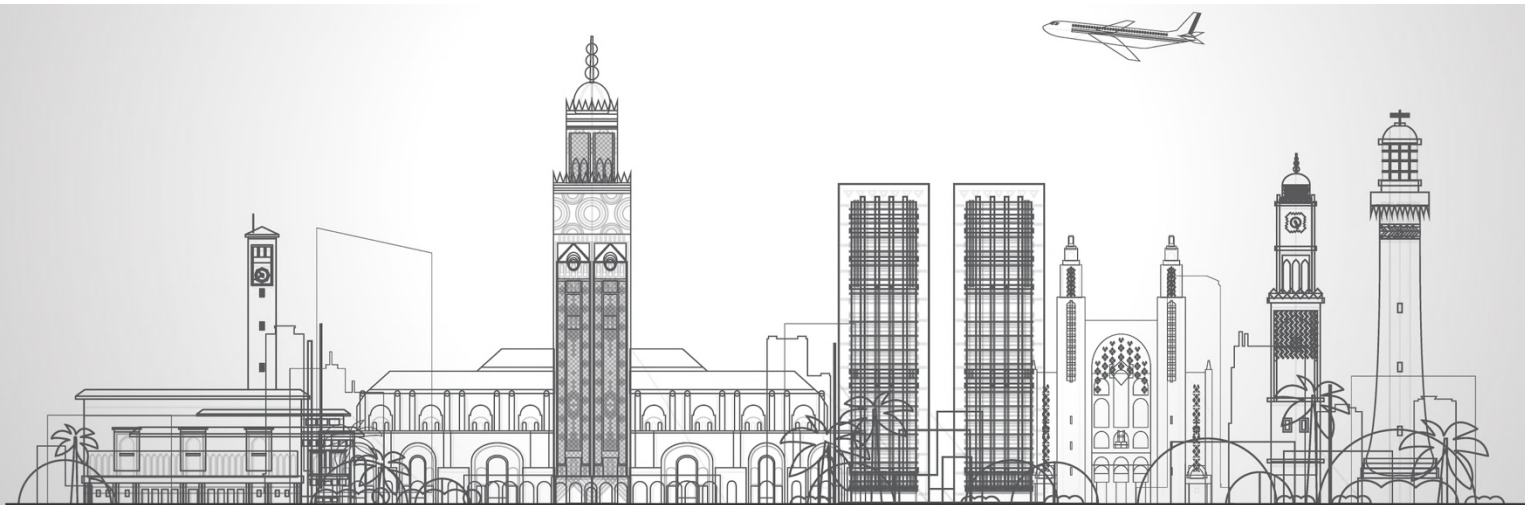




UNIVERSIDAD  
DE MÁLAGA



# Final Program

## International Symposium on Generative AI and Education

May 20-22, 2026  
Casablanca, Morocco

Hybrid Symposium: In-person and Virtual

Technically co-sponsored by



Springer



## Welcome to ISGAIE 2026

It is with great pleasure to welcome you to The International Symposium on Generative AI and Education (ISGAIE'2025). The symposium will be held from May 20th to 22th, 2026 in Higher Normal School of Casablanca (ENS), UH2C, Morocco.

This symposium explores the transformative potential of Generative AI tools within education, shedding light on the opportunities that arise through the integration of Generative AI tools into various aspects of the learning process. It serves as a platform for the community to share cutting-edge research ideas concerning the use of the Generative AI tools in digital education. Participants will discover how ChatGPT tools can enhance student engagement, foster personalized learning experiences, facilitate intelligent tutoring systems, support virtual classroom interactions, and revolutionize assessment and feedback mechanisms.

### Highlights

1. **Welcome Message**
2. **Organizing Committee**
3. **TPCMembers**
4. **Keynote Speakers**
5. **Program Itinerary**
6. **About Malaga**

In response to the call for papers, ISGAIE 2026 received 350 submissions from 46 countries, demonstrating the global interest and multidisciplinary relevance of the symposium. All submissions underwent a rigorous, double-blind peer-review process conducted by members of the Technical Program Committee, supported by additional external reviewers with domain expertise. Each paper was evaluated for scientific quality, originality, methodological rigor, and relevance to the symposium themes. Based on these assessments, 81 papers were accepted as full papers, resulting in an acceptance rate of 23%. The accepted contributions are published across two volumes: 40 papers in Volume I and 41 papers in Volume II.

We are honored to organize ISGAIE 2025 in Casablanca, Higher Normal School of Casablanca (ENS), UH2C, Morocco, and we are looking forward to your contributions to the continued success of the symposium!

#### **Mohamed Lahby**

*Hassan II University of Casablanca, Morocco*

#### **Rubén Gonzalez Vallejo**

*Universidad de Malaga, Espana*

#### **ISGAIE 2026 General Chairs**

## ISGAIE Organizing Committee

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Professor Maria de la Luz Bort Caballero, University of Màlaga

Professor Dunia Hourani Martin, University of Màlaga

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Rubén Gonzalez Vallejo, Universidad de Malaga, Espana

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*ISGAIE features very strong technical program in the area of Generative AI and Education.*

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## Technical Program Committee

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Weizhi Meng Technical University of Denmark, Denmark  
Younes ASIMI , Ibn Zohr University, Agadir, Morocco

## Keynote Speakers



**Dr. Mohammad Ilyas**  
College of Engineering and  
Computer Science at Florida Atlantic  
University, USA

**Biography:** Dr. Mohammad Ilyas is a Professor in the College of Engineering and Computer Science at Florida Atlantic University, Boca Raton, Florida. He has been with the College since 1983. From 1994 to 2000, he was Chair of the Department of Computer Science and Engineering. He served as Associate Dean for Research for the College from 2002 through 2011, and as Dean of the College from 2011 to 2017. From July 2004 to September 2005, he also served the University as Interim Associate Vice President for Research and Graduate Studies.

Dr. Ilyas has earned four academic degrees from four different countries. He received his B.Sc. degree in Electrical Engineering from the University of Engineering and Technology, Lahore, Pakistan, in 1976. In 1978, he was awarded a scholarship for his graduate studies and he completed his MS degree in Electrical and Electronic Engineering in June 1980 at Shiraz University, Shiraz, Iran. In September 1980, he joined the doctoral program at Queen's University in Kingston, Ontario, Canada. He completed his Ph.D. degree Electrical Engineering in 1983. His doctoral research was about switching and flow control techniques in computer communication networks. In 2015, he earned his second Ph.D. in Educational Leadership – Higher Education, from Florida Atlantic University, Boca Raton, Florida. His doctoral research for his second doctoral degree was about globalization and higher education. Dr. Ilyas is a Life Senior Member of IEEE, Fellow of IIS, and was listed as a Fulbright Specialist from June 2017 to June 2022.

**Title: Impact of Artificial Intelligence on Higher Education**



**Dr. Will MA**  
Professor & Director of the  
Centre for Innovative Teaching  
and Learning (CITL),  
Tung Wah College, Hong Kong,  
China

**Biography:** Professor Will W. K. Ma, PhD, is currently the School of Arts and Humanities' Professor of Teaching and Learning, and the Director of the Centre for Innovative Teaching and Learning (CITL) at Tung Wah College. Professor Ma's research focuses on communication, information systems adoption, education technology, knowledge sharing and knowledge creation. He has publications in international refereed journals, such as Computers and Human Behavior, Computers & Education, Journal of Computer Assisted Learning, Asia Pacific Journal of Teacher Education, Journal of Technology and Teacher Education, International Journal of Communication, Law and Policy, Knowledge Management & E-Learning, Information & Management, etc. His work has been widely cited. He has also been actively engaged in academic community. He participated and organized international conferences in technology and learning field, for example, International Conference on Applied Education, Technology and Innovation (AETI); HKAECT International Conference; International Conference on Blended Learning; International Conference in Hybrid Learning, and so on. He is the series editor of the Educational, Communication and Technology Yearbook series, published by Springer. He is an active independent reviewer for international refereed journals. As one of the top 1% of Social Science peer reviewers, he was recognised with the Publons Peer Review Awards 2017. He has been invited to deliver keynotes and talks by international conferences, educational institutions and professional field associations.

**Title: Charting New Territories: The Current and Future Roles of AI in Higher Education**



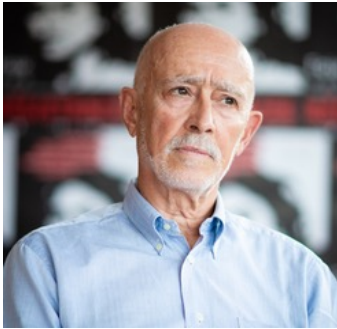
**Dr. Aniss Koubaa**

College of Engineering, Alfaisal  
University, Riyadh, KSA

**Biography:** Dr. Aniss Koubaa is a Full Professor of Computer Science and Software Engineering at Alfaisal University and a founding member of MUST University. Professor Anis Koubaa is a distinguished leader in Artificial Intelligence, Robotics and Computer Science. He served as the Director of the Research and Initiatives Center and the Innovation Center at PSU, and has held pivotal roles such as Aide to the President for Research Governance, significantly enhancing the university's global research impact. With over two decades of groundbreaking contributions, Professor Koubaa has advanced fields including Generative AI, Robotics, Drones, and the Internet of Things (IoT), with impactful applications in smart cities, healthcare, education, and business transformation. He is renowned for developing the Arabic Large Language Models (ArabianLLM) series and leading innovative AI projects in surveillance, computer vision, and automation.

A Senior Fellow of the Higher Education Academy (UK) and editor of over 20 Springer publications, Professor Koubaa's exceptional work has earned him global recognition. He is Recognized among the career-based top 2% scientists by Stanford University, Professor Koubaa continues to lead transformative research and development initiatives. His expertise in AI-driven business transformation, smart logistics, and cloud robotics positions him as a pioneer at the forefront of global AI and technological innovation.

**Title: Agentic AI in Education: Building Self-Driving Universities**



**Dr. Malik Ghallab**

LAAS-CNRS, University of  
Toulouse, France

**Biography:** Dr. Malik Ghallab is directeur de recherche emeritus at CNRS. The research activity of Malik Ghallab is mainly focused on planning, acting and learning in AI and Robotics. He contributed to topics such as object recognition and pattern matching, scene interpretation, heuristics search, unification algorithms, knowledge compiling, temporal reasoning, task planning, monitoring, and learning of skills and models of behaviors. He (co-)authored several textbooks and monographies and over 200 technical articles in journals and conference proceedings. He taught AI at several universities in France and abroad.

Malik Ghallab was director of AI research programs in France (PRC-GDR IA, 1989-1996), director of Robea, a national research program in Robotics (2000-2006), director of LAAS-CNRS (2003-2007), and Chief Scientific Officer of Inria (2007-2010). He is involved in several initiatives regarding socially responsible research in AI and computational sciences. He is EurAI Fellow, Docteur Honoris Causa of Linköping University, Sweden, Member of the Hassan II Academy of Science and Technology of Morocco, and Chevalier de la Légion d'Honneur.

**Title: Handling AI Disruption: Reassessment of the Fundamentals of Education**



Program at a Glance of the International Symposium  
on Generative AI and Education (ISGAIE'2026)  
Casablanca, Morocco – May 20-22, 2026  
<https://research-conf.com>



Date	Time	Event
Day 1 – Wednesday May 20, 2026	09:50 am – 10:00 am	<p>Opening Ceremony</p> <p>Professor Houssine AZEDDOUG, President of UH2C, Morocco            Professor Saad ALAMI YOUNSSI, Director of ENS, Casablanca, Morocco            Mohamed Lahby, Hassan II University of Casablanca, Morocco            Prof. Rubén Gonzalez Vallejo, Universidad de Malaga, Espana</p>
	10:00 am – 11:00 am	<p><b>Keynote Speaker 1</b></p> <p>Prof. Aniss KOUBAA, College of Engineering, Alfaisal University, Riyadh, KSA</p>
	11:00 am – 11:30 am	<b>Coffee Break</b>
	11:30 am – 01:30 pm	Session 1: Generative AI in Education: An Overview(I)
	11:30 am – 01:30 pm	Session 2: Personalized Learning and Intelligent Tutoring with Generative AI (I)
	01:30 pm – 03:00 pm	<b>Lunch</b>
	03:00 pm – 04:20 pm	Session 3: Generative AI in Specialized Educational Contexts (I)
	03:00 pm – 04:20 pm	Session 4: Generative AI for Educational Assessment (I)
	04:20 pm – 04:40 pm	<b>Coffee Break</b>
	04:40 pm – 06:00 pm	Session 5: Case Studies and Practical Applications of Generative AI in Education (I)
	04:40 pm – 06:00 pm	Session 6: Ethical considerations and Responsible Use of Generative AI (I)
Day 2 – Thursday May 21, 2026	09:00 am – 10:00 am	<p><b>Keynote Speaker 3</b></p> <p>Prof. Will MA ,Tung Wah College, Hong Kong, China</p>
	10:00am -11:30am	Session 7: Generative AI in Education: An Overview(II)
	11:30am -01:00pm	Session 8: Personalized Learning and Intelligent Tutoring with Generative AI (II)
	01:0 pm – 03:00 pm	<b>Lunch Break</b>
	03:00 pm – 04:00 pm	<p><b>Keynote Speaker 3</b></p> <p>Prof. Mohammad Ilyas, Florida Atlantic University, USA</p>
	04:00 pm – 05:00 pm	Session 9: Generative AI for Educational Assessment (II)
	05:00 pm – 06:00 pm	Session 10: Generative AI in Specialized Educational Contexts (II)
Day 3 – Friday May 22, 2026	09:30 am – 10:30 am	<p><b>Keynote Speaker 4</b></p> <p>Prof. Malik GHALLAB,LAAS-CNRS, University of Toulouse, France</p>
	10:30 am – 12:00 am	Session 11: Case Studies and Practical Applications of Generative AI in Education (II)
	12:00 am – 1:00 pm	Session 12: Ethical considerations and Responsible Use of Generative AI (II)
	01:00 pm	<b>Closing Ceremony</b>

# Full ISGAIE 2026 Symposium Program

## Thursday, May 20<sup>th</sup>, 2026

### PRESENTATION GUIDELINES

- All presentations should be in English.
- Each presentation is 10-15 minutes long with five (5) minutes for Q/As.
- According to Springer guidelines, any paper that is not presented will be excluded from the conference proceedings.
- The same Zoom link will be used throughout the three days of the event.

· **Meeting Link:**

- <https://us06web.zoom.us/j/86349721439?pwd=w7sohIXPKPEkM0ldRZjLp6lmzzi3Lc.1>

GMT+1

Time	Event
8:30 – 9:30	<b>Registration</b>
9:30 – 10:00	<p style="text-align: center;"><b>Welcome &amp; Opening Ceremony</b></p> <p>Professor Houssine AZEDDOUG, President of UH2C, Morocco            Professor Saad ALAMI YOUNSSI, Director of ENS, Casablanca, Morocco            Prof. Rubén Gonzalez Vallejo (General Chair, Universidad de Malaga, Espana )            Prof. Mohamed Lahby (General Chair, Hassan 2 University Casablanca, Moroc)</p>
10:00 – 11:00	<p><b>Keynote Speaker 1:</b> “Agentic AI in Education: Building Self-Driving Universities”  <b>Prof. Aniss KOUBAA</b> (College of Engineering, Alfaisal University, Riyadh, KSA)  <b>Chair:</b> Rubén Gonzalez Vallejo (Universidad de Malaga, Espana)</p>
11:00 – 11:30	<b>Coffee break</b>
11:30 – 01:00	<p><b>Session 1: Generative AI in Education: An Overview (I)</b>  <b>Session Chairs :</b> Dr. JAMAL MAWANE (ENSETM, UH2C, Casablanca, Morocco)            Dr. Saïd BAHASSINE (ENSAM, UH2C Casablanca, Morocco)</p> <ol style="list-style-type: none"> <li>1. <b>Impact of Artificial Intelligence Adoption on Academic Performance and Productivity of Moroccan Higher Education Students: Empirical Evidence(idPaper#169)</b>            SOUKAINA NADIR, Fatimazahra elarif and Mustapha khiati (FSJESAC Hassan II) University of Casablanca, Morocco)</li> <li>2. <b>Digital Transformation of Higher Education in Morocco between Global Isomorphism and Heroic Bricolage (idPaper#211)</b>            Hicham Majid, Razane Chroqui, and Driss Harrizi (Hassan First University of Settat, National School of Applied Sciences)</li> <li>3. <b>Artificial Intelligence as a Strategic Bridge in Higher Education: Towards Shared Competencies &amp; Innovation in the Euro-Mediterranean Space(idPaper#214)</b>            Razane Chroqui, and Abderrahmane Sakouili (Hassan First University of Settat, National School of Applied Sciences)</li> </ol>

	<p><b>4. Generative AI for Inclusive Education: Opportunities and Challenges in Dyslexia Support(idPaper#139)</b>  <i>Anas REZZAKI (Higher Normal School, Sidi Mohamed Ben Abdellah University, Fez, Morocco)</i>  <i>Moumen Zineb (Higher Normal School, Mohammed V University, Rabat, Morocco)</i>  <i>EL OTMANI Fadwa (Moroccan School of Engineering EMG, Rabat, Morocco)</i>  <i>SEDDIK Lahcen (Higher Normal School, Sidi Mohamed Ben Abdellah University, Fez, Morocco)</i></p> <p><b>5. Learning Conditions and Academic Outcomes in Nigerian Higher Education: Evidence from Generative AI-Supported and Conventional Learning (idPaper#135)</b>  <i>Israel Akinadewo (University of Ilesa, Ilesa, Osun State, Nigeria)</i>  <i>Jeremiah Akinadewo (IAC Academy, Lekki, Lagos State, Nigeria)</i>  <i>Ifeoluwa Adebiyi (Afe Babalola University, Ado-Ekiti, Ekiti State, Nigeria)</i>  <i>Taiwo Asaolu and Tajudeen Ayoola (Obafemi Awolowo University, Ile-Ife, Osun State, Nigeria)</i></p>
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<p><b>11:20 – 1:00</b></p>	<p><b>Session 2: Personalized Learning and Intelligent Tutoring with Generative AI(I)</b>  <b>Session Chair:</b> Pr. Fatima Zahra Fagroud, Chouaib Doukkali University, El Jadida.</p> <p><b>1. MM-BiGRU Fusion for Multimodal Student Attention Estimation in Classroom Environments (idPaper#108)</b>  <i>Fatima Zahra Jobbid and Hassan Berbia (Mohammed V University in Rabat, Rabat, Morocco)</i></p> <p><b>2. Leveraging Generative AI for Academic Support: Enhancing Student Resilience Through Logistically Optimized Assistive Technologies in Moroccan Higher Education (idPaper#233)</b>  <i>Ikram MAZROUI and Nadia Chafiq (MIND-LAB, ENSC, University Hassan I Iof Casablanca, Morocco)</i>  <i>Mustapha Khiati (Faculty of Sciences Ben M'Scik, University Hassan II of Casablanca, Morocco)</i></p> <p><b>2. AI-based Sparring Partner Agent for Finance Education(idPaper#179)</b>  <i>Amal BOUKHAL and ARRASSEN WASSINI (Faculty of Legal, Economic, and Social Sciences, Ain Chock Hassan II University of Casablanca, Morocco)</i></p> <p><b>3. Generative AI as a Mediator BetweenBiomechanicalAssessment and Educational Feedback in PhysicalEducation(idPaper#216)</b>  <i>Manal Rachdani, Oussama Hamal , Hamid Khalifi and Faissal ouardi (Faculty of Sciences, Mohammed V University in Rabat, Rabat, Morocco)</i></p> <p><b>4. Designing a Gamified Learning Model for TeachingMonetaryEconomics: A Serious Game Framework for Monetary Policy Education(idPaper#243)</b>  <i>IBRAHIM ALLALI and LAHBOUB ZOUIRI (Faculty of Legal, Economic and Social Sciences – Agdal, Mohammed V University of Rabat, Morocco)</i></p> <p><b>5. Topological Optimization of Personalized Learning: A Mathematical Framework for Dynamic Knowledge Graph Generation via LLMs(idPaper#278)</b>  <i>Mohamed YasserBOUNNITE, Nouhaila TYOUBI, Ibtissam BENCHAYB and Ayoub JOUBAIR (1SUP'RH Business School &amp; AI, Casablanca, Morocco)</i></p> <p><b>6. HybriM-Net: A Neuro-Symbolic and Federated Learning Framework for ExplainableMultimodalModeling of Cognitive States in Distributed Educational</b></p>
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	<p><b>Environments(idPaper#307)</b>  Youssef AMZOUG (<i>Intelligent Processing &amp; Security of Systems (IPSS) Research Team Mohammed V University Rabat Morocco</i>)  Soufiane HAMIDA (<i>2IACS Laboratory, ENSET of Mohammedia, Hassan II University of Casablanca, Mohammedia, Morocco - GENIUS Laboratory, SupMTI of Rabat, Rabat, Morocco.</i>), Soumia ZITI (<i>Intelligent Processing &amp; Security of Systems (IPSS) Research Team Mohammed V University Rabat Morocco</i>)</p>
1:00 – 2:30	<b>Lunch Break</b>
2:30 – 4:00	<p><b>Session 3:Generative AI in Specialized Educational Contexts (I)</b>  <b>Session Chair :</b> Dr. Razane Chroqui (<i>Hassan First University of Settat, Morocco</i>)</p> <ol style="list-style-type: none"> <li>1. <b>Investigating the Impact of Immersive Virtual Reality Technology on Moroccan EFL Learners' Vocabulary Retentionthrough the Lens of Cognitive Load Theory (idPaper#207)</b>  Zakaria Farid and Ayoub Louffi (<i>Faculty of Letters and Humanities Ben M'sik, Hassan II University, Casablanca, Morocco</i>)</li> <li>2. <b>A Multi-Agent Architecture for Session-BoundedReactive Tutoring in Early Childhood Education (idPaper#239)</b>  khalil lghmari and Mohammed Ramdani (<i>Faculty of Science and Technologies of Mohammedia, Hassan II University of Casablanca, Morocco</i>)</li> <li>1. <b>Generative Artificial Intelligence and the Future of EntrepreneurshipEducation: A Narrative Review of Experiential Learning and Global Democratization (idPaper#130)</b>  Nourddine EL-HAFFARI, and Mounya CHAHBOUNE (<i>FPK, Sultan Moulay Slimane University, Beni Mellal, Morocco</i>)</li> <li>2. <b>ChatGPT and DeepSeek in PhysicsProblem Solving at the Middle School Level(idPaper#178)</b>  Abdelghani ELHASSANI (<i>Faculty of Sciences, Ibn Tofail University, Kénitra, Morocco</i>)  Mohammed Abid (<i>Regional Center for Education and Training Professions, Rabat, Morocco</i>)  Abderrahim Raidou (<i>Faculty of Sciences, Ibn Tofail University, Kénitra, Morocco</i>)</li> <li>3. <b>StructuredPrompting for Reliable AI-Generated Educational Resources in Physics(idPaper#191)</b>  Nabil Ezarfi (<i>Faculty of Sciences Dhar El Mahraz, Sidi Mohamed Ben Abdallah University, Fez, Morocco</i>)</li> <li>4. <b>Unleashing The Power of AI-Language Models: A Methodology for Optimizing Case Studies in Engineering Service-Learning Through Prompt Engineering(idPaper#291)</b>  Tarek Riaji, Abdelhadi HASSANI, Abderrahmane ALAOUI and Sanae El Hassani (<i>ENSA El Jadida, Chouaib Doukkali University, Morocco</i>)</li> <li>5. <b>Cortex Céleste IA-DrivenMetaverseEducation in Hyperloop International Trade Logistics: Optimizing Rules of Origin Compliance, Investor Behavior&amp; Finance 5.0 (idPaper#312)</b>  Mustapha KHIATI (<i>Faculty of Sciences Ben M'Sick, Hassan II University of Casablanca, Morocco</i>)  Lahby Mohamed, (<i>ENS, Hassan II University of Casablanca, Morocco</i>)  Marouane Mkik (<i>ISPITS Rabat, Morocco</i>)</li> </ol>

	<p><i>Brahim Dinar (Faculty of Legal, Economic and Social Sciences Ain Chock, Hassan II University of Casablanca, Morocco)</i></p> <p><b>6. Innovative methods for teaching quantitative finance: A Python-based portfolio optimization framework(idPaper#286)</b>  <i>MARMAD Toufik, Yassire El Otmani and Tarik Ait Elmoumen,(Moroccan School of Engineering Sciences (EMSI), Rabat, Morocco)</i>  <i>Hamza Chafi (Regional Center for Education and Training Professions, Morocco)</i>  <i>Mustapha Khiati (Faculty of Sciences Ben M'sik, Hassan II University of Casablanca, Casablanca, Morocco)</i></p>
<p><b>2:30 – 4:00</b></p>	<p><b>Session 4: Generative AI for Educational Assessment (I)</b>  <b>Session Chairs:</b> <i>Pr. Houda ANOUN, ESTC, Hassan II University, Casablanca</i>  <i>Pr. Souad Eddarouich, CRMEF Rabat</i></p> <p><b>1. Towards an Intelligent Digital Maturity Model for Educational Institutions (idPaper#47)</b>  <i>Bachira ABOU EL KARAM, Tarik FISSAA, and Rabia MARGHOUBI (INPT, Rabat, Morocco), Rachida AJHOUN (Mohammed-V university, ENSIAS, Rabat, Morocco)</i></p> <p><b>2. Reimagining Student Performance Prediction: Explainable and Generative AI Approaches in Educational Evaluation(idPaper#210)</b>  <i>Oumayma AGHERAI (École Normale Supérieure de l'Enseignement Technique (ENSET), Mohammedia, Hassan II University of Casablanca, Morocco)</i>  <i>Mohamed Sraitih (Marie and Louis Pasteur University, Belfort Montbéliard University of Technology, SINERGIES Lab, Belfort, France)</i>  <i>Souad Ahriz, EsSaadia Aoula and Mohamed Youssfi (École Normale Supérieure de l'Enseignement Technique (ENSET), Mohammedia, Hassan II University of Casablanca, Morocco)</i>  <i>Amir Hajjam El Hassani (Marie and Louis Pasteur University, Belfort Montbéliard University of Technology, SINERGIES Lab, Belfort, France)</i></p> <p><b>3. Formative assessment of language skills in the era of generative artificial intelligence(idPaper#255)</b>  <i>Abdelaziz Ettourouri, El Mustapha Baytar, Lynda Ouchaouka and Nadia Saqri (Higher Normal school, Hassan II University of Casablanca, Morocco)</i></p> <p><b>4. When Generative AI Helps or Hurts: UsageModalities and Validity in Moodle-Based Online Peer Assessment(idPaper#234)</b>  <i>Yassine RAHMANI, Brahim NACHIT and Mustapha BASSIRI (Higher Normal school, Hassan II University of Casablanca, Morocco)</i></p> <p><b>5. From Prediction to Explanation: Using XAI to Understand Dropout in HigherEducation(idPaper#128)</b>  <i>Nora Hakmi (ENSAM, Hassan II University of Casablanca, Morocco)</i>  <i>Khalid OQAIDI (Mundiapolis University, Casablanca, Morocco)</i>  <i>Sarah AOUHASSI and Abdelali ZAKRANI (ENSAM, Hassan II University of Casablanca, Morocco)</i></p> <p><b>6. Evaluating Learning Progress and Teaching Success with Generative AI: A Dual Bibliometric Analysis and Systematic Review(idPaper#106)</b>  <i>Said Maizzou (Hassan First University, ENCG, Settat, Morocco)</i>  <i>Youness Ezzaime (Hassan First University, FEG, Settat, Morocco)</i>  <i>Abdelhak Anajar (Hassan First University, ENCG, Settat, Morocco)</i>  <i>El Amine Rouaga (Hassan First University, FEG, Settat, Morocco)</i>  <i>Mustapha Lfakir (Hassan First University, ENCG, Settat, Morocco)</i></p>

	<p><b>7. Innovating Education Practices: Empowering Automated Feedback Systems with Generative AI(idPaper#249)</b>  <i>Said Benlakhdar (Moroccan School of Engineering Sciences (EMSI), Rabat, Morocco)</i>  <i>Mohammed Rziza (Mohammed V university, Faculty of Sciences in Rabat, Morocco)</i>  <i>Rachid oulad Haj Thami (, ENSIAS, Mohammed V University, Rabat, Morocco)</i></p>
<p><b>4:00 – 4:20</b></p>	<p><b>Coffee break</b></p>
<p><b>04:20 – 5:40</b></p>	<p><b>Session 5:Case Studies and Practical Applications of Generative AI in Education</b>  <b>Session Chair:</b> <i>Dr. El Mehdi AGOUCHTE, ENSC, Hassan II University of Casablanca,</i></p> <ol style="list-style-type: none"> <li> <p><b>1. Artificial Intelligence Enabled Internal Audit and Knowledge Management for Performance Improvement in Public Education( idPaper#197)</b>  <i>Imane El Mounni (Hassan I University, Settat, Morocco (LAREGMA)</i>  <i>Zahiya Boussihi (Moulay Ismail University, Meknes (LAREMO))</i>  <i>Younes aarab (Hassan II University of Casablanca, Morocco )</i>  <i>Zakaria BENJOUID (Hassan I University, Settat, Morocco (LAREGMA))</i>  <i>Hamza Mchich (Ibn Tofail University, Kenitra, Morocco (LSEPP))</i>  <i>Karim Bougrine (Ibn Tofail University, Kenitra, Morocco (LSEPP)/ (LS))</i>  <i>Mkik Marouane (Higher Institute of Nursing ang Technical Health Professions, Rabat Morocco)</i></p> </li> <li> <p><b>2. Students’ Perceptions and AttitudesToward Generative AI: Qualitative Insights from ChatGPT Use in Higher Education(idPaper#217)</b>  <i>Badr MACHKOUR and Ahmed Abriane (Ibn Zohr University, The Faculty of Legal, Economic and Social Sciences of Agadir, Morocco)</i></p> </li> <li> <p><b>3. Digital and Generative-AI Tools for Preserving African Languages through Immersive Cultural Heritage Learning: A Frugal, Community-Governed Framework (idPaper#236)</b>  <i>Houyame Lkhider (Purdue university, Indiana, USA)</i>  <i>ROKAYA EL GOUNIDI and Nadia Chafiq (MIND-LAB, ENSC, University Hassan II of Casablanca, Morocco)</i></p> </li> <li> <p><b>4. A Generative AI Based Approach for Teacher Augmentation in the Flipped Classroom (idPaper#105)</b>  <i>Asmaa ENNAKHLAOUI and My Lahcen HASNAOUI (Faculty of Educational Sciences, Mohammed V University in Rabat, Morocco)</i></p> </li> <li> <p><b>5. The Perception and Integration of Artificial Intelligence by Secondary School Mathematics Teachers in Morocco (idPaper#129)</b>  <i>Tarik BENJELLOUN and Sounia EL BAKKALI (Ibn Tofail University of Kenitra , Morocco)</i></p> </li> <li> <p><b>6. The Impact of Teacher–Artificial Intelligence Hybridization on Teaching Workload: A Teacher-Centered Approach(idPaper#287)</b>  <i>Elotmani yassire, Marmad toufik and Ait elmoumen Tarik (Moroccan School of Engineering Sciences, Rabat, Morocco)</i>  <i>Chafi Hamza (Regional Center for Education and Training Professions, Morocco)</i>  <i>Mustapha Khiati (Faculty of Sciences Ben M’sik, Hassan II University of Casablanca, Casablanca, Morocco)</i></p> </li> <li> <p><b>7. Computational Intelligence for Resource-Constrained University Timetabling: Bio-inspired Metaheuristics for the Flexible Job Shop Scheduling Problem (idPaper#350)</b>  <i>Said AQIL (ENSAM, Hassan II University of Casablanca, Morocco), Mohamed LAHBY (MinD-Lab, ENSC, Hassan II University of Casablanca, Morocco )</i></p> </li> </ol>

<p><b>04:40 – 5:40</b></p>	<p><b>Session 6: Ethical considerations and Responsible Use of Generative AI</b>  <b>Session Chair:</b> <i>Dr. GUERSS Fatima zahra (Ibn Tofail University, Kénitra, Morocco)</i></p> <ol style="list-style-type: none"> <li>1. <b>Challenges and Reconfigurations of Pedagogical Postures in Higher Education Facing Generative Artificial Intelligence (idPaper#79)</b>  <i>Majda Mountacer and Youssef Nafidi (Faculty of Educational Sciences, Mohammed V University, Rabat, Morocco)</i></li> <li>2. <b>Agentic AI in Higher Education: Why ChatGPT-Era Governance is Becoming Insufficient (idPaper#288)</b>  <i>Mustapha ALOUANI (EHESS, Paris, France)</i></li> <li>3. <b>The Effect of Generative AI-Enhanced Emotional Intelligence Programs: A Psycho-Educational Counselling Approach to Preventing School Bullying (idPaper#101)</b>  <i>Ahmed Maad, Laila Taoufik and Youssra El Janous (Higher Normal School, Mohamed V University, Rabat, Morocco)</i></li> <li>4. <b>Generative AI in the Moroccan Educational Landscape: A Framework for Risk Management and Digital Resilience at University Hassan II of Casablanca (idPaper#115)</b>  <i>Ikram MAZROU and Nadia Chafiq (MIND-Lab, Higher Normal School, Hassan II University, Casablanca, Morocco)</i>  <i>Mustapha Khiati (Faculty of Sciences Ben M'Scik, Hassan II University, Casablanca, Morocco)</i></li> <li>5. <b>Assessing In-Service Teachers' Technological Pedagogical and Content Knowledge-Practical (TPACK-P) (idPaper#193)</b>  <i>El Mustapha Baytar, Nadia Saqri and Lynda Ouchaouka (ENSC, Hassan II University of Casablanca, Morocco)</i></li> <li>6. <b>A Novel Privacy-Preserving Federated Learning Approach for Smart City Education IoT Systems: Application to Teachers' Behavioral Responses (idPaper#189)</b>  <i>Saad MAHMOUDI and Mohamed AMNAI (Faculty of Science, Ibn Tofail University, Kenitra, Morocco)</i></li> </ol>
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# Thursday, May 21<sup>st</sup>, 2026

09:00 – 10:00	<p><b>Keynote Speaker 2:</b>“Charting New Territories: The Current and Future Roles of AI in Higher Education”</p> <p><b>Prof. Will MA</b> (<i>Tung Wah College, Hong Kong, China</i>)</p> <p><b>Session Chair:</b> Dr. Karim DARBAN (<i>ENCG, UH2C Casablanca, Morocco</i>)</p> <p><b>Link:</b> <a href="https://us06web.zoom.us/j/86349721439?pwd=w7sohIXPKPEKOldRZjLp6lmzzi3Lc.1">https://us06web.zoom.us/j/86349721439?pwd=w7sohIXPKPEKOldRZjLp6lmzzi3Lc.1</a></p>
10:00 – 10:10	<p style="text-align: center;"><b>Coffee break</b></p>
10:10 – 11:30	<p><b>Online Session 7:Generative AI in Education: An Overview (II)</b></p> <p><b>Session Chair:</b> Prof. El KHAILI MOHAMED (<i>ENSETM, UH2C, Morocco</i>)</p> <ol style="list-style-type: none"> <li>1. <b>Digital Twin Technology for Palm Oil Plantation Management Education: A Systematic Literature Review of Virtual Modeling and Simulation-Based Learning (idPaper#150)</b> <i>Loso Judijanto (IPOSS, Jakarta 10220, Indonesia), Sri Nurhayati (IKIP Siliwangi, Jalan Terusan Jendral Sudirman, 40521 Cimahi, Indonesia)</i></li> <li>2. <b>The Impact of AI-Powered Learning Systems on Academic Performance and Engagement of HigherEducation Students(idPaper#134)</b> <i>Khoa Bui (Business and Management Research Group, Industrial University of Ho Chi Minh City, Ho Chi Minh City, Vietnam)</i></li> <li>3. <b>From Content Generation to Cognitive Listening: Reframing Generative Artificial Intelligence as a Pedagogical Mirror in HigherEducation(idPaper#81)</b> <i>Tran Tuyen ( University of Social Sciences and Humanities, Vietnam National University, Ho Chi Minh City, Vietnam)</i></li> <li>4. <b>Artificial Intelligence and Academic Performance in HigherEducation: An Econometric Analysis(idPaper#190)</b> <i>Geovanny Valero Valencia (Universidad de Santander, Cúcuta, Colombia ) Rolando Antonio Eslava Zapata (Universidad Libre, Cúcuta, Colombia) Carlos Gómez Cano (Corporación Universitaria de Asturias, Bogotá, Colombia)</i></li> <li>5. <b>Determinants of StudentBehavioralIntention to Use Generative AI Tools: A Quantitative Study in HigherEducation in India (idPaper#259)</b> <i>Kin Meng Cheng (Faculty of Creative Industries, Universiti Tunku Abdul Rahman, Selangor, Malaysia) Lianna Wijaya (Binus Online Learning, Bina Nusantara University, Jakarta, Indonesia) Bhakti Parashar (Vellore Institute of Technology, Bhopal University, Bhopal, India) Sangita De (Griffith Business School, Gold Coast, Australia) Sudip Wagle (Faculty of Management, Birendra Multiple Campus, Tribhuvan University, Bharatpur Chitwan, Nepal) Nuraini Sari and Yakob Utama Chandra (Binus Online Learning, Bina Nusantara University, Jakarta, Indonesia)</i></li> <li>6. <b>Technology Management Framework for Cryptocurrency in HigherEducation Institution: The Role of Generative AI(idPaper#269)</b> <i>Jeffrey John Yasay (Tarlac Agricultural University, Camiling Tarlac, Philippines)</i></li> <li>7. <b>A bibliometricanalysis of innovationamongstudents in highereducation in the age of artificial intelligence(idPaper#290)</b> <i>Jihane Abdessadak (ENSI, Tangier Morocco), Sarah Ferehoun (FP Larache, Abdelmalek Essaadi University, Tetouan, Morocco)</i></li> </ol>

11:30 – 1:00	<p><b>Online Session 8: Personalized Learning and Intelligent Tutoring with Generative AI (II)</b>  <b>Session Chair:</b> Pr. Abdellah Bakhoui (ENSAD, Hassan II University of Casablanca)</p> <ol style="list-style-type: none"> <li><b>1. The Imperfect Dialogue: Designing Critical Pedagogies in the Age of Generative AI (idPaper#4)</b>  Constantine Andoniou (Abu Dhabi University, United Arab Emirates)</li> <li><b>2. An AI-Supported Mobile Learning Application for Primary School Students(idPaper#96)</b>  Ayse Cansu Yildirim, Mustafa Talha Akgul Zehra Balli, Busra Ebrar Ozturk and Necip Gozuacik (Istanbul Health and Technology University, Istanbul, Turkey)</li> <li><b>3. From Users to Co-Creators: Exploring Student Agency, Collaboration, and Higher-Order Learning through Generative AI in Higher Education(idPaper#110)</b>  Anita Yadav, Jyoti Badge, Soumya Sankar Ghosh and Bhakti Parashar (VIT Bhopal University, India)</li> <li><b>4. Navigating Adaptive Pathways: A Qualitative Investigation of Student and Instructor Experiences with AI-Driven Personalization in Blended Learning (idPaper#131)</b>  Khoa Bui (Institute of International and Postgraduate Education, Industrial University of Ho Chi Minh City, Ho Chi Minh City, Vietnam), Bui Thanh Khoa (2Faculty of Commerce and Tourism, Industrial University of Ho Chi Minh City, Ho Chi Minh City, Vietnam)</li> <li><b>5. Dialogic vs Analytic AI in Physics Inquiry: A Process-Level Analysis of Student Engagement Using the ICAP Framework(idPaper#266)</b>  Konstantinos Kotsis (University of Ioannina, Ioannina, Greece)  Rubén González Vallejo (University of Málaga, Malaga, Spain)  Georgios Stylos and Elli Gkaltemi (University of Ioannina, Ioannina, Greece)</li> <li><b>6. Artificial Intelligence as a Pedagogical Scaffold in EAL Contexts: The Case of a Moroccan University(idPaper#333)</b>  Abdel Moula El Guermat, Abderrahim bourrou, Zakaria elhilali and Salma abas (Faculty of Letters and Human sciences, University of Mohammed First, Oujda, Morocco )</li> </ol>
1:00 – 3:00	<b>Lunch Break</b>
03:00 – 4:00	<p><b>Keynote Speaker 3:</b>“Impact of Artificial Intelligence on Higher Education”  <b>Prof. Mohammad Ilyas</b> (Science at Florida Atlantic University, USA)  <b>Chair:</b> Prof. Vasileios Paliktzoglou(Bahrain Polytechnic, Bahrain)  <b>Link:</b> <a href="https://us06web.zoom.us/j/86349721439?pwd=w7sohIXPKPEkMOldRZjlp6lmzji3Lc.1">https://us06web.zoom.us/j/86349721439?pwd=w7sohIXPKPEkMOldRZjlp6lmzji3Lc.1</a></p>
04:00 – 04:10	<b>Coffee break</b>
	<p><b>Online Session 9:Generative AI in Specialized Educational Contexts (II)</b>  <b>Session Chair:</b> :Dr. Abdeljebar Mansour (ENSATE, Abdelmalek Essaadi University, Morocco)</p> <ol style="list-style-type: none"> <li><b>1. Training-Enabled Generative AI Literacy in Health Professions Education: A Rapid Mapping Review and Multilevel Framework(idPaper#99)</b>  Tang Song (Party and Government Office, Affiliated Hospital of North Sichuan Medical College, Nanchong, China)  Nor 'Ain Bt Abdullah (Faculty of Business Management and Professional Studies, Management and Science University, Shah Alam, Malaysia)  Zunirah Mohd Talib (Postgraduate Centre, Management and Science University, Shah Alam, Malaysia)  Ke Xiong (Primary Health Care Research Centre, North Sichuan Medical College, Nanchong, China)</li> </ol>

<p><b>4:10 – 5:30</b></p>	<ol style="list-style-type: none"> <li>2. <b>Technological Pedagogical Content Knowledge (TPACK) and Teaching Demonstration Performance of English as a Second Language (ESL) Gen Z Pre-Service Teachers in the Age of Artificial Intelligence (idPaper#111)</b> <i>Jennelyn Raymundo (Isabela State University, Echague, Isabela, Philippines)</i></li>   <li>3. <b>Meaning in Sight: AI-generated Idiom Visuals in Language Education(idPaper#98)</b> <i>Johanna Rockstroh, Kamyar Javanmardi, Nina Wenig, Robert Porzel and Rainer Malaka (University of Bremen, Bremen, Germany)</i></li>   <li>4. <b>Enhancing Logistics Education and Business Performance through AI-Driven Logistics Management: Creating Shared Value(idPaper#310)</b> <i>Mustapha KHIATI (Faculty of Sciences Ben M'sik, Hassan II university, Casablanca)</i> <i>Samia Jirari (Cadi Ayyad University, Marrakech, Morocco)</i> <i>Tiouti Naima, Moulad Lamyaa (Faculty of Legal, Economic and Social Sciences Ain Chock, Hassan II University of Casablanca, Casablanca, Morocco)</i> <i>Rachid Khmart (Sultan Moulay Slimane University, Beni Mellal, Morocco)</i> <i>Abdelmouneim Majd ((Cadi Ayyad University, Marrakech, Morocco)</i> <i>Mohamed Lahby (Mind-LAB, ENSC, Hassan II University of Casablanca, Morocco)</i></li>   <li>5. <b>AI-Enabled Education 5.0: Redefining University Marketing and Student Engagement in Morocco (idPaper#311)</b> <i>Imane El Moumni (Hassan I University, Settat, Morocco (LRMD))</i> <i>Madi Ahmed (Ibn Zohr University, Dakhla, Morocco (ERGNC))</i> <i>Ilham EL OTMANI (Mohammed V University, Rabat (LARMODAD))</i> <i>Salwa Mkik (Sultan Moulay Slimane University, Beni Mellal, Morocco (LARPEG))</i> <i>Khadija IDRISSE (Hassan I University, Settat, Morocco (LRMD))</i> <i>Mounaim EL HAYANI (Ibn Tofail University, Kenitra, Morocco (LRMO))</i> <i>Marouane mkik (ISPITS-Rabat, Morocco (LARPEG))</i></li>   <li>6. <b>Integrated Approach to Digital Transformation in Morocco: The Role of Artificial Intelligence, Education, Financial Market Development, and Foreign Direct Investment in Building a Sustainable and Competitive Growth Model (idPaper#320)</b> <i>Youness Dabnichi (Moulay Ismail University, Meknes–Errachidia, Morocco )</i> <i>Asmaa Mabchour, EL AMYN JAMAL and Ferroud Abderrahim (Hassan I University, Settat, Morocco (LAREGMA))</i> <i>Akdim Mohammed (Mohamed V university, Rabat, Morocco (LARMODAD))</i> <i>Waleed Joud (Qatar University, College of Business and Economics)</i></li> </ol>
<p><b>5:30 – 7:00</b></p>	<p><b>Online Session 10: Generative AI for Educational Assessment (II)</b> <b>Session Chair:</b> . <i>Dr. Brahim Bakkas (Centre Régional des Métiers de l'Education et de la Formation, FÈS, MEKNES, Morocco)</i></p> <ol style="list-style-type: none"> <li>1. <b>Constructively Aligned Teaching of Probability and Statistics for Economics Programmes under AUN-QA Standards: Course Design, Implementation, and Outcome Attainment Evidence(idPaper#159)</b> <i>Tran Hoan (Lac Hong University, Tran Bien Ward, Dong Nai Province, Viet Nam)</i></li>   <li>2. <b>AI-Driven Student Feedback Intelligence for Quality Monitoring in Higher Education (idPaper#248)</b> <i>Thi Quynh Nhu Nguyen, Nguyen Minh Ngoc Bui, Ngoc Huu Vinh Bui and Thai Doan Dang (Becamex Business School, Eastern International University, Vietnam)</i></li>   <li>3. <b>Assessing Life Skills at University Using AI: Challenges, Barriers and Facilitators Perceived by Educators (idPaper#296)</b> <i>Mohammed Hammou, Hicham Latreche, Toufik Azzimani (Faculty of Letters and Human</i></li> </ol>

*Sciences, Mohammed First University , Oujda, Morocco)*

**5. From Classroom to Career: Students' Perception of AI's Role in Skill Development and Employability (idPaper#107)**

*Jyoti Badge (VIT Bhopal University, Sehore, India)*

*Priya Dwivedi and Yashveer Singh Gurjar (Institute of Professional Education and Research, Bhopal, India)*

**6. Exploring Teachers' Adoption of ChatGPT in the Beni Mellal-Khenifra Region: Determinants and Performance Effects (idPaper#133)**

*El mustapha el anouar, Cherki Ait Zeouay and Mohamed Jallal El Adnani (Faculty of Economics and Management, Sultan Moulay Slimane University, Beni Mellal, Morocco)*

**7. Modeling the adoption of generative artificial intelligence among Moroccan university students: Empirical validation of the TAM-UTAUT model (idPaper#104)**

*Mohamed Azmour (Abdelmalek Essaadi University, Tangier, Morocco)*

*Lamyae Khattabi (Sidi Mohamed Ben Abdellah University, Fez, Morocco)*

*Aribou Mohamed Larbi (Abdelmalek Essaadi University, Tangier, Morocco),*

*Anni Taoufik (Mohamed V Souissi-University, Rabat, Morocco)*

**8. Modeling the Determinants of Digital Resilience: Evidence from Moroccan Public Universities (idPaper#272)**

*SALAH-EDDINE LAAMRAOUI and Abdelhadi Grine (Faculty of Legal, Economic and Social Sciences, Cadi Ayad University, Marrakech, Morocco)*

# FRIDAY, May22<sup>th</sup>, 2026

<b>9:30 – 10:30</b>	<p><b>Keynote Speaker 4:</b>“ Handling AI Disruption: Reassessment of the Fundamentals of Education”</p> <p><b>Prof. Malik GHALLAB</b> (LAAS-CNRS, University of Toulouse,France)</p> <p><b>Chair:</b> Chair: Salim El khediri (Qassim University, Saudi Arabia)</p> <p><b>Link:</b> <a href="https://us06web.zoom.us/j/86349721439?pwd=w7sohlXPKPEKOldRZjLp6lmzzi3Lc.1">https://us06web.zoom.us/j/86349721439?pwd=w7sohlXPKPEKOldRZjLp6lmzzi3Lc.1</a></p>
<b>10:30 – 10:40</b>	<b>Coffee break</b>
<b>10:40 – 12:00</b>	<p><b>Online Session 11:Case Studies and Practical Applications of Generative AI in Education (II)</b></p> <p><b>Session Chair:</b> Dr. Youssef Baddi (FS El Jadida, Chouaib Doukkali university)</p> <ol style="list-style-type: none"> <li> <p><b>1. The impact of Artificial Intelligence on University Students’ Learning and Skill development (idPaper#91)</b></p> <p><i>Elyazid HIDA (Faculty of sciences, Kenitra, University Ibn Tofail, Morocco)</i></p> <p><i>Mhmad BEN OUAHI (Higher School of Education and Training Mohammed First University, Oujda, Morocco)</i></p> <p><i>Taoufik HASSOUNI (Regional Center of Education and Training, Meknes, Morocco)</i></p> <p><i>Maha JBARI and El Mehdi AL IBRAHMI (Faculty of sciences, Kenitra, University Ibn Tofail, Morocco)</i></p> </li> <li> <p><b>2. The GenerationalConundrum: AI adoption patterns amongTunisian Researchers (idPaper#50)</b></p> <p><i>Meriem HARABI (university of Carthage, Tunisia)</i></p> <p><i>Hatem Ghrab (University of Mannouba, Tunisia)</i></p> </li> <li> <p><b>3. Understanding the Impact of AI Educational Tools on StudentSatisfaction and Learning Engagement: A Study of University Students in Urban Vietnam(idPaper#132)</b></p> <p><i>Phan Hong Hai and Bui Thanh Khoa (Industrial University of Ho Chi Minh City, Ho Chi Minh City, Vietnam)</i></p> </li> <li> <p><b>4. Impact of Generative AI Integration on Self-Efficacy and Job Stress Among Business Educators(idPaper#141)</b></p> <p><i>Peddi Sarita and Geetha Manohar (School of Business, SR University, Warangal, Telangana , India)</i></p> </li> <li> <p><b>5. Generative AI-MediatedStudent-Professor AsynchronousCommunication in Higher Education: A Quality Evaluation (idPaper#172)</b></p> <p><i>Houda LOUATOUATE (Higher Normal School (ENS, Moulay Ismail University, Meknes, Morocco)</i></p> <p><i>Mohammed Zeriouh and Nor-Eddine Azalmad (ENSAM, Moulay Ismail University, Meknes, Morocco)</i></p> </li> <li> <p><b>6. The Impact of a Gamified Learning Environment on Student Engagement and Academic Performance in Life and Earth Sciences Classes(idPaper#308)</b></p> <p><i>Fatima Ezzahra Bouzekraoui and Idrissi Najlae (Faculty of Sciences and Techniques Beni Mellal, Sultan Moulay Slimane University, Morocco)</i></p> </li> <li> <p><b>7. Developing Green Skills and Eco-Literacy in Financial Engineering Educationthrough Collaborative Project-Based Learning(idPaper#181)</b></p> <p><i>Zenab ELMENZHI (Ecole Marocaine des Sciences de l’Ingénieur, Laboratory of Intelligent Systems and Applications (LSIA), Tangier, Morocco)</i></p> </li> </ol>

	<p><b>8. Generative AI in Competitive Learning: A Coaching Analysis of ChatGPT-Mediated Team Performance in Higher Education(idPaper#268)</b>  <i>Bassmah AlTaher (German Jordanian University, Amman, Jordan)</i></p>
<p><b>12:00 – 1:00</b></p>	<p><b>Online Session 12: Ethical considerations and Responsible Use of Generative AI</b>  <b>Session Chair:</b> <i>Dr. Mohamed LAHBY (ENCS, UH2C Casablanca, Morocco)</i></p> <ol style="list-style-type: none"> <li><b>1. The Ethical Control Problem of Agentic AI in Education(idPaper#97)</b>  <i>Marwa Khairallah (Laboratory of Marketing Research (LRM), Sfax, Tunisia)</i></li> <li><b>2. Sentiments and Signals: Mining Student Perceptions of Generative AI in Higher Education and Its Macro-Economic Implications in South Africa(idPaper#83)</b>  <i>Aaron Nzou (University of Zululand, South Africa)</i>  <i>Bongumusa Prince ( University of KwaZulu-Natal: Durban, South Africa)</i>  <i>Bongumusa Prince Makhoba (University of Zululand, South Africa)</i></li> <li><b>3. The Ethics of AI-Generated Educational Content in Marketing: Manipulating Student Engagement or Enhancing Learning(idPaper#192)</b>  <i>Marwa Khairallah (Laboratory of Marketing Research (LRM), Sfax, Tunisia)</i></li> <li><b>4. Factors Affecting Generative Artificial Intelligence In Learning - The Case Of Vietnam (idPaper#194)</b>  <i>Chien Nguyen (Thu Dau Mot University, Ho Chi Minh City, Vietnam)</i></li> <li><b>5. Revolutionizing Teaching Writing: Acceptability of Generative AI in a Rural University (idPaper#257)</b>  <i>Maila Suzette Guting (Tarlac Agricultural University, Camiling, Tarlac, Philippines)</i></li> <li><b>6. Scientific Collaboration and Funding in Higher Education and Scientific Research in the area of Artificial Intelligence: Opportunities and Challenges (idPaper#136)</b>  <i>Imane RHASSATE (School of Information Science ESI, Rabat, Morocco), Naila Amrous (EMI, Rabat, Morocco)</i></li> </ol>
<p><b>1:00pm</b></p>	<p><b>Closing Ceremony</b>  <a href="https://us06web.zoom.us/j/86349721439?pwd=w7sohIXPKPEKMOldRZjLp6Imzzi3Lc.1" style="color: white;">https://us06web.zoom.us/j/86349721439?pwd=w7sohIXPKPEKMOldRZjLp6Imzzi3Lc.1</a></p>

## About Casablanca



Casablanca located in the central-western part of Morocco bordering the Atlantic Ocean, is the largest city in Morocco. It is also the largest city in the Maghreb, as well as one of the largest and most important cities in Africa, both economically and demographically. Casablanca is Morocco's chief port and one of the largest financial centers on the continent. According to the 2014 population estimate, the city has a population of about 3.35 million in the urban area and over 6.8 million in the Casablanca-Settat region.

Casablanca is considered the economic and business center of Morocco, although the national political capital is Rabat. The leading Moroccan companies and international corporations doing business in the country have their headquarters and main industrial facilities in Casablanca. Recent industrial statistics show Casablanca retains its historical position as the main industrial zone of the country. The Port of Casablanca is one of the largest artificial ports in the world, and the second largest port of North Africa, after Tanger-Med 40 km east of Tangier. Casablanca also hosts the primary naval base for the Royal Moroccan Navy.

The Grand Casablanca region is considered the locomotive of the development of the Moroccan economy. It attracts 32% of the country's production units and 56% of industrial labor. The region uses 30% of the national electricity production. With MAD 93 billion, the region contributes to 44% of the industrial production of the kingdom. About 33% of national industrial exportations, MAD 27 billion comes from the Grand Casablanca; 30% of the Moroccan banking network is concentrated in Casablanca. One of the most important Casablanca exports is phosphate. Other industries include fishing, fish canning, sawmills, furniture production, building materials, glass, textiles, electronics, leather work, processed food, spirits, soft drinks, and cigarettes.

The Casablanca and Mohammedia seaports activity represent 50% of the international commercial flows of Morocco. Almost the entire Casablanca waterfront is under development, mainly the construction of huge entertainment centres between the port and Hassan II Mosque, the Anfa Resort project near the business, entertainment and living centre of Megarama, the shopping and entertainment complex of Morocco Mall, as well as a complete renovation of the coastal walkway. The Sindbad Park is planned to be totally renewed with rides, games and entertainment services. Royal Air Maroc has its head office at the Casablanca-Anfa Airport. In 2004, it announced that it was moving its head office from Casablanca to a location in Province of Nouaceur, close to Mohammed V International Airport. The agreement to build the head office in Nouaceur was signed in 2009. The biggest CBD of Casablanca and Maghreb is in the North of the town in Sidi Maarouf near the mosque of Hassan II and the biggest project of skyscrapers of Maghreb and Africa Casablanca Marina.

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