



University of Abdelhamid Ibn Badis  
Mostaganem

Faculty of Law and Political Science

Laboratory International Law and Sustainable  
Development

Under the supervision of Mr. the Rector  
Professor Boudrah Ibrahim



University Formative Research Project Team:  
(PRFU)

Legal mechanisms to protect consumers in consumer  
contracts from unfair terms  
and misleading commercial advertising in a competitive  
environment

**Organize:**

A virtual national conference entitled:

**Artificial intelligence and its impact on  
the electronic consumer**

Using Teleconference technology: Google meet

Date of the conference: 08/12/2024

### The Supervisory commission

\*General supervisor of the conference: Prof.

Dr. Feninkh Abdel Kader -Dean of the Faculty

\*Coordinator of the National conference:

Prof. Dr. Haitala Muammar

\*Conference Chair : Dr. Benadida Nabil

### Preamble of the conference

Talking about consumer protection in general and e-consumers in particular, we attach great importance to consumer rights and the procedures they are supposed to follow, as well as the responsibilities of those involved in the product or service supply process for consumption. But there are also aspects that are very important to be covered by consumer protection systems, especially with the development of AI-related technologies and reading customers' needs through algorithms. Therefore, Consumers must therefore be able to find accurate and unbiased information about the products and services they buy or benefit from. This enables them to make the best choices based on their legitimate wishes and preferred choices and prevents them from being mistreated, misled or deceived by companies.

Studying consumer protection policies, laws and regulations should focus heavily on increasing consumer well-being and protecting consumers from AI models, especially since many consumers rely when meeting their online purchasing needs, resulting in concerns when using AI applications that are often biased and characterized by inaccuracies and poor performance.

On the basis of the foregoing, the problems that we will address in this conference are as follows:

### Problematic of the conference

**How effective are AI models and applications on the electronic consumer and what is legal protection against the use of AI-related technologies?**

### Objectives of the conference

Through this national symposium, we seek to study general technologies in the use of artificial intelligence when purchasing goods and services via the Internet, and their impact on the electronic consumer.

The conference also aims to highlight the mechanisms used to protect consumers against the risks associated with the use of artificial intelligence and the defence of their interests, and to highlight the efforts made by the competent authorities as well as consumer protection associations and organisations in this field.

The conference also aims to propose recommendations for better protection of electronic consumers from artificial intelligence techniques and models

### Topics of the National conference

**The first Topic: The conceptual framework of artificial intelligence, electronic consumer and e-commerce**

- Artificial intelligence, electronic consumer, electronic consumer contract.
- Electronic commerce

**The second Topic: artificial intelligence and electronic marketing**

- E-Marketing and the techniques used
- The impact of electronic marketing on the realization of the legitimate desire of the electronic consumer

**The third Topic: AI applications in e-commerce.**

- Models of artificial intelligence use
- The use of technologies by artificial intelligence in order to meet the needs of the electronic consumer.



**The fourthTopic : Algerian legislation addresses the risks of artificial intelligence for the electronic consumer.**

- Legislative protection against the risks of artificial intelligence for the electronic consumer
- Administrative protection: the role of administrative institutions and associations in electronic consumer protection (Ministry of Commerce, Competition Council, National Consumer Protection Council, Consumer and Advocacy Associations...)

### Scientific Committee

Chairman of the Scientific Committee: **DrWafiHajja**

#### Members of the Scientific Committee

#### From within the university:

ProfesseurDrFeninkh Abdel Kader/ ProfesseurAbbasa Al-Taher/ ProfesseurHaitala Muammar/ ProfesseurDrMezyan Muhammad Al-Amin/ ProfesseurDrBaqneesh Othman/ Prof. Dr. Ben Azouz Ben Saber/ Prof. Dr. Haidara Muhammad/ Prof. Dr. Furqaq Muammar/ Prof. Dr. ZahdourKawthar / Prof. Dr. Hamida Nadia/ Prof. Mamouni Fatima Al-Zahra/ Prof. Dr. DoubiBonwa Jamal / DrBenadida Nabil / Dr Muhammad KarimNour El Din / Yahya Abdel Hamid / PrAisaniRafiq / PrDrBouaezm Aisha / DrBelbayIkram / DrLatroushAmina / Dr. LaourReemRafia/Dr Ben Odeh Youssef/DrAoun Fatima Al-Zahra/DrMeshrafiAbdelkader/Dr. Ben BadraAfif/D. BouzidKhaled/Dr. Bafdel Muhammad Belkheir / Dr Hussein Muhammad / DrBoubakarRashida / Dr. Bin Qara Mustafa Aisha/Dr Bin Qatat Khadija/Dr Bin AbouAfif/DrHamidaFath al-Din Muhammad/ DrRahawiFouad / Dr Bin Ouda Nabil / DrQaidHafidah

#### Outside of university:

- Pr. Bin Qaada Mahmoud Amin /Université d'Oran 02
- Pr. Qaloush Al-Tayeb /Université de Chlef
- Pr. Ben Freiha Rachid/Université de Chlef
- Pr. Daho Mukhtar /Université de Mascara

- Dr. Ghani Amina /Université d'Oran 02
- Pr. DaadahAlyan /Université de Relizane
- Pr. ManqourKouider /Université d'Oran 02
- Pr. Ammar Mokni / Université de Tiaret
- Dr Pharaon Mohamed /Université Sidi Bel Abbès
- Dr Abbar Omar / Université Sidi Bel Abbès
- Pr. Bashir Amin /Université de Sidi Bel Abbes
- Dr MatmatiRawiya /Université de Jijel
- Dr Ben Issa Amin/Université d'Alger 03
- Dr Siddiqui Abdel Qader/Université Maskar
- Dr BelarabiSoumia/Université Ain Temouchent

### Organizing committee

**Chair of the organizing committee:**DrBenadida Nabil

#### Membres of the OrganizingCommitte

- Dr. Zawatin Khaled/Dr. Bin Abou Afif/ Dr Bin BadraAfif/ Dr Zigham Abu Al-Qasim/ Dr Latroush Amina/ Dr Laour Rem Rafia/ Dr LaimeshGhazala/ Dr. Hamida Fath Al-Din / Dr Bousahba Al-Jilali / Dr Abbasi Abdel Qader / Dr. Farahi Muhammad/Dr. MatmatiRawiya/ Dr ShararaFaisal/ Abbasa Al-Sharif / MzannadBoubakar/ Dr TawalbiyyaFaisal / Sharifi Muhammad / Bin Ahmed Abdel Ghani / ArfiHaja / MasoudHajarMarwa / Haitala Sayed Ahmed / MartitHana Allah / Tibi Daho

### Conditions of participation

- The communication should be in one of the conference's themes, in Arabic, French or English, and should be an authentic scientific addendum not previously published or presented at previous scientific symposium or events, and should not be part of a thesis or any kind of scientific research.
- The paper is subject to the Scientific Committee's arbitration.
- Edit paper using Word Line softwaresimplified English, size 14 for text and 12 for margins, for communication in Arabic and Times New Roman, size 12 for text and 10 for margins for communication in French or English.
- Use 1.15 line spacing.
- Footnotes are found at the bottom of each page, and a list of references is included at the end.
- The number of pages in a research paper shall not exceed 15 pages and shall not be less than 10 pages.

**Submit your participation via the following email:**

**Collogueconsom@gmail.com**

### Importantdates

- **Deadline for submission of the full communication: 27/11/2024**
- **Date of response to accepted communication : 30/11/2024**
- **Date of Performance: 08/12/2024**