

Saida Belouali

Full Professor
Digital Ethics
Pluriculturalism in Artificial Intelligence Ethics



Coordonnées



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Professional experiences



Expert
EuropIA Institute
<https://institut-europa.eu/>
March 2021 – Today
Location: Europe



Co-founder
Collective of Digital Ethicists
<https://www.linkedin.com/company/75577843/admin>
Jul 2021 – Today
Location: France



Member of the executive board
Global AI Ethics Institute
<https://gloalethics.ai/about-us/>
Apr. 2021 – Present
Location: France



Member
Biomedical Research Ethics Committee of Oujda
<http://fmpo.ump.ma/fr/recherche/ethics-committee>
Jan. 2021 – Today
Location: Morocco



Expert-Evaluator
ANEAQ
<https://www.aneaq.ma/>
Sept. 2019 – Today
Location Morocco



Professor/ Researcher
Mohammed First University
National School of Applied Sciences. Oujda, (Morocco)
<http://ensao.ump.ma>
2001- present

Field of research

- Applied ethics
- Digital ethics and Artificial intelligence ethics
- Ethical communication

Teaching area

- Applied and professional ethics
- Collective Intelligence, Communication and Leadership
- Creativity and Design Thinking



Research Director
Mohammed First University
National School of Applied Sciences. Oujda, (Morocco)
2018- present

Recent supervised theses

1. Halima Brahmi: **Intelligent systems and ethical issues. Moroccan background.**
2. Morad El Ghanbour: **Ethical issues of the use of intelligent tutorials in training and learning**
3. Fatima Zahra Benmoussa: **Ethics of educational policy by and digital within the Moroccan university**
4. Nidal Mergoum: **Ethical and epistemological issues of the use of intelligent systems in education**
5. Nissrine Alaoui-Hassini: **Ethical communication and Moroccan public health policies**
6. Younès Eddane: **Discursive and ethical issues and practices of public communication in Morocco**
7. Nadia Benaissa: **Scholarly communication and university research through the prism of cognitive and digital governance of the 4.0 university**
8. Lamiae Jmoula: **Communication and Organizational Ethics**



Co-founder and co-director

Ethics and Digital Review

<https://sites.google.com/view/revue-ethique-et-numrique/accueil>

2021-Present

Various responsibilities

1. 2022 : Co-founder and Co-chair, Semaine de l'IA au Maroc
<http://mia.ump.ma/semaineia/>
2. 2021: Co-Founder and Co-Head of Maison de intelligence Artificielle, Mohammed Premier University, Oujda, Morocco (MIA-M)
<http://mia.ump.ma/>
3. 2020: Co-chair J2IA'3 International Days of Artificial Intelligence
<https://sites.google.com/view/j2ia3/accueil?authuser=0>
4. 2017: Co-Chair International colloquium: Society and digital
<https://sites.google.com/site/colloquesocietenumérique/home>
5. 2019- present: Ambassador World Speech Day
<https://www.worldspeechday.com/ambassadors1>
6. 2012-2020: President Moroccan Association of Innovation (AMIN)
7. 2005- 2011: Editorial Director Akhbar Aljamia, Mohammed Premier University newsletter

Administrative and pedagogical responsibilities

1. Head of department Department of Humanities and Management
2016–present
<http://ensao.ump.ma/fr/lc>
ENSA, Mohammed I University, Oujda (Morocco)
 - Creation of the department
 - Implementation of a new strategy for the teaching of humanities and management in an engineering school
 - Introduction of new subjects such as: Creativity and ethics applied
 - Recruitment of permanent and temporary teachers

**2. Coordinator Department of Languages, Communication and Business,
2012-2014**

ENSA, Mohammed I University, Oujda (Morocco)

- **Coordination of teaching in communication and management**
- **Creation and management of transversal modules**

3. Director

2005-2011

Public Relations and Communications Department (Presidency of the Mohammed Premier University)

Co-responsible for CUDRO (Presidency of Mohammed Premier University (UMP))

2005-2009

Head of the Innovation and Communication office (Incubator)

The CUDRO is a center of initiatives and openness to the socio-economic world. This activity is conceived as a fundamental cultural value that the UMP wants to anchor in mentalities. It is part of a project aimed at transforming the business-university relationship in the direction of greater collaboration and better synergy.

The Innovation and Communication office for which we were responsible includes an incubator, a patent and intellectual property service and a communication service

Example of convincing results

Support for the installation of the SQLI offshore center in Oujda

- coordination of the UMP/SQLI partnership file (research and development and offshore center), www.sqli.com
- support for recruitment and upgrading training for UMP graduates
- support for the installation of the SQLI offshore center in Oujda and presentation of the file to regional authorities (ADO, Wilaya, CRI and ANAPEC)
- SQLI is today the leading employer of engineers (and similar) in the region.

Coordinator of the implementation of the Knowledge Campus within the Oujda technology park

2009-2011

Tasks

- Founding texts of the competitiveness cluster,
- Establishment of the network by selected themes,
- Management of activities of the Wilaya and Region of Galicia twinning program; part of Result 3: establishment of the competitiveness cluster (coordination with experts, definition of activities, organization of meetings, etc.)

Administrator

1997-2001

Ministry of Interior, Oujda (Morocco).

International program responsibilities

1. 2020-2023: Coordinator of the bilateral program ERASMUS+ KA107 International Credit Mobility (ICM 2020) with the University of Minho, Portugal.
2. 2018-2020: Coordinator of the bilateral program ERASMUS+ KA107 International Credit Mobility (ICM 2018) with the University of Minho, Portugal.
3. 2013-2016: Local coordinator of the Erasmus Mundus program with the University of Murcia (<https://eumarenostrum.um.es/eumarenostrum/eumarenostrum.public.northafricanpartners.do?idioma=I002>)
4. 2013-2016: Local coordinator of the Tempus Project NORIA program with the University of Murcia.

Responsibilities research programs

1. 2021-2022: CNRST funding (90,000 dh)
Ethical and discursive issues of public communication during the COVID-19 pandemic in Morocco.
2. 2019-2020: CNRST funding (100,000 dh)
Confilearn: Ethical digital kit for teaching during a pandemic
3. 2017-2018: MENFPES funding (100,000 dh)
Design of the MOOC: Passport for an active and constructed search for information (Curation of content on the Internet)
<https://www.mun.ma/courses/coursev1:UMP+UMP002+session01/about>

Academic training and certifications

1. **Fundamentals of Medical Ethics**
Den norske legeförening
févr. 2022
2. **Management Certificate**
College Park, University of Maryland, Maryland (USA): Developing Innovative Ideas for Startups: The First Steps in Entrepreneurship
2012
3. **Philosophy Certificate**
École Normale Supérieure (ENS), Paris (France): Metaphysical problems put to the test of politics, 1943-1968”
2012
4. **Doctorat d'Etat in Humanities**
Mohammed Premier University, Oujda (Morocco)
2005
5. **Doctorat 3rd cycle ès Lettres**
Mohammed Premier University, Oujda (Morocco)
1997

Ten Recent conferences and Communications

1. Saida Belouali, Inaugural conference, Title : « En guise d'introduction à l'éthique », 11 mai 2023, CERBO, Oujda, Morocco.
2. Saida Belouali, Implications of the uses of artificial intelligence in decision-making in Judiciary”, in “Uses of the artificial intelligence in Judicial and Justice Services”, 7 et 8 mars 2023, Bahrein
3. Saida Belouali, "Are we condemned to have bias in AI?", WAIFC, February 09, 2023, France
<https://www.worldaiccannes.com/en/thehonorarycommittee/63835d4e4d652e2d06c29689>
4. 1. Saida Belouali, Ethics and Integrity in RDI actions, International Research

and Innovation Symposium, What approach for the CFS? From 14 to 16 May 2023, Senegal.

5. Saïda Belouali, Artificial Intelligence and Africa: ethical and social issues, UmbrellaTree CoLab and ACAIT NET, September 23, 2022
<https://www.lepatron.ma/news/agenda/intelligence-artificielle-et-afrique-challenges-ethiques-et-sociaux/2574>
6. Saïda Belouali, « L'IA appliquée à la santé, les questions du relativisme en éthique exacerbées (?) », Ecole d'été de la Chaire UNESCO Éthique, Science et Société « L'autonomie en santé au prisme de l'universalisme et des cultures », 7 et 8 juin 2022, Farnce.
<https://chaire-unesco-e2s.univ-toulouse.fr/wp-content/uploads/2022/06/Chaire-UNESCO-%E2%80%93-Ecole-de-L'autonomie-en-sante-au-prisme-de-l'universalisme-et-des-cultures-7-et-8-juin-Programme-Atelier-jeunes-chercheurs-Plan.pdf>
7. BELOUALI, Saïda, GOFFI, Emmanuel., PANAI, Enrico., PISTILLI, Giada., "Teaching Ethics" (Conference-debate), International Summer E-University, 2nd edition, July 14 and 15, 2021.
8. BELOUALI, Saïda. "Confliearn; an intelligent and ethical platform for human learning", communication delivered at the international symposium: Uses of digital technology at university: Perceptions, postures and practices, 11th edition, June 17, 18 and 19, 2021.
9. BELOUALI, Saïda. "Artificial Intelligence and the Ethics of Others; about a homogenizing intellection", Communication pronounced at the International Days of Artificial Intelligence, 3rd edition, Mohammed I University, Oujda. January 21 and 22, 2021.
10. BELOUALI, Saïda. "The university teacher, towards a digital pedagogy". Communication delivered at the International Colloquium: Society and Digital. ENSA, Mohammed I University, Oujda. April 27, 2019. Working session I: University and digital.

Ten Recent Publications

1. Saïda Belouali, Applications du futur, de l'éthique de l'IA à l'éthique computationnelle, Publications EuropIA, Ouvrage , Edition spéciale, 2023.
2. Saïda Belouali et Toumi Bouchentouf, Tension entre automatisation et responsabilisation en éthique appliquée à l'Intelligence, Arribat, Vol 2, (En cours), 2023.
3. Saïda Belouali et al. Interrogation de l'universalité d'une éthique pour l'usage de l'IA au travers d'une lecture du code publié par Dubaï, Éthique et Numérique, V1, N.1, p.1-17.2022.
4. Lamyae Jmoula, Saïda Belouali, Intelligence Artificielle et traitement des données massives de l'université marocaine : perspectives, risques et enjeux éthiques, Journal of Information sciences, Vol 21, N°2, 2022
<https://revues.imist.ma/index.php/JIS/article/view/36624>
5. Goffi E., Colin L., Belouali.S, (2021) Ethical Assessment of AI Cannot Ignore Cultural Pluralism: A Call for Broader Perspective on AI Ethic, Arribat, vol.1, n2, p.0, 2021.
<http://www.humanrights.periodikos.com.br/article/6061f45aa953955f3e675902>
6. Belouali S., Belouali A., Saber M., Jaafar K., Belkasmi M.G. (2020) Ethics of AI or Ethical AI, Topical Point of View. In: El Moussati A., Kpalma K., Ghaouth Belkasmi M., Saber M., Guégan S. (eds) Advances in Smart Technologies Applications and Case Studies. SmartICT 2019. Lecture Notes in Electrical Engineering, vol 684. Springer, Cham. http://doi-org-443.webvpn.fjmu.edu.cn/10.1007/978-3-030-53187-4_58

7. Alaoui, N., & Belouali, S. (2020). Perception of change and ethical issues in the use of information and communication technologies in the health sector: Results of an online survey. *International Multidisciplinary Research Journal*, 10, 35-39. <https://doi.org/https://doi.org/10.25081/imrj.2020.v10.6178>
8. Benaissa N., Belouali S. (2020) Open Access Publishing and Ethical Issues in the Moroccan Context. In: El Moussati A., Kpalma K., Ghaouth Belkasmi M., SaberM., Guégan S. (eds) *Advances in Smart Technologies Applications and Case Studies. SmartICT 2019. Lecture Notes in Electrical Engineering*, vol 684. Springer, Cham. https://doi.org/10.1007/978-3-030-53187-4_59
9. BELOUALI, S, "About a quality in school", In: Al-Madrassa Al-Maghribiya, semi-annual review with a reading committee, specializing in school issues, N°9 (2020). ISSN: 7 - 2028: ISSN
10. BENAÏSSA, N., BELOUALI, S. The opening of research data: what data policy for Moroccan universities? [on line]. In: School of Information Sciences (ESI), National Center for Scientific and Technical Research (CNRST). *Proceedings of the 3rd international symposium on Open Access (ICOA): Free access to science: foundations, challenges and dynamics. Volume 1*. Rabat: National Documentation Center, November 2018, Pp. 359-377. (Information and Communication e-book series, No. 1). ISBN / 978-9920-36-568-0

Books

1. BELOUALI, Saida. JAAFAR, Khalid. SABER, Mohammed (Ed.). *University and Digital*. Oujda: LIDICOM Publications, 2017 ISBN: 978-9954-99-853-3
2. BELOUALI, Saida. JAAFAR, Khalid (Ed.). *Language, communication and computing*. Digital Fingerprint, 2017. ISBN 978-9954-99-037-
3. JAAFAR, Khalid. BELOUALI, Saida (Ed.). *Language teaching: ICTs and learning methods*. Digital Fingerprint, 2017. ISBN: 978-9954-99-038-4

Distinctions

Member of the Honorary Committee of WAIFC 2023 & 2024

<https://www.worldaicanne.com/en/the-honorary-committee>