# BUSTECH 2024

The Fourteenth International Conference on Business Intelligence and Technology

April 14 - 18, 2024

Venice, Italy

**BUSTECH 2024 Editors**

Pascal Lorenz, University of Haute-Alsace, Colmar, France

**Printed from e-media with permission by:**

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571

**Some format issues inherent in the e-media version may also appear in this print version.**

Copyright© (2024) by International Academy, Research, and Industry Association (IARIA)
Please refer to the Copyright Information page.

Printed with permission by Curran Associates, Inc. (2024)

International Academy, Research, and Industry Association (IARIA)
412 Derby Way
Wilmington, DE 19810

Phone: (408) 893-6407
Fax: (408) 527-6351

petre@iaria.org

**Additional copies of this publication are available from:**

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

**Table of Contents**

Leveraging Data-Driven Approach to Empower Assistive Technology 1
*Sabin Nakarmi, Karim Ouazzane, Qicheng Yu, Manmeet Gill, and Sanjana Khemka*

Comparing CEM and CRM: A Literature Review 6
*Marie-Noelle Forget and Pierre Hadaya*