

Contents

Digital Marketing

Celebrity Endorsement on Social Networks Sites: Impact of His/Her Credibility and Congruence with the Endorsed Product, on the Consumer's Information Adoption and Dissemination	3
<i>Nadia Ben Halima, Hamida Skandrani, and Nawel Ayadi</i>	
What "Uses and Gratifications" Theory Can Tell Us About Using Professional Networking Sites (E.G. LinkedIn, Viadeo, Xing, SkilledAfricans, Plaxo...)	15
<i>Karim Grissa</i>	
Intention of Adoption of Mobile Commerce from Consumer Perspective	29
<i>Hela Ben Abdennebi and Mohsen Debabi</i>	
Not Always a Co-creation: Exploratory Study of Reasons, Emotions and Practices of the Value Co-destruction in Virtual Communities	41
<i>Arij Jmour and Imen Charfi Ben Hmida</i>	
Empirical Study of Algerian Web Users' Behavior: The Case of Ouedkniss.Com.	55
<i>Fares Medjani</i>	
Capturing Leading Factors Contributing to Consumer Engagement in Online Packaging Co-design Platform: A Focus Group Study and a Research Model Proposal	64
<i>Olfa Ammar and Imen Trabelsi Trigui</i>	

Digital Economy and e-Learning

Knowledge Transfer Through E-learning: Case of Tunisian Post	85
<i>Nacef Dhaouadi</i>	
Modeling of a Collaborative Learning Process with Business Process Model Notation.	95
<i>Sameh Azouzi, Sonia Ayachi Ghannouchi, and Zaki Brahmi</i>	
Intermediation and Decision Support System for the Management of Unemployment: The Simulator of Duration	105
<i>Anis Ben Ahmed Lachiheb</i>	

Online Project Management and PHP7 Application: A Real Case Study	116
<i>Houda Hakim Guerhazi and Arij Zorai</i>	

Data Science and Security

Data Stream Mining Based-Outlier Prediction for Cloud Computing	131
<i>Imen Souiden, Zaki Brahmi, and Lamine Lafi</i>	
Overlapping Community Detection Method for Social Networks.	143
<i>Mohamed Ismail Maiza, Chiheb-Eddine Ben N'Cir, and Nadia Essoussi</i>	
New Overlap Measure for the Validation of Non-disjoint Partitioning	152
<i>Chiheb-Eddine Ben N'Cir and Nadia Essoussi</i>	
Uniformly Spread Embedding Based Steganography	162
<i>Marwa Saidi, Houcemeddine Hermassi, Rhouma Rhouma, and Safya Belghith</i>	

Uncertainty in Web Data

First Steps Towards an Electronic Meta-journal Platform Based on Crowdsourcing.	175
<i>Amna Abidi, Nassim Bahri, Mohamed Anis Bach Tobji, Allel HadjAli, and Boutheina Ben Yaghlane</i>	
Skyline Operator over <i>Tripadvisor</i> Reviews Within the Belief Functions Framework	186
<i>Fatma Ezzahra Bousnina, Sayda Elmi, Mouna Chebbah, Mohamed Anis Bach Tobji, Allel HadjAli, and Boutheina Ben Yaghlane</i>	
An Adaptive Approach of Label Aggregation Using a Belief Function Framework.	198
<i>Lina Abassi and Imen Boukhris</i>	
Assessing Items Reliability for Collaborative Filtering Within the Belief Function Framework	208
<i>Raoua Abdelkhalek, Imen Boukhris, and Zied Elouedi</i>	

Author Index	219
-------------------------------	-----

Digital Economy. Emerging Technologies and Business
Innovation

Second International Conference, ICDEc 2017, Sidi Bou
Said, Tunisia, May 4-6, 2017, Proceedings

Jallouli, R.; Zaïane, O.R.; Bach Tobji, M.A.; Srarfi

Tabbane, R.; Nijholt, A. (Eds.)

2017, XVI, 219 p. 58 illus., Softcover

ISBN: 978-3-319-62736-6