

Majlis Com: A Scalable and AI-Enhanced Digital Business Model for Scientific Event Management in Emerging Markets

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ABSTRACT

This article discusses the Majlis Com platform as a digital solution for scientific event management in emerging markets, with a focus on scalability and adaptability to local contexts. The platform was developed and evaluated in Algeria, integrating AI tools to automate peer review and management processes, as well as open access publishing. The study relied on a descriptive-analytical approach combining systems analysis, stakeholder interviews, and user satisfaction surveys during the organization of three national and regional scientific conferences. The results showed high satisfaction rates (between 70% and 85%), particularly in terms of ease of use, interface clarity, and operational effectiveness. The platform also outperformed traditional systems such as EasyChair in user ratings. This study contributes to the digital transformation literature by presenting a replicable local model that supports open access, integration with AI, and compliance with data protection laws.

1. Introduction

The rapid advancement of digital technologies has fundamentally reshaped the management of scientific events, enabling more efficient, inclusive, and accessible solutions for academic and professional communities. In emerging markets, where logistical and financial constraints often hinder the organization of conferences, digital platforms present a viable path to bridge such gaps and expand access. For instance, digital events such as the “Ask the Historians” conference have attracted tens of thousands of participants worldwide, demonstrating the ability of virtual tools to engage broader audiences (Raeburn et al., 2022).

Launched in June 2023 in Algeria, the **Majlis Com** platform was developed to address these challenges by offering a fully integrated, AI-enhanced system tailored to the needs of both organizers and participants. The platform provides a comprehensive suite of event management functions, including call for papers, registration, panel collaboration, virtual sessions, peer review, and open source publishing—within an integrated digital ecosystem (MajlisCom, 2025).

Emerging markets, including Algeria, still face challenges in implementing digital technologies in scientific event management. Among these challenges is cultural resistance to adopting technology. (Alex-Omiogbemi et al., 2024). limited user familiarity with digital platforms (Benabderahmane, 2024). and infrastructural constraints (Ejiaku, 2014). But these hindrances are also the same factors that give rise to the opportunities for innovation and digital maturation. The digital economy of Algeria is developing quickly, with more than 7 in 10 Algerians connected to the internet and increased investment in ICT infrastructure (Salescrap.Online, 2024).

This study evaluates the Majlis Com platform as an emerging digital business model for managing scientific events in developing countries. Specifically, it aims to assess the platform’s operational efficiency, user satisfaction, and compliance with open access principles and data protection legislation. The study also seeks to share lessons learned and best practices in developing technological solutions that enhance scientific communication in resource-limited

settings.

2. Literature Review

2.1. Digital Platforms for Scientific Event Management

Digital platforms for managing scientific events have grown enormously in the last decade because of the need for efficiency, transparency, and open access. Foundational systems like EasyChair and ConfTool provide nonlinear, iterative experiences that accommodate the full event lifecycle—from CFP to the delivery of the conference—which in turn tend to increase satisfaction for both organizers and participants. Core utilities, such as authenticated payment systems, communication functionality, and tracking of participants, provide a mostly hassle-free user experience. (Dey et al., 2024).

While these are significant advantages, several challenges remain, including data privacy concerns, a lack of digital literacy, and the need for continuous software updates. Successful digital transformation requires user readiness and effective collaboration from all stakeholders. (Demong et al., 2024; Sarpal et al., 2024). Platforms created for mature markets are also expensive and inflexible, rendering them an imperfect fit for emerging economies.

The use of virtual and hybrid event tools can provide cost-effective alternatives that are customized to local communities and support multilingual content and cultural preferences (Kulshreshtha & Webster, 2024). In addition, feedback mechanisms provide ways for organizers to adjust content and services according to the audience's expectations. (Demidova et al., 2022).

Recent data show increasing interest in localized platforms in emerging markets due to their adaptability. In Saudi Arabia, for example, the Digital Experience Maturity Index (DMI) scored 85.04 in 2024, reflecting the country's substantial investment in digital solutions that are tailored to local needs (Increase in the Digital Experience Maturity Index 2024 to 85.04%, 2025). These observations underscore the importance of building flexible systems that are compatible with local languages and infrastructure (Bardesi, 2024), a key design principle of the Majlis Com platform.

2.2. The Role of Artificial Intelligence in Scientific Event Management

Artificial intelligence is increasingly playing a leading role across all stages of research production, including peer review, scientific event management, and beyond. It can facilitate the peer-review process, accelerate reviewer matching, and enhance editorial productivity (Chauhan & Currie, 2024; Weng et al., 2025; Mulchandani et al., 2025).

For example, AI-based reviewer selection systems have significantly reduced processing times and expanded reviewer databases, particularly in scientific and technical fields (Farber, 2024). (Farber, 2024).

In digital event platforms, AI enhances predictive analytics, automated scheduling, and personalized content delivery. However, developing countries also face structural constraints that hinder the application of AI, including a lack of computing power, data privacy concerns, and a dearth of technical expertise. (Clarke De La Cerda et al., 2024). In Algeria, platforms like Majlis Com must abide by Law No. 18-07 on data protection and adapt to GDPR guidelines to secure trust among users and ethical use of AI.

2.3. Open Access Principles in Emerging Markets

Open access is crucial to achieving equity in scholarly communication, especially in resource-limited settings. It removes financial and geographical barriers; however, the lack of institutional repositories for conference proceedings and weak digital infrastructure pose significant challenges in many developing countries. Algeria, for example, remains late in adopting open access policies. (Swan, 2009).

Adopting open access policies would enhance cross-border cooperation and bridge the digital divide between developed and developing countries. (Zennaro & Canessa, 2009). The Majlis Com platform contributes to this endeavor by providing a local, open-access repository for conference proceedings, enhancing transparency and contributing to the visibility of national research output on a global level.

2.4. Scalable Digital Business Models

Scalability in digital platforms relies on flexible and context-aware business models. The Business Model Canvas (BMC) highlights the importance of clear value propositions, user segmentation, and diversified revenue streams

(business-to-business), B2G (business-to-government), Hybrid models such as B2B, B2G, and B2C enhances the platform's sustainability and enables customized services for sectors.

Hybrid models such as B2B, B2G, and B2C enhance platform sustainability and allow tailored services across sectors. (Endres et al., 2019). Research also shows that platforms integrating e-payment systems and AI-driven marketing tools enjoy broader adoption (Walton, 2022).

Majlis Com adopts a multi-sector strategy targeting universities, public agencies, and individual users. It provides both free and premium services customized to the Algerian context. The use of AI-enabled marketing assistants further enhances its competitiveness by automating outreach, improving discoverability, and boosting engagement.

3. Methodology

3.1. Study Design

This study employs a descriptive-analytical approach to assess the viability of Majlis Com as a scalable digital business model for managing scientific events in emerging markets. The research framework integrates three main components: system analysis, stakeholder interviews, and user satisfaction surveys. A pilot evaluation of the platform's Minimum Viable Product (MVP) was conducted during three national and regional conferences in Algeria, allowing for real-world testing in varied academic and governmental contexts.

3.2. Pilot Conferences

The pilot phase included three conferences, each targeting a specific user segment: Ex:

- National Symposium on Journalism in the Digital Media Era
Organizer: Mohamed Boudiaf University, M'sila
Date: April 16–17, 2024
Target Audience: Professors and researchers in media and communication
- National Conference on University Libraries and Distance Education
Organizer: Badji Mokhtar University, Annaba
Date: November 18, 2023
Target Audience: Professionals and academics in Library and Information Sciences
- Regional Symposium on Digitization Services in the National Property Sector
Organizer: Regional Directorate of National Property, Constantine
Date: January 28, 2025
Target Audience: Government employees in national property and digitization experts

In these cases, the basic features of the platform were systematically evaluated, such as author registration, abstract and full-paper submission, peer-review management, session planning and real-time interface use.

The overall pilot phase involved 50 participants, spread across four different roles: conference chairs (3), track directors (4), peer reviewers (8), and authors (35). The structural feedback files were followed up with comments on usability, performance and satisfaction and each group was interviewed.

3.3. User Satisfaction Survey Design

The user satisfaction survey was designed according to established psychometric principles of comprehensiveness, accuracy, and objectivity. It aimed to evaluate the user experience with Majlis Com across five main dimensions:

- General Information - background data
- Common Items – standardized items assessed on a 5-point Likert scale.
- Category-Specific Items – tailored questions based on user roles (e.g., author, reviewer, session chair)
- Comparative Assessment– tailored questions based on user roles (e.g., author, reviewer, session chair)
- Open-Ended Questions – qualitative input to capture unstructured user feedback and suggestions.

The survey instrument was reviewed by three academic experts in educational measurement to ensure content validity and clarity before distribution.

3.4. Data Analysis

Quantitative data collected from Likert-scale items were analyzed using descriptive statistics (means, frequencies, standard deviations) to assess trends in user satisfaction. Qualitative responses from open-ended questions were analyzed through inductive thematic analysis to identify recurring themes and user sentiments.

Data was processed using Microsoft Excel and cross-validated manually to ensure consistency.

4. Results

4.1. Respondent Profile

A total of 50 users participated in the platform evaluation, distributed as follows:

Table 1: Distribution of Respondents by User Category

Category	Number of Participants	Percentage (%)
Conference Chairs	3	6%
Track Directors	4	8%
Reviewers	8	16%
Authors	35	70%
Total	50	100%

4.2. Common Evaluation Dimensions

1. Ease of Login and Use:

- 70% of respondents gave high ratings (4–5), indicating strong satisfaction.
- 16% gave low ratings (1–2), highlighting compatibility issues on some devices.
- *Recommendations:* Improve browser compatibility and add visual login guides.

2. Page and Tool Loading Speed:

- 73% rated this aspect as 5 (excellent performance).
- 27% rated it below 5, suggesting a need for optimization of high-load modules.
- *Recommendations:* Conduct regular performance testing and optimize load-intensive features.

3. Interface Clarity and Instructions:

- 50% rated interface clarity as 5.
- 44% rated it between 1–3, indicating usability issues for some users.
- *Recommendations:* Add contextual hints and tutorial videos.

4. Availability of Technical Support:

- 70% expressed satisfaction, while 20% reported slow response times.
- *Recommendations:* Extend support hours and implement a ticketing system.

5. Overall Satisfaction:

- 70% were highly satisfied, 20% neutral, and 10% dissatisfied.
- *Recommendations:* Analyze qualitative responses to identify dissatisfaction causes.

4.3. Comparison with Traditional Platforms

- Compared to EasyChair:

- 60% found Majlis Com significantly better.
- 25% rated it slightly better.
- 15% saw no difference.
- 0% found it worse.

Table 2: Comparison with EasyChair

Evaluation	Percentage (%)
Much better	60%
Slightly better	25%
No difference	15%
Slightly worse	0%
Much worse	0%

- Willingness to Reuse the Platform:
 - 80% confirmed a strong intention to reuse.
 - 15% were hesitant.
 - 5% did not intend to reuse.

Table 3: Willingness to Reuse the Platform

Response	Percentage (%)
Yes, definitely	80%
Maybe	15%
No	5%

4.4. Category-Specific Evaluation

Conference Chairs:

- 75% rated conference creation and management tools highly.
- Registration management received moderate scores (3–4), suggesting a need for greater flexibility.
- 75% gave top scores to session management tools.
- Monitoring and reporting tools were rated low (2–3).
- *Recommendations:* Develop dynamic dashboards and enhance filtering options.

Authors:

- 85% found paper submission easy.
- 70% were satisfied with guideline clarity, though 30% reported difficulties.
- 65% satisfied with tracking submission status; transparency concerns noted.
- 80% satisfied with peer review turnaround time.
- 65% rated communication with admins as satisfactory.
- *Recommendations:* Add instructional videos, improve submission tracking UI, and create a help center.

Track Directors:

- Session management, submission tracking, and paper assignment tools received 50% top scores and 50% average.
- Coordination with reviewers scored moderate, requiring better communication tools.

- *Recommendations:* Build interactive dashboards and one-click coordination tools.

Reviewers:

- 50% gave top ratings for submission clarity and evaluation criteria.
- Double-blind review received 50% high satisfaction.
- Only 20% rated the commenting interface as 2, showing the need for usability improvements.
- *Recommendations:* Simplify feedback interface and offer onboarding tutorials.

4.5. Qualitative Feedback and Improvement Suggestions

Recommendations for further improvement were made by the participants in all groups. Key themes included:

- Technical assistance: Supply user material, online training and promotional campaign.
- Tools for publication: Develop a digital collection and increase e-publication support.
- Event Management: Improved paper tracking, support of hybrid events, peer review tools.
- Language Support: Pull your head out of your ass; make better support for Arabic and give us some editing, too.
- User Incentives: For example, use discounts for national conferences.
- User Experience: Browser-Based More customization and streamlined workflow.

Table 4: Willingness to Reuse the Platform

Category	Suggestion
Technical Support	User guide, tutorial videos, awareness campaigns
Publishing Tools	Digital repository, digital publishing support
Event Management	Paper tracking, peer review, hybrid support
Language Support	Arabic proofreading and editing
User Engagement	Discounts for national conferences
User Experience	Flexible configuration, simplified workflows

5. Discussion

The pilot evaluation of the Majlis Com platform—conducted during three national and regional conferences in Algeria—demonstrates its viability as a scalable digital business model for managing scientific events in emerging markets. User satisfaction ranged from 70% to 85% across key performance indicators, including usability, platform efficiency, and comparative advantage over conventional systems such as EasyChair. Notably, 85% of respondents perceived Majlis Com as more effective than existing alternatives. These findings are consistent with the literature emphasizing the value of locally tailored digital platforms (Bardesi, 2024; Kulshreshtha & Webster, 2024).

Majlis Com strong performance is largely attributable to its localized development, Arabic language support, and alignment with Algeria’s national digital infrastructure—where internet penetration exceeds 70% (Salescrap.Online, 2024). This corresponds with regional trends such as the rise of the Saudi Digital Experience Maturity Index, which reached 85.04% in 2024, highlighting the benefits of investing in domestic digital solutions (Increase in the Digital Experience Maturity Index 2024 to 85.04%, 2025).

Artificial intelligence (AI) integration within Majlis Com—particularly for automated reviewer assignment and plagiarism detection—contributed to improved efficiency and fairness in the double-blind peer review process. This mirrors broader shifts toward AI-enhanced academic publishing. However, technical issues persist: 16% of users experienced device compatibility challenges, while 20% noted delays in technical support. These reflect structural limitations common to emerging markets (Clarke De La Cerda et al., 2024). highlight the importance of continuous performance optimization and the deployment of ticket-based support systems.

Legal compliance remains a critical concern. Majlis Com must adhere to Algeria’s Law No. 18-07 and the General Data Protection Regulation (GDPR) to ensure data privacy and maintain trust (General Data Protection Regulation,

2025). The development of AI governance protocols and robust data protection frameworks will be essential for future scalability.

Majlis Com's integrated open access repository addresses the longstanding deficit of local scholarly publishing infrastructure in Algeria. By facilitating transparent, accessible dissemination of conference proceedings, the platform aligns with the best global practices and the principles of cross-border scientific collaboration (Zennaro & Canessa, 2009). Nonetheless, 30% of authors indicated difficulty understanding submission guidelines, underscoring the need for enhanced Arabic language support and clearer instructional resources.

Qualitative feedback highlighted cultural barriers—such as a strong preference for in-person events (Ankrah & Florence, 2023)—as obstacles to digital and hybrid conference models in Algeria. Nonetheless, Majlis Com hybrid and virtual capabilities align with post-COVID shifts in user expectations (Husain, 2023), improving accessibility for underserved participants. Suggestions such as creating a digital repository and integrating e-payment systems further demonstrate the platform's scalability, particularly in meeting local users' needs.

From a business model perspective, Majlis Com hybrid multi-sector approach (B2B, B2G, B2C) promotes sustainability by targeting diverse user segments. This aligns with the Business Model Canvas (BMC) framework, which emphasizes value proposition, customer segments, and revenue streams (Osterwalder & Pigneur, 2010). The platform's integration of added-value services—like e-payments and intelligent marketing tools—supports wider adoption, as demonstrated in prior studies (Walton, 2022). Nevertheless, challenges such as limited analytics tools for conference chairs and restricted language support point to areas requiring improvement for broader regional expansion.

6. Conclusion

This case study shows that Majlis Com, launched in June 2023 in Algeria, is an ambitious and innovative digital model for the management of scientific events in emerging markets. During pilot tests in 3 academic and professional conferences, the platform demonstrated high operational efficiency and user satisfaction to the extent of 70% to 85% respectively along the dimensions including usability, system performance, and comparative advantage to incumbent platforms like EasyChair. These results confirm the compliance of the platform with the Algerian context and its compatibility with the local digital infrastructure.

Using artificial intelligence tools – including automatic reviewer allocation and double-blind review – has greatly enhanced productivity and transparency of the peer review. An open access repository was another additional aid to scientific communication, and it removed the barriers of finance & geography, and thereby helped in creating transfer of knowledge across boundaries.

Despite these achievements, the evaluation revealed notable challenges. Technical limitations such as device compatibility issues (affecting 16% of users) and cultural preferences for in-person academic gatherings underscore the infrastructural and behavioral constraints that often accompany digital transformation in emerging economies.

This study addresses a significant research gap by offering one of the first empirical evaluations of a locally developed digital event management platform in Algeria. Majlis Com stands out as a replicable and scalable framework that integrates artificial intelligence, open access principles, and compliance with both Algerian Law No. 18-07 and the EU's General Data Protection Regulation (GDPR).

Key Recommendations:

1. Enhance the open-access repository in line with international academic publishing standards.
2. Expand capabilities for virtual and hybrid conferences to improve inclusivity.
3. Integrate intelligent marketing and communication tools.
4. Improve multilingual and linguistic support, particularly for Arabic-speaking users.
5. Optimize platform performance for broader device compatibility.
6. Introduce international e-payment options to streamline financial transactions.
7. Provide targeted training and capacity-building programs for end-users.

By addressing these priorities, Majlis Com can contribute significantly to digital transformation in Algeria and offer a blueprint for similar initiatives in other MENA countries. Its multi-sector business model (B2B, B2G, B2C) supports long-term sustainability, while the descriptive-analytical approach employed in this study offers actionable insights for improving user experience and enhancing the efficiency of scientific event management in resource-constrained settings.

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