

PROGRAMME SCHEDULE

The 2025 International Conference on Information Technology & Systems (ICITS'25)
Centro de Investigación en Computación
Politécnico Nacional
Mexico City
22–24 January 2025

January 22	
8:00 – 9:00	Check-In: @ Secretariat
9:00 – 10:00	S1 - Opening Session Room: Adolfo Guzmán Chair: Jesus Olivares, Politécnico Nacional
	Francisco Hiram Calvo Castro , Centro de Investigación en Computación, Politécnico Nacional, México Álvaro Rocha , ISEG, University of Lisbon, Portugal Fernando Moreira , Keynote Speaker, Portucalense University, Portugal. Talk: <i>“AI Ethics in Education: Confronting the Rise of “Erudite Illiterates””</i> Group Photo
10:00 – 10:30	Coffee Break
10:30 – 13:00	S2 – Organizational Models and Information Systems Room: Adolfo Guzmán 1 Chair: Felipe A. López
	529 - Inteligencia Artificial y el Derecho a la Propiedad Intelectual 581 - La Gestión Continua: Una herramienta de innovación para el sector microempresarial 773 - Estrategias Innovadoras: El Poder de los Sistemas de Información en el Mundo Empresarial 804 - Impacto del Servicio de Cloud Computing para la Competitividad del Emprendimiento. Revisión Sistemática 587 - An Organizational Information Privacy Culture (IPC) Leadership Framework for South Africa 687 - Relationship Between Body Schema and Socioemotional Well-Being in Early Childhood: A Comparative Study 561 - Secure SD-WAN Network Solution for Corporate Enterprises Using Fortinet and EVE-NG Emulator 756 - Optimización de Procesos en el Área de Producción: Implementación de Metodologías Scrum y DevOps en Q10 S.A.S 760 - Capacidades de innovación en instituciones de educación superior en Ecuador

	S3 – Human Computer Interaction Room: Adolfo Guzmán 2 Chair: Arturo Moquillaza 558 - Was I all ears? A Comprehensive Evaluation of Voice Bot Service 630 - FERRAMENTAS DE GERENCIAMENTO DE PROJETO E SUAS INTERFACES GRÁFICAS 654 - Uso de una herramienta de soporte para realizar una Evaluación Heurística de la propia herramienta de soporte: Un caso de estudio 693 - Validation of Specialized UX Guidelines for the Development of Government Transparency Portal Interfaces 710 - UX Research for development of Guidelines focused on Transparency Portal Systems Development 711 - The role of virtual reality in promoting sustainability 735 - UX Design and User-Centered Design Methodologies for Digital Accessibility: MedCall, a Telemedicine Application 808 - Digital Escape Rooms as Innovative Pedagogical Resources in Higher Education 674 - Artificial intelligence in robotics, using Flux AI and Designer_IA to optimize learning in soccer category prototypes
	S4 - Software Systems, Architectures, Applications and Tools Room: C-105 Chair: Ellis Giles 520 - User Experience (UX) Optimization with AI: Integration of artificial intelligence to personalize the user experience in applications and websites, anticipating their needs and preferences 771 - TEM: Herramienta para Gestión de Emergencias en el Cuerpo de Bomberos de Manta 567 - Open Source Intelligence a Cybersecurity Case Study 506 - Smart Home Technology Adoption: A Qualitative Study 590 - Monitoring air pollutants in industrial settings: A study in Tungurahua, Ecuador 500 - Quantum Deep Learning: Reliability of Deep Learning Empowered Garbage Sorting and Detection by Visual Context for Aerial Images 621 - Optimizando el Diseño de Base de Datos en SQL Server 769 - Comparative Analysis of Information Extraction Techniques in the Mexican Legal System 680 - Diseño de un software de inventario en el área de logística en la empresa "SOMOS PAPER S.A.C.

13:00 – 14:30	Lunch
14:30 – 16:30	S5 – Intelligent and Decision Support Systems Room: Adolfo Guzmán 1 Chair: Rajeev Kanth
	591 - A Multilingual Sentiment Analysis System for TikTok Comments in Spanish Using RoBERTa and LSTM 613 - Supporting the Text Preprocessing by means a Web Tool 658 - Integrating NLP with Decision Support Systems for Automated Resume Filtering and Candidate Shortlisting 714 - Impact of Machine Learning on the development of mathematical operations using scratch. 661 - Leveraging Machine Learning for Assessing Youth Loan Reimbursement Impact on Job Creation in Ethiopia 783 - Integrating Natural Products in Purchasing and Supply Chain Management 519 - Impacto de la Investigación Formativa en el Logro de Competencias Investigativas en Estudiantes de Idiomas Extranjeros en una Universidad Pública
	S6 - Information Technologies in Education Room: Adolfo Guzmán 2 Chair: Gustavo Bravo Quezada
	539 - Importance of ICT in the modality of education Personal Learning (P-learning) 552 - Can the digital skills of higher education students improve as they progress through their studies? 553 - Educación y Redes Sociales en la moda: los estilos Clásico y Vanguardia de Falabella en Lima y Liverpool en México 564 - Bridging the Educational Divide with Transitional Complexity and an AI-Orchestrated Global Education Network 589 - Aprendizaje Basado en Casos y su incidencia en la participación, motivación y rendimiento académico de los estudiantes universitarios 616 - Knowledge Building to Enhance Collective Student Efficacy 639 - Agile development of a mobile application to promote healthy habits in university students

	S7 - Information and Knowledge Management Room: C-105 Chair: Daniel Okunbor
	531 - Papel de la Educación en Ciudadanía Digital en la Prevención de Ciberdelitos en el Perú 562 - Fatores explicativos da divulgação dos ODS no Governo Local Português: Análise comparativa de Sistemas de Informação Web e Documentos 582 - Technological and tax duality in sports betting. Overview in the Ecuadorian context. 609 - Data Analytic Framework for Knowledge Management on Corn Phenology Impact of Climate Change using Remotely Sensed, Ground Truth and Meteorological Data 624 - Los criterios ESG y su efecto en la rentabilidad de las empresas sostenibles de la Bolsa Mexicana de Valores. 708 - Inter-Organization Collaboration Utilizing AI-Driven Knowledge Management Systems 583 - Um modelo de Gerenciamento de Infraestrutura de T.I. para Administração Pública Municipal baseado no framework ITIL 4 722 - Preparación de la fuerza laboral para la industria 4.0 508 - Sentiment Analysis of Spanish Comments using the BERT Model and Parallel Computing Techniques to Optimize and Evaluate the Acceptance of Content on YouTube
16:30 – 17:00	Coffee Break
17:00 – 19:00	S8 - Software and Systems Modeling Room: Adolfo Guzmán 1 Chair: Anand Sheombar
	730 - Development of a Sentiment Analysis system for chatbot responses enhanced with Fuzzy Logic 501 - Object Sensing Robot and Distance Measurement using Arduino UNO 636 - Mobile Development: Transition from Xamarin. Forms to .NET MAUI 768 - Intelligent traffic lights system against vehicular congestion in Lima using Artificial Intelligence 575 - Harmonizing a software quality curriculum in a higher education institution by using Essence 755 - Diseño de Infraestructura Tecnológica Moderna: Un Enfoque Basado en la Arquitectura de Azure 521 - Innovación Educativa con BookWidgets: Impacto en el Aprendizaje del Vocabulario del idioma inglés en Estudiantes de Primaria 585 - Deep Learning-Based Classification Model for Suboptimal Conditions in Visible Light and Infrared Images of Photovoltaic Panels 726 - Fallacies in Online Hate Speech Detection: AI & Human in the Loop Bias in Discovering Fringe Hate Speech 569 - DyO-Bot: Enhancing the Nonstop Well-being of Diabetic Patients through a Virtual Assistant based on Chatbot-GPT

	S9 - Information and Knowledge Management Room: Adolfo Guzmán 2 Chair: Lizbeth Suarez 807 - Synthetic assessment of natural and landscape attributes as set against their tourist traffic – the case of Poland 597 - Impacto de la Inversión en Educación sobre la Movilidad Estudiantil Internacional: Un Estudio de Estadística Multivariante de Datos de la OCDE. 566 - Analítica de Datos en el Escalafón Docente de la Educación Superior: Caso ecuatoriano. 511 - Análisis Crítico de la Evolución Normativa en Seguridad Minera en el Perú (2000-2023): Impacto en la Ocurrencia de Accidentes Mortales y Perspectivas para una Prevención Efectiva 512 - Influencia de las Aguas Residuales del Lanzamiento de Shotcrete Generadas por la Minería Subterránea en las fuentes de Agua Subterránea de la Sierra Central del Perú 659 - The role of actor's self-efficacy in AI utilization 770 - The Impact of Fear of Cyberattacks on Cybersecurity Behaviour in Young College Students 517 - Analysis of volatility in the price of lithium and its dependence on electric vehicle production companies 533 - Acoso Sexual en Videojuegos en Línea S10 – Information Technologies in Education Room: C-105 Chair: Marcos Dias de Paula 657 - Mejoras en Accesibilidad del Repositorio de la Universidad Nacional de Educación a Distancia (UNED) basada en IA 682 - Innovative learning environments through social media: evaluation of their impact on secondary basic education 721 - Non-formal Virtual Training Strategies to Promote Entrepreneurship 732 - The Impact of Digital Technologies on the Development of Linguistic Skills: A Focus on Listening, Speaking, Reading, and Writing 681 - Creación de las galletas CookieFit para prevenir y contrarrestar la anemia en menores de 5 años 686 - Implementación de una página web para un gimnasio 522 - Impacto de las Competencias Tecnológicas en el Desempeño de los Docentes de Inglés: Un Análisis en un Distrito de la región Tacna, Perú
--	--

January 23	
9:00 – 10:30	S11 - Media, Applied Technology and Communication Room: Adolfo Guzmán 1 Chair: Sussy Bayona
	505 - DETERMINE WATER VELOCITY IN LONG MICROCHANNELS FABRICATED BY 3D PRINTING (SLA) 790 - La representación de razas en los informativos de la TV andina en YouTube 665 - A Spam Review Detecting Mechanism for E-Commerce Product Recommendation 577 - La fotografía y su relación con la difusión de imágenes sobre trastornos alimenticios en Instagram
	S12 – Ethics, Computers & Security Room: Adolfo Guzmán 2 Chair: Khutso Lebea
	534 - Analysis of vulnerabilities in the wireless network of an educational institution 667 - Artificial Research Assistant: GPT-4 as a Categorizing Tool for Research Notes 719 - Examining Privacy Statements of Mobile Applications Popular Among University Students 723 - Generalized LFSR Stream Ciphers Based on A5/1 Algorithm 677 - Impacto de la Inteligencia Artificial en la Educación Superior en Perú: Un Estudio Pre-Experimental 643 - Machine Translation for Suicidal Content from English to Spanish: A comparative study
	S13 – Information Technologies in Education Room: C-105 Chair: Guillermina Avila Garcia
	772 - Enseñanza de la física de partículas con un detector Timepix: Aplicación en bachillerato del IPN 777 - Relationship between technology and education for sustainable development in Latin America as a goal of the 2030 agenda. 778 - Technology and education as important pillars for sustainable development in Latin America post covid
10:30 – 11:00	Coffee Break

11:00 – 13:00	S14 - Big Data Analytics and Applications Room: Adolfo Guzmán 1 Chair: Fernando Moreira
	510 - Factores determinantes en la eficacia de las estrategias de datos: Evidencia del sector bancario colombiano 692 - Factores Clave en la Intención de Compra de Comida Callejera entre la Generación Z en la Ciudad Fronteriza de Tacna, Perú 579 - Explainable Machine Learning to Predict and Understand Student Academic Outcomes 764 - Modelo Basado en Conocimiento e Inteligencia de Negocios para la recomendación de Sitios Turísticos de Interés 700 - Assessing the Effect of Writing Style Features in Detecting Depression on Social Media 584 - Benchmark: Face detection using deep learning models and frameworks 684 - Proyecto de un plan estratégico para la empresa Buses y Autos Servicios e Importaciones S.A.C. 2024 690 - Implementación del aplicativo móvil de salud “SaludApp”
	S15 – Computer Networks, Mobility and Pervasive Systems Room: Adolfo Guzmán 2 Chair: Lizbeth Suarez
	504 - Analyze biomechanical conditions of gait using different types of footwear using inertial sensors by characteristic curves 592 - Mapping DVB-RCS2 allocation mechanisms with IP application capacity requests 670 - Ciclismo Sostenible: Estrategias para Superar Obstáculos y Potenciar la Infraestructura Ciclista en Bucaramanga como Elemento Clave del Turismo Inteligente. 806 - IoT Prototype for Monitoring Air Quality in Indoor Environments 570 - Rapid Time-synchronization for Secure Visible Light Communication and Positioning 683 - Implementación y fabricación de un hardware para la optimización de la atención hacia los pacientes dentro de los establecimientos médicos 789 - AgroIN4 Model: Inclusive and Intelligent Integration of Industry 4.0 for the Sustainable Agri-Food Sector in Central America and the Caribbean 560 - Practical IIoT implementation by integrating the Siemens LOGO PLC with AWS using LWE 1.2

	S16 - Information and Knowledge Management Room: C-105 Chair: Tito Pablo Neira Ávila
	516 - El nivel de aprendizaje del idioma inglés según el Marco Común Europeo de Referencia para las lenguas en estudiantes de carreras de salud de una universidad privada 615 - People Analytics: Otimizando a alocação de talentos através do alinhamento as habilidades e interesses dos funcionários com as necessidades da organização. 716 - Enhancing Recommender Systems Using Textual Embeddings from Pre-trained Language Models 509 - Detección automática de la misoginia en redes sociales en Centro América. 618 - Cultivando el liderazgo transformacional como predictor del compromiso organizacional: ¿Qué opina el sector educativo en el Perú? 524 - Applying Statistical Process Control in an Agile Organization
13:00 – 14:30	Lunch
14:30 – 17:00	S17 – Online (Mexico Time) Room 1: https://us06web.zoom.us/j/81180550317 ; Password: icits25on Chair: Luis Fernando Aguas Bucheli
	573 - Learning Natural Science through interactive resource 576 - Development of a data mining model using the clustering technique and the Apriori algorithm to determine medical treatments in second level medical care hospitals 580 - Inteligencia Artificial: Herramienta para el Desarrollo de Habilidades de Investigación en Estudiantes de Educación Superior 598 - Application of Machine Learning for the Development of Logical-Mathematical Thinking in Basic Education Students 604 - Media Power and Politics: Analysis of the episode The Waldo Moment of Black Mirror from the theories of Lazarsfeld 629 - Application of Virtual Reality as Tool for Knowledge Assessment 611 - Interface for Directional Perception through Vibrotactile Illusion 717 - Método de coleta de dados governamentais com uso de técnicas de OSINT e processamento de linguagem natural 718 - Data Pipelines Implementation and Management for Data Engineering: A Case Study Applied to the Public Sector 794 - Academic Essays and the Use of AI in Social Science Subjects 737 - La realidad aumentada (RA) y realidad virtual (RV) como herramientas en las adaptaciones curriculares para alumnos con autismo. 653 - Implementación del Aprendizaje Inmersivo en Matemáticas para el Subnivel Elemental en la Unidad Educativa “Pichincha” 715 - Impact of educational technology on enhancing children's competencies in mobile classrooms

14:30 – 17:00	S18 – Online (Mexico Time) Room 2 https://us06web.zoom.us/j/89072883099 ; Password: icits25on Chair: Sandro Carvalho
	675 - Vibrotactile Interface to Improve the Safety of Hearing-Impaired People in Urban Environment 779 - Impacto de las Herramientas de Inteligencia Artificial: Una Perspectiva de los Estudiantes de la FCA, UABC Tijuana. 632 - El rol del videoclip en la cumbia desde la industria musical 541 - Aplicación web basada en app inventor para la mejora del aprendizaje de matemáticas del segundo grado de educación primaria en Huancayo 725 - Formation and knowledge sharing in altruism-mediated learning performance: In the context of social network experiences 678 - Exploratory Data Analysis of Cardiovascular Disease Data 795 - Transformación digital en la educación superior: implicancias de la inteligencia artificial desde un enfoque meta-analítico (TEMAC) 714 - Impact of Machine Learning on the development of mathematical operations using scratch. 763 - Comparative Analysis of Machine Learning and Deep Learning Algorithms for University Dropout: an approach since CRISP-DM interactive pipeline 631 - Inteligencia Artificial en la Toma de Decisiones en Cuidados de Enfermería 642 - El valor de la formación académica en la trayectoria profesional: Caso Instituto Superior Tecnológico Vida Nueva 751 - Los hologramas como herramienta de marketing organizacional 805 - Using social networks to reach young people and promote interest in writing scientific texts
14:30 – 17:00	S19 – Online Room 3: https://us06web.zoom.us/j/85012564548 ; Password: icits25on Chair: Álvaro Rocha
	598 - Application of Machine Learning for the Development of Logical-Mathematical Thinking in Basic Education Students 728 - The mediating effect of knowledge acquisition and its application: perception of ease of use and intention to use in the university context 784 - CATCH: A Nova Fronteira dos Chatbots na Gestão de Força de Trabalho 634 - Challenges and opportunities of artificial intelligence in the media: a theoretical approach 731 - Uma Abordagem de Computação Acessível para Alavancar o Turismo Inteligente em Territórios de Baixa Densidade 786 - Segurança no Registro de Dispositivos IoT: Implementação de Autenticação Híbrida 548 - Web-Based Application to Support Decision-Making in Determining the Progress of the Green Transition 787 - Mitigação de Ataques DDoS em IoT: Comparação entre Aprendizado Federado e Modelos Centralizados 633 - Cuidados de Enfermería: El Rol de la Inteligencia Artificial en la Toma de Decisiones Clínicas 742 - Toma de Decisiones: Una visión desde el costo de oportunidad y el costo contable 744 - SILLAS OBSTÉTRICAS DE NUEVA GENERACIÓN CON MONITOREO AVANZADO PARA UNA MATERNIDAD SALUDABLE 734 - Sistemas fotovoltaicos para la carga de motocicletas eléctricas
20:00 – 22:30	Conference Dinner
	Hotel Marriot: https://www.marriott.com/es/hotels/mexvj-courtyard-mexico-city-vallejo/dining/

January 24	
9:00 – 16:00	Social Program
	Tour: Pyramids of Teotihuacan, including lunch: https://shorturl.at/35903 The lunch is at Gruta: https://lagruta.mx/