

Effective optimization of billboard ads based on CDR data leverage

Semassel, Imed Eddine; **Ben Yahia, Sadok** Journal of Telecommunications and the Digital Economy 2022 / p. 76-95

<https://doi.org/10.18080/jtde.v10n2.527> [Journal metrics at Scopus](#) [Article at Scopus](#)

Towards early public health emergency anticipating with emerging non-health data per se

Semassel, Imed Eddine; **Ben Yahia Sadok** 12th International Conference on Information Systems and Advanced Technologies

"ICISAT 2022" : Intelligent Information, Data Science and Decision Support System 2023 / p. 530 - 546 https://doi.org/10.1007/978-3-031-25344-7_49 [Conference Proceedings at Scopus](#) [Article at Scopus](#)