à large échelle.

This tutorial introduces concepts and approaches related to the integration and interoperability of enterprise systems and software. It also introduces issues related to the use of ontology for semantic interoperability.

The main topics that are addressed concerns:

- The basics of interoperability,
- Interoperability in a model-based view of enterprise systems,
- Place and roles of semantics in the interoperability process.

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Ce tutoriel introduit des concepts et des approches pour l'intégration et l'interopérabilité de systèmes et applications d'entreprises. Il introduit également des aspects liés à l'utilisation d'ontologies pour l'interopérabilité sémantique.

Les points essentiels abordés sont :

- Les bases de l'interopérabilité,
- L'interopérabilité dans une vision basé modèles d'entreprises,
- La place et le rôle de la sémantique dans le processus d'interopérabilité.



3d. Day (am) : Conference & Tutorial - February 20, 2010.

Klaus SOLBERG SØILEN

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CV

Klaus Solberg Søylen is Professor at the Blekinge Institute of Technology, Sweden, where he teaches Business and Competitive Intelligence. He has written numerous books and articles in the field, among them Introduction to Private and Public Intelligence – The Swedish School of Competitive Intelligence (2005).

He has a Ph.D. from the Universität Leipzig, Germany, where he wrote on industrial espionage. Prior to his academic career, he worked in the USA, France and Scandinavia.

Talk Information

(EN) “How to navigate in a jungle of Intelligence related terms – the current status of Private Intelligence studies”

(FR) -

There is a need for researcher and professionals interested in any Intelligence related studies to be able to separate between the different terms used and to be aware of how their meaning change across different cultures. The failure to do so frequently leads PhD students and researcher to overlook existing research and repeating problems and answer from other studies. The main focus of this presentation will be on the terms used in the Anglo Saxon world of research.

Terms covered include Intelligence Studies, Intelligence Analysis, Competitive Intelligence, Market Intelligence, Marketing Intelligence, Financial Intelligence, Competitor Intelligence, Private Intelligence, Public Intelligence, Geopolitics, Geoeconomics, Business Intelligence, Data Mining, IT Forensic, Computer Forensic, Information Security, and Psychology of Information.

Different cultures study the same phenomenon from different angles. In the French tradition we often speak of Intelligence Economique, La veille, Geopolitique and Geoeconomie. In the German tradition we often speak of Wirtschaftsspionage.

Other disciplines or areas of study which concern themselves with the same or similar subject matters include Strategy, Strategic Planning, Marketing Research, Decision Support Systems (DSS), Management Support Systems (MSS), Business Performance Management (BPM), Enterprise Information Systems (EIS), Knowledge Management (KM), and Customer Relation Management (CRM). All of these are more or less established fields of research and many have their own journals. For any researcher or professional within the Intelligence field it is important to be able to distinguish between these different studies. Only then can we hope to make genuine contributions.



Guy SAINT-LEGER

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CV

Education

PhD in Management Science (2005), University Lyon 3
Research Master Degree in Socio-Economic Management Science (2000), University Lyon 3
Executive MBA/CPA (1995), EM-Lyon
Master in computer operating systems (1986), University Paris VI
Engineer in Industrial Production (1985), Centre d'Etudes Supérieures Industrielles d'Evry

Experience

Guy Saint-Léger joined the Saint-Etienne School of Management (SESOM) as a professor of Management Information Systems in March 2007.

Before joining SESOM, Guy Saint-Léger worked for thirty years in several consulting organizations and large information systems groups (Siemens, Oracle, NCR, SAP, CAP SESA industry), as well as the responsibilities of Management operations in an industrial environment (Groups Wormald, St Gobain, SEPR, Norton).

Over the past decade, he has also been involved in various Master programs and engineering schools, where he has taught change management in ERP Projects.

Research and publication

His research and publications activities are related to the conduct of change in organizations and the use of integrated management systems in enterprises with production of goods and services.

Talk Information

(EN) Multidimensional approach to integration projects.

(FR) Approche multidimensionnelle des projets d'intégration.

Un directeur d'une grande « Business Unit » chez l'un des principaux éditeurs de progiciel du marché nous fait part très fièrement du récit suivant : « Dans cette grande PME nationale nous avons mis en place notre ERP en un temps record et dans le budget alloué. C'est une « success story » que nous n'hésitons pas à utiliser dans nos démarches commerciales ». Par contre et avec un peu plus de modestie le directeur nous fait partager une grande interrogation qui le laisse perplexe et un peu désabusé: « Dans cette autre entreprise de même taille, positionnée sur le même environnement de marché, possédant les mêmes ressources internes et avec la même méthode d'implémentation, le projet s'est traduit par un véritable échec ! Pouvez-vous m'expliquer pourquoi un tel écart entre ces deux projets ? ».



Sur la base de retours d'expériences de projets ERP¹ et de travaux de recherche sur la question des intégrés nous proposons de mener une réflexion de fond à partir de cette interrogation, et d'y apporter quelques éléments de réponses.

Pour cela, nous aborderons dans ce tutoriel les éléments théoriques suivants :

- Approche dysfonctionnelle de la théorie socio-économique des organisations
- Modélisation des systèmes complexes
- Spécificités et exigences des systèmes intégrés
- Analyse des manifestations dysfonctionnelles récurrentes appliquée au champ des progiciels intégrés
- Dysfonctionnements d'usage des systèmes intégrés dans les phases post-projet avancée
- Les centres de compétences

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¹ERP : Enterprise Resource Planning ou progiciel de gestion intégrée en Français.