



The International Conference on Data Science, E-learning and Information Systems 2023

DATA'2023

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**Financially Sponsored by American University in Dubai & IARES, Canada
April 25-27, 2023**

American University In Dubai, Dubai - UAE

<https://iares.net/Conference/DATA2022>

Conference Location: EMBA Buidling, American University in Dubai, Sheikh Zayed Rd - Al Sufouh - Al Sufouh 2 - Dubai - United Arab Emirates.

There will be signs leading to the EMBA building and to the conference room inside the building. Further details about the EMBA Building are found in the following link:

<https://www.aud.edu/aud-school/school-of-business-administration/school-facilities/emba-building/>

First Day, Tuesday – 25 April, 2023		
Registration	Registration Lobby Area	08:30 – 09:30
Opening Ceremony	EMBA 115	09:30 – 10:00
Opening Reception and Coffee Break	EMBA 115	10:00 - 10:30
Keynote Speech One: Prof. Robert P. Schumaker	EMBA 115	10:30 - 11:30
Keynote Speech Two: Prof. Indrakshi Ray	EMBA 115	11:30 - 12:30
Parallel Sessions (Session 1)	EMBA 115	12:30 – 02:30
Parallel Sessions (Session 2)	EMBA 210	12:30 – 02:30
Lunch Break	TBD	02:30– 03:30
Second Day, Wednesday – 26 April, 2023		
Registration	Registration Lobby Area	08:30 – 09:00
Coffee Break	EMBA 115	09:00 – 09:30
Keynote Speech Three: Dr. Michail Maniatakos	EMBA 115	09:30 – 10:30
Keynote Speech Four: Dr. Rami Shaheen	EMBA 115	10:30 - 11:30
Coffee Break	EMBA 115	11:30 - 12:00
Parallel Sessions (Session 3)	EMBA 210	12:00 – 02:00
Parallel Sessions (Session 4)	EMBA 115	12:00 – 02:00
Lunch	TBD	02:00 – 03:00
Third Day, Thursday – 27 April, 2023		
Coffee Break	EMBA 115	10:00 - 10:30
Parallel Sessions (Session 5)	EMBA 113	10:30-12:30
Parallel Sessions (Session 6)	EMBA 210	10:30-12:30
Parallel Sessions (Session 7)	EMBA 115	10:30-12:30
Lunch	TBD	12:30 – 02:00
Conference End		

Session 1 Machine Learning & Deep Learning Models and Applications

[EMBA 115] Tuesday – 25 April, 2023, 12:30 – 02:30

Session Chairs: Nicole Christoff & Roziah Mohd Rasdi

1	Roziah Mohd Rasdi, Nordahlia Umar Baki, Fahim Hafiy Idris, and Roslina Mohd Rasdi	Exploring Self-regulated Learning Support for AI Related Work in an Insurance Firm
2	Aseel Shehadeh, Hanan Al-Tawil and Abdallah Qusef	Analysis of data mining techniques on KDD-Cup'99, NSL-KDD and UNSW-NB15 datasets for intrusion detection
3	Toma Nikolov and Nicole Christoff	Automatic Wood Species Classification Using Network's Architecture Model based on Convolutional Neural Network
4	Dayana Benny, Mario Giacobini, Fulvio Ricceri, Giuseppe Costa and Roberto Gnani	Binary Data Clustering for Unsupervised Binning of Rare Multimorbidity Features and Predictive Modeling of Covid-19 Severity in Middle-aged Female Cohort
5	Byron Stuike, Saba Lameh and Yasaman Amannejad	Application Identification using Pairwise Classification
6	Muhammad Fahim Uddin	An Enhanced Machine Learning Approach to Identify Noise and Detect Relevant Structures for Predictive Modeling.
7	Akna Delgodaarachci, K D Sandaruwan and Shiromi Arunathilake	A Deep Learning Approach to Predict Batting Strikes Played by a Batsman for Different Bowling Deliveries
8	Bakhyt Alipova, Fatima Tokmukhamedova, Zhiger Bolatov, Yevgeniya Daineko, Madina Ipalakova and Dana Tsoy	2D Pulsatile blood flow simulation in the narrow channel using SIMPLE Algorithm

Session 2: Software Engineering & Systems Engineering,

[EMBA 210] Tuesday – 25 April, 2023, 12:30 – 02:30

Session Chair: Kathy Bland

1	Hamzeh Aljawawdeh and Abdallah Aljalabneh	Toward Teaching Kids in Arab Countries Programming Skills: A Case Study
2	Mona Alzahrani, c and Saliyah Alotaibi	CSS: An Android Application for Solving the CPU Process Scheduling Problems
3	Vincent Bolta and Marwan Hassani	Using human mobility patterns to forecast outliers in a secondary stream of data
4	Ayat Fakri Ahmed, Anees Alhudiri, Abdelsalam Maatuk and Abdelbaset M. Elghriani	Knowledge and Perception of Physicians towards Telemedicine Technology in Hospitals in Libya
5	Yasmin Mossa, Peter Smith and Kathy Bland	Developing an information system for rapid pedagogy interventions that achieves high impact assessment and curriculum outcomes
6	Mohamed Hamada	Neural Network Intelligence Model for Software projects Cost prediction.
7	Mohamed Saeed Baziyad, Nour A.M.Abujabal, Raouf Fareh, Tamer Farouk Rabie, Ibrahim Kamel and Maamar Bettayeb	A Direction for Swarm Robotic Path Planning Technique Using Modified Potential Field and Particle Swarm Optimization

Session 3: Machine Learning & Deep Learning Models and Applications

[EMBA 210], Wednesday –26 April, 2023, 12:00 – 12:00,

Session Chair: Ammar Abdallah

1	Ammar Abdallah, Bashar Abdallah, Munthir Qasaimeh, Rola Al Bataineh and Malik Qasaimeh	Examining The Performance of Machine Learning Algorithms: A Case Study to Detect Network Intrusions
2	Rasha Abdulwahhab, Muna Al Balushi, Karan Jetly, Raya Al Khayari and Hilal Al Magbali	A Comparison of the Accuracy of Two Tools in Predicting Diabetes: A Comparative Study of their Effectiveness
3	Yifan Wang, Nan Li, Suxuan Jiang, Jinlong Xu, Qi Wang, Shaomin Shen and Ning Ding	The Mood of the Sunlight: A Public Artwork based on Visualization of Sunlight Data
4	Tanvir Rahman, Miah Mohammad Asif Syeed, Maisha Farzana, Ishadie Namir, Ipshita Ishrar and Meherin Hossain Nushra	Flood Prediction Using Ensemble Machine Learning Model
5	Abdalrahman Odeh, Ayah Alomar and Shadi Aljawarneh	Detection of COVID-19 Using Deep Learning on X-Ray Images: A Survey
6	Devi Sambamoorthy and Seetharaman A	A study on drivers of and barriers to data science in micro, small, and medium enterprises
7	Natthamonkan Kheawpeam and Sukree Sinthupinyo	Demand Forecasting Using Machine Learning to Manage Product Inventory for Multi-channel Retailing Store

Session 4: Natural Languages & Data Mining

[EMBA 115], Wednesday – 26 April, 2023, 12:00 – 02:00,

Session Chair: Paul Darwen

1	Babitha Philip and Hamad Aljassmi	A data mining approach to analyze factors affecting construction labor productivity
2	Reham Alabduljabbar, Maha Alghamdi and Hala Alshamlan	Car Recommendation System using Knowledge-based Method
3	Mohammed Faisal and Fahad Albogamy	Ant Colony Optimization Algorithm Enhancement for Better Performance
4	Paul Darwen	Direction of the Difference between Bayesian Model Averaging and the Best-Fit Model on Scarce-Data Low-Correlation Churn Prediction
5	Gulmira Bekmanova, Banu Yergesh and Assel Omarbekova	Creation of intellectual IT resources of the Kazakh language on the example of the works of A. Baitursynuly
6	Mohammed Faisal, Zainab Abouelhassan, Fayzah Alotaibi, Reem Alsaeedi, Fawaz Alazmi and Saleh Alkanadari	Sentiment analysis using machine learning model for Qatar World Cup 2022 among different Arabic countries using Twitter API
7	Gulmira Bekmanova, Assel Omarbekova, Assel Mukanova and Altanbek Zulkhazhav	Development of an ontological model of words in public political discourse

Session 5: Business Analytics [EMBA 113], Thursday – 27 April, 2023, 10:30 – 12:30, Session Chair: Shariq Hussain & Nora Almezeini		
1	Reem Thawabi, Rand Abdel-Wahad, Reem Khalil, Ammar Abdallah and Ala'Eddin Ahmad	Examining the Impact of Digital and Social Media Analytics on Digital Marketing Strategies: A Case Study of Digital Marketing Agencies in Jordan
2	Dina Banjabi and Nora Almezeini	Customer Satisfaction Toward Commercial E-Services in Saudi Arabia: A Sentiment Analysis
3	Wafaa Alkayid, Ala'Eddin Ahmad, Fandi Omeish, Ammar Abdallah, Abdullah Al-Refai and Reem Suwan	The Impact of Reverse Logistics Service on Customer Satisfaction: Mediating Effect Of E-CRM In Jordan
4	Malak Alsaaidh, Duha A. Momani, Abdullah Qatamin, Ammar Abdallah and Ala'Eddin Ahmad	The Impact of Viral Marketing on Purchase Decisions among Instagram Users in the Cosmetics Industry: A Case Study from Jordan
5	Mohammad Hamdi Al Khasawneh, Maysa Mosa, Reem Tbakhi, Mayar Farhan and Dina Jaber	The Influence of Social Media Influencer's Content on User's Engagement
6	Heba Abu Middian, Saja Alzu'Bi, Mohammad Tuffaha and Ala'Eddin Ahmad	The Influence of E-Service Quality on Online Booking Intention in Jordan: The Moderating Role of Online Reviews
7	Duha A. Momani, Lujain Alakash, Malak Alsaaidh, Abdullah Qatamin and Ammar Abdallah	The Influence of Video Marketing on Users' Engagement: A Case Study from Jordan
8	Haneen Mustafa and Sura Mesmar	Effects of Data Privacy and GDPR on Consumers' Digital Purchasing Behavior
9	Lujain Alakash, Duha A. Momani, Ammar Abdallah and Ala'Eddin Ahmad	The Impact of Instagram Influencers on Purchase Intention: Jordanian Context

Session 6: E-learning & Education
[EMBA 210], Thursday – 27 April, 2023, 10:30 – 12:30,
Session Chair: Laila A. Abd-Elmegid

1	Anas Quedan, Husam Quedan and Abdallah Qusef	Using Social Media as an Educational Tool
2	Aizhan Nazyrova, Gulmira Bekmanova, Assel Omarbekova and Altanbek Zulkhazhav	The use of a morphological analyzer in assessing the achievements of learning outcomes
3	Gulmira Bekmanova, Assel Omarbekova, Assel Mukanova, Altanbek Zulkhazhav and Aizhan Nazyrova	The use of a synonymizer in elearning systems
4	T. Kishore Kumar and Daya Sagar Tummala	Real-Time Facial Emotion Recognition for Emotion Analysis of Students in The Classroom
5	Laila A. Abd-Elmegid, Mohamed Hegazy Mohamed and Sayed Abdelgaber	Enhancing The Evaluation Of Teaching Questionnaires In Educational Systems Using Sentiment Analysis Techniques
6	Ali Darejeh, Tayebbeh Sargazi Moghadam, Mansureh Delaramifar and Sara Mashayekh	Creating an AI-driven decision framework for creating adaptive e-learning systems to influence learners' emotions
7	Danah Aldossary, Danah Alquaamiz, Fai Alsadlan, Dana Alsharari, Lujain Alothman, Raghad Althukair and Ezaz Aldahasi	Security Risk Assessment in Conducting Online Exam

Session 7: Internet of Things, Networks & Communications
[EMBA 115], Thursday – 27 April, 2023, 10:30 – 12:30,
Session Chairs: Sudha S & Byeong-Hee Roh

1	Feda'A Al-Tawara, Dania Jarad, Malik Qasaimah and Raad Al-Qassas	Blockchain Technology in Higher Education Amid the COVID-19 Pandemic: A Systematic Literature Review
2	T Swathi, Rasiga T D and Sudha S	Design of an IoT Based Soil Monitoring System
3	Jehad Ali, Kiyeol Ryu, Chandroth Jisi, Muhammad Adnan and Byeong-Hee Roh	A Deep-Q Learning Framework for Class mapping in Software-Defined Internet-of-Things
4	Gwen Xiao and Rasha Kashef	Identification of IoT Devices Using A Multiple Transformers Single Estimator (MTSE) Learning Pipeline
5	Mustafa Shakir, Sohaib Aslam, Faisal Usman and Muhammad Qaiser	Development of IoT based Smart Patient Monitoring System
6	Gaoyang Shan, Kiyeol Ryu and Byeong-Hee Roh	Bluetooth Low Energy-based Adaptive Scheme for IoT services
7	Hayder Makkee Namaa Makkee Namaa, Tareq Abed Mohammed and Abdullah	Design and simulation of photovoltaic modules performance improvement under the effect of partial shading using MATLAB/Simulink.

	Abdu Ibrahim	
8	Shaymaa Alhayali, Mohammed Yousif, Zena Dallalbashi, Zozan Hussain and Samaa Khalid	A Survey on the Transition to Green Communications Networks

Contact

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