

The 4th International Conference On
Digital Media, Artificial Intelligence Technologies, and Metaverse (DMAITM) – 30-31 October 2024
Conference Guide

Moderator: Dr. Sherif Badran

Day 1 - Session 1: 01:30 PM - 03:45 PM

Teams Link: [Microsoft Virtual Events Powered by Teams](#)

Time	Article Title	Presenter Name
01:30 – 01:45	Keynote Speaker - Digitalization in Media Management Education	Prof. Dr. Evelyn Kaestner (Online)
01:45 – 02:00	Assessing Social Media Credibility During Crises: A Comparative Study of COVID-19 Videos on the Egyptian Ministry of Health's Facebook and Doctors' Pages	Safa Osman
02:00 – 02:15	Keynote Speaker – Saal.AI's Experience in Artificial Intelligence	Dr. Abrar Abdulnabi
02:15 – 02:30	Enhancing customer experience in the electronic retail industry in Vietnam: A synergistic approach of structural modeling and strategic management	Tung Bui Song Tung
02:30 – 02:45	What is Digital Communication? Developing a Conceptual Definition of the Term	Mohammed El-Astal
02:45 – 03:00	تأثير صحافة البيانات على الناخب الأردني خلال الانتخابات البرلمانية 2024	Weal Alsharu
03:00 – 03:15	Advergaming and Consumers: Exploring the Effectiveness of Utilizing Video Games in Media Plans	Mariam Jumaa
03:15 - 03:30	Predicting User Originality in Password Activities Using Machine Learning	Mohanaad Shakir
03:30 - 03:45	The Integration of Artificial Intelligence and Television Conventional Broadcasting: Challenges and Opportunities in Jordan	Mohammad Eneizat

Moderator: Dr. Naglaa El Gammal

Second: Dr. Mohamed Alastal

Day 2: Session 1: 9:00 AM - 10:45 AM

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Time	Article Title	Presenter Name
09:00 - 09:15	How Metaverse Technologies Will Affect the PR Profession: Expected Futuristic Practices Based on the Vision of a Sample PR Practitioners	Hala Elalfy Fawzy
9:15 - 09:30	Enhancing Sentiment Analysis in Natural Language Processing: A Hybrid Approach of Machine Learning and Deep Learning Model for Emotion Classification	Sandeep Singh Sikarwar
09:30 - 09:45	Shaping the Cultural Identity of University Youth in the Kingdom of Bahrain Through Social Media Usage	Abdulla Alabd
09:45 - 10:00	Jurisdictional Challenges in Metaverse	Ninjin Bataa
10:00 - 10:15	Navigating Intellectual Property Rights in the Age of AI and the Metaverse	Omar Al Jadaan
10:15 - 10:30	Navigating the Legal Challenges of AIG-CSAM Involving Virtual Child	Oyunjargal Baatara
10:30 – 10:45	DIGITAL NARRATIVES AND AI IN MODERN MEDIA: A SYSTEMATIC LITERATURE REVIEW	Kartini Harahap

Break: 10:45 AM - 11:00 AM

Moderator: Ms. Afrah Faraj

Second: Dr. Sherif Badran

Day 2: Session 2: 11:00 AM - 11:30 PM

Teams Link: [Microsoft Virtual Events Powered by Teams](#)

Time	Article Title	Presenter Name
11:00 – 11:15	Keynote Speaker - Towards a safe future - Adoption of new technologies while maintaining a cyber-safe implementation	Mr. Ali Bushara
11:15 - 11:30	Keynote Speaker – Integration of AI in Content and the Learning Process: Opportunities and Challenges	Mr. Ahmed Deeb

Break: 11:30 AM - 12:00 PM

Moderator: Dr. Mohammed Elastal

Second: Dr. Kholod Huneiti

Day 2: Session 3: 12:00 PM - 01:30 PM

Teams Link: [Microsoft Virtual Events Powered by Teams](#)

Time	Article Title	Presenter Name
12:00 - 12:15	Esports Interaction and Influencer Impact: Insights from the League of Legends World Championship	Mokhtar Elareshi
12:15 - 12:30	The Impact of fake news on the Psychological and social state of the Public in the context of the Sudan War Crisis	Farah Ahmed Dawaina Adam
12:30 - 12:45	AI Ethics in Islamic Contents: Applications per UNESCO Recommendations	Mohammad Thalgi
12:45 - 01:00	What Makes The Metaverse Really is The Future?	KHALIL EL-JLAIDI
01:00 - 01:15	Interaction & Interference: Meditation on Interactive Animation and Media Spectacle in Digital Being	JIE ZHAO
01:15 - 01:30	Adaptive Information of the Financial System to the Challenges of Global Uncertainty	Oksana Tulai

Break: 01:30 PM - 01:45 PM

Moderator: Dr. Tamer Alkadash

Second: Dr. Naglaa El Gammal

Day 2: Session 4: 01:45 PM - 03:15 PM

Teams Link: [Microsoft Virtual Events Powered by Teams](#)

Time	Article Title	Presenter Name
01:45: 02:00	Navigating Consumer Rights and Ethical Advertising in the Metaverse: A Comprehensive Case Study of Cryptocurrency Users in Indonesia's Digital Economy	Andiena Nindya Putri
02:00 - 02:15	Exploring the Psychological and Behavioral Effects of Mobile Payment Systems on Consumer Spending: A Theoretical Perspective	Yazan M Alkadash
02:15 - 02:30	Virtual Communities and Privacy Challenges in the Metaverse: A Study of Social Interactions and Ethical Considerations	Kartini Harahap
02:30 - 02:45	Case Study of Wearable Technology in Brand Sam-sung Digital Advertising Campaign: Impact on Consumer Engagement in Indonesia	Kartini Harahap
02:45 - 03:00	دور الذكاء الاصطناعي في تطوير الاعلام	Huda zwayen
03:00 - 03:15	A comprehensive framework for current themes and approaches in web design based on a systematic qualitative-quantitative review	Abdallah Moawad

Break: 03:15 PM - 03:30 PM

Moderator: Dr. Kholod Huneiti

Second: Dr. Tamer Alkadash

Day 2: Session 5: 03:30 PM - 04:45 PM

Teams Link: [Microsoft Virtual Events Powered by Teams](#)

Time	Article Title	Presenter Name
03:30 - 03:45	Comparative Analysis and Framework Development for AI-Driven Video Generation Technologies	Mohamad Izani
03:45 - 04:00	The Role of Social Capital in Scaling Home Preneurship: A Conceptual Framework	Fathima Nashifa
04:00 - 04:15	Impact of Artificial Intelligence on Digital Marketing: Theoretical and Empirical Evidence	Saheed A. Gbadegeshin
04:15 - 04:30	Strategic Leadership for Developing Government Media in the Age of Artificial Intelligence: A Framework for GCC Countries	SAIF RASHID ALI ALSHUHOMI
04:30 - 04:45	Trends and Patterns in Social Robotics Research: A Global Perspective	Saheed A. Gbadegeshin