



**The 9th International Conference
on E-Publishing of the University of Jordan Library
(ICEPUB2025)**

**“Human – Knowledge – Generative AI
Nexus in Higher Education Institutions”**

28-30 October 2025

The University of Jordan Library

Amman-Jordan

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Contents

- The University of Jordan Library, UJL
- President of the University of Jordan Speech
- Chair of the Conference / Library Director Speech
- Keynote Speakers
- Sponsors
- Conference Program
- Research Papers
- Conference Exhibition
- Scientific Committee
- Organizational Committee

The University of Jordan Library, UJL



Since its establishment in 1962, the University of Jordan Library has been supporting students and researchers. The library operates from its main building, which spans 12,700 square meters, along with nine sub-halls located across various university schools. Its organizational structure includes three departments and nine sections, providing efficient services to students, faculty, staff, and members of the local community. Embracing the latest advancements in library science and technology, the library offers a modern, user-friendly interface that allows access to its resources from anywhere. It welcomes approximately 10,000 visitors daily and houses over 8,160,920 items (electronic and paper), 39 scientific databases, more than 79,997 e-journals, and more than 634,071 e-books.

The University of Jordan Library is renowned for its extensive collections, which include:

- A repository of theses from universities that have been members of the Association of Arab Universities since 1986.
- Collections of United Nations publications from 1970, International Monetary Fund reports from 1999, and World Bank publications since 1999.
- An archive containing a diverse range of historical documents dating back to the 15th century, including manuscripts, newspapers, court records, and microform magazines.

Aligned with advancements in digital library technology, the University of Jordan Library has been using the integrated library system “Horizon” since 2006, enabling users to search for resources available at public universities, in addition to RFID smart technology for items management. All library materials are available online through the library’s website: <https://library.ju.edu.jo>. The library provides various membership options, allowing both university-affiliated and external users to access its physical and electronic resources.

President of the University of Jordan Speech



Dear All,

It gives me a great pleasure to welcome all of you at the University of Jordan in another successful story of the University of Jordan Library. I'm glad to welcome you today at the 9th International Conference on E-Publishing "Human – Knowledge – Generative AI Nexus in Higher Education Institutions."

We are proud of The University of Jordan Library's continuous achievements in organizing these academic conferences based on international standards that support the mission of the University in being one of the top universities in region. I consider our presence here today as a new success that is added to the overall achievements of our beloved university.

The University of Jordan is proud to hold a specialized conference that focuses on important themes that highlight the impact of digital technology, smart applications, and artificial intelligence on the role of libraries in the scientific research system, as well as the flexibility of libraries to respond to these developments, which have a significant impact on the educational and learning process.

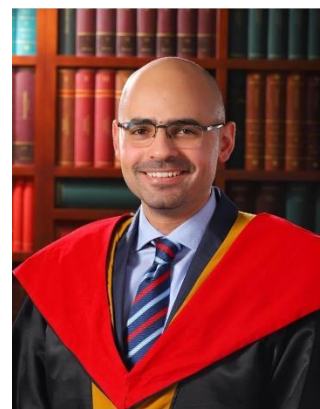
Today, the university library plays an important role in achieving the strategic goals of the university, which is to reach the world through solid scientific research and to enhance the sources of digital knowledge necessary to enrich the Arabic content created in the digital environment, in addition to the role of the academic library in obtaining accreditation and the international ISO certificate through subscriptions, building partnerships, holding such scientific and cultural activities, and keeping abreast of all that is new in library and information science. I express my pride and honor for this outstanding scientific achievement.

We wish to extend our deep appreciation to all those who generously volunteered their time and talents to make this conference a big success. I would like to thank the University of Jordan Library for the efforts and the dedication in organizing this fruitful event. I would also like to thank all the supporting sponsors and partners who have contributed to making this conference a great success.

We welcome all the participants and would like to take this opportunity to express our heartfelt appreciation to all of you for your very active participation in this conference.

University President

Professor Dr. Natheir Obeidat



Chair of Conference / Library Director Speech

Dear All,

It is my great pleasure to welcome all of you on another distinguished event for the University of Jordan Library; The 9th International Conference on E-Publishing “Human – Knowledge – Generative AI Nexus in Higher Education Institutions”.

This year’s conference extends its theme from last years’ conferences that focused on the transformation of education and revolution of technology and its impact on libraries. This year’s conference focuses on the nexus between human capital and generative AI in Higher Education Institutions. Our aim this year is to maintain the network of expertise that we have created, who will work collectively to produce new knowledge and exchange expertise. This year, we will review practical experiences of artificial intelligence applications in libraries and universities, specifically the use of robots. Our conference will also discuss several priority topics in scientific research and electronic publishing, such as AI literacy, ethical issues of generative AI..etc.

I would like to express my gratitude and appreciation to the university presidency for their continuous support and trust. I would also like to thank our partners and academic publishers for their generosity and support.

We are honored to have such distinctive keynote speakers, and we thank them for their contribution to making our conference a successful event. We are pleased to say thank you to each of you who have attended this conference and thanks to all authors and participants, thank you for your participation and for sharing your knowledge and expertise. We would also like to thank the review committee for taking the time and effort to review the conference papers.

Finally, I would like to thank the organizing committees and the library team for their inspiration, dedication and effort in making this conference a big success.

We look forward to welcoming you again next year to another successful conference.

Welcome to the University of Jordan Library. Welcome to Jordan

Conference Chair / Library Director

Dr. Mujahed Thneibat

Keynote Speakers



Keynote Speaker – Dr. Tuba Akbaytürk Çanak
Library Director / Koç University, Turkey

- Library Director at Koç University (one of Turkey's leading Universities).
- Manages five libraries across 3 different cities in Turkey.
- Former President of Turkish National University Libraries Consortium (ANKOS) (2016-2018).
- Current Chair of IFLA Document Delivery and Resource Sharing Standing Committee (2023-2025).
- Elected Chair of IFLA Division F (2025-2027).
- Executive Board Member of the Association of Research Libraries in Turkey (UNAK).
- Established UNAK's Sustainable Libraries Standing Committee (2022).
- Over 25 years of experience in academic libraries since 1998.
- Holds MLS degree from Indiana University (specialized in systems librarianship).
- Expert in collection development and e-resources management.
- Pioneer in library automation and resource sharing in Turkey.
- Active advocate for open science initiatives in the region.
- Serves on multiple international advisory boards for library science.



Keynote Speaker - Prof. Mansour Abdullah Al-Zamil
Professor of Information Studies / King Saud University, KSA

- Full Professor at the Department of Information Science, King Saud University.
- Former Dean of Library Affairs at King Saud University.
- Founding member of the Saudi Association for Libraries and Information.
- Board Member of the Arab Federation for Libraries and Information.
- Published over 50 research papers in prestigious international journals.
- Keynote speaker at more than 30 international conferences worldwide.
- Recipient of King Saud University Excellence in Research Award (2020).
- Supervised 20+ PhD dissertations and master's theses.
- Pioneer in digital knowledge management systems in the Arab world.
- Developed national standards for electronic information management.
- Consultant for UNESCO's Arab Regional Memory of the World Programme.



Guest Speaker - Dr. Andrew Cox
Senior lecturer at the School of Information, Journalism and Communication /
University of Sheffield, UK

- Andrew Cox is a Senior Lecturer at the School of Information, Journalism and Communication at the University of Sheffield, UK.
- He is the Convenor of the IFLA Special Interest Group on Artificial Intelligence (AI SIG).
- He is a former Chair of the ASIS&T Artificial Intelligence Special Interest Group.
- He has authored numerous peer-reviewed journal articles on AI and libraries.
- He is the co-author of the 2025 book "AI for Knowledge", published by CRC Press.



Round Table Speaker - Prof. Fengchun Miao
Lead AI and Futures of Education / UNESCO Headquarters

- Leads the AI and Futures of Education initiative at UNESCO Headquarters.
- Has over 14 years of leadership experience in the field.
- Serves as Professor of AI in Education at Beijing Normal University.
- Launched Digital Learning Week (formerly Mobile Learning Week), organized for 12 consecutive years.
- Initiated UNESCO's program on AI in education.
- Coordinated four editions of the International Forum on AI and Education.
- Oversaw the release of the Beijing Consensus on AI in Education.
- Led the preparation of over 30 major UNESCO reports on digital learning and AI.
- Ten of his reports ranked among UNESCO's top 50 most downloaded publications, with six in the global top 10.
- Organized training workshops for over 2,000 policy-makers from around 80 countries.
- Key reports he supervised include:
 - AI Competency Framework for Teachers.
 - AI Competency Framework for Students.
 - Guidance for Generative AI in Education and Research.
 - AI and Education: Guidance for Policy-makers.



Round Table Speaker - Prof. Issa al-Asafin
Professor of Library and Information Science / Damascus University, Syria

- Holds the position of Professor of Library and Information Science at the Faculty of Arts, Damascus University.
- Syrian academic and researcher specializing in Library and Information Science.
- Previously seconded to the Department of Media and Information Science at Qatar University.
- Served as a Visiting Professor at the Faculty of Information and Documentation, Lebanese University.
- Former Vice Dean for Scientific Affairs at the Faculty of Arts, Damascus University.
- Supervised the reconstruction and redesign of the Library of the Syrian Ministry of Foreign Affairs and Expatriates.
- Serves as President of the Syrian Association for Libraries and Documentation.
- Led several development projects in the library sector in Syria.
- Author of numerous books and research papers in his field.
- Research interests include:
 - Modern trends in library and information science.
 - Field studies for the development of the library sector in Syria.



Round Table Speaker - Prof. Amani Jamal Mugahid
Head of Library & Information Department / Menoufia University, Egypt

- Chairman of the Board of Directors of the Egyptian Association for Libraries, Information, and Archives (2015-2022).
- Member of the Executive Council of the Arab Federation for Libraries and Information (2007-2009).
- Associate Professor in the Department of Information Science, Umm Al-Qura University, Kingdom of Saudi Arabia (2010-2015).
- Head of the Cairo Office of Arab Advanced Systems Company (Naseej) (2005-2009).
- AFLA Certified Trainer since 2016 for workshops on sustainable development and mobilization of support for libraries.
- IFLA Certified Trainer since 2018 on planning a future vision for libraries and building strong libraries.
- Participated in Arab and international conferences since 1997.
- Winner of the Sharjah Library Award for Office Literature (2010).
- Winner of the Best Research Award at the 25th Arab Union Conference held in Tunis (2014).



Round Table Speaker - Dr. Majed Abu Sharha
Associate Professor of Information Science and Knowledge Management / Imam
Abdulrahman Bin Faisal University, KSA

- Holds the position of Associate Professor of Information Science and Knowledge Management at Imam Abdulrahman Bin Faisal University.
- Holds a PhD in Information Science with a specialization in Knowledge Management.
- Member of the Executive Board of the Arab Federation for Libraries and Information.
- Director of the Saudi Library and Information Association branch in the Eastern Province.
- Head of the Document Digitization Team at the Documents and Archives Center, Imam Abdulrahman Bin Faisal University.
- Deputy Editor-in-Chief of the Journal of Information Studies.
- Lead Auditor for Knowledge Management Systems (ISO 30401:2018).
- Specialized consultant in data governance, information management, and knowledge management.
- Provided consultancy and implemented specialized studies in these fields.
- Supervised consulting projects in government institutions.
- Participated in numerous international and local conferences.
- Author of books and research studies in his field of specialization.



Mr. Omar Alhijazi

Training Specialist / Ministry of Digital Economy and Entrepreneurship, Jordan

- Omar works as a Training Specialist for the Digital Skills component under the Youth, Technology, and Jobs (YTJ) Project at the Ministry of Digital Economy and Entrepreneurship (MODEE), Jordan.
- He leads initiatives to develop youth digital skills and empower them to enter the job market through international certification programs such as AWS, Microsoft, Red Hat, and others.
- He oversees coordination with Jordanian universities and implementation partners to ensure efficient program delivery and achievement of performance indicators, including enrollment rates, employment outcomes, and training quality.
- He participates in initiative design and manages relations with the private sector.
- He contributes to organizing national events that promote digital transformation and youth empowerment in the tech sector.

Main Partner in the Conference



The Arab Federation for Libraries and Information (AFLI)

The Arab Federation for Libraries and Information (AFLI) is the leading professional organization representing library and information institutions, professionals, and researchers across the Arab world. Established in 1986, AFLI works to promote cooperation, knowledge exchange, and innovation in the field of librarianship and information science. Its mission is to enhance the role of libraries and information centers in supporting education, research, and sustainable development throughout Arab countries. The Federation organizes annual conferences, specialized workshops, and training programs, and publishes research and professional guidelines. It also supports initiatives in digital transformation, open science, and cultural heritage preservation. AFLI serves as a vital platform that connects Arab information professionals and strengthens regional and international collaboration.

Contact Information:

- Website: www.arab-afli.org

Sponsors

اتحاد الجامعات العربية



The Association of Arab Universities (AArU) is one of the institutions of joint Arab action. It has about 450 Arab universities. AArU was established in 1964 based on a decision issued by the League of Arab States. The temporary general secretariat was formed in Cairo in 1969, and then the Hashemite Kingdom of Jordan was chosen as the permanent headquarters for the permanent general secretariat of AArU in 1984. The mission of the AArU is based on “coordinating the efforts of Arab universities to prepare graduates who can serve their Arab communities and preserve its unified culture and civilization, as well as help in development of their natural resources.

AArU includes forty scientific institutions, including a scientific association, a council, and a center, which are active according to their specializations and distributed among universities throughout the Arab world. One of the AArU’s most prominent current projects is the Arab Ranking of universities, the first Arab ranking to be launched to become a global ranking for all universities in the world. AArU has a platform for the development of Arabic periodicals to help journals complete entry requirements in international databases. In addition to other projects and many scientific awards

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مركز التميز



Center of Excellence for Jordanian Public University Library Services

The library consortium, established under the name Center of Excellence for Public University Library Services, was created to manage the information network of Jordanian public universities. It was founded on April 27, 2004, based on a memorandum of understanding signed by all Jordanian public universities and in accordance with the directive of His Excellency the Minister of Higher Education that Yarmouk University serve as its site. The consortium's mission is to manage the information network of Jordanian public universities, coordinate services, reduce costs, organize subscriptions to electronic information resources, facilitate interlibrary loans among member libraries, and provide tools for scientific research. The Center of Excellence is supervised by a board of directors, consisting of library managers from public universities, and is presided over by one of the Vice-Presidents of Yarmouk University.

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ProQuest

ProQuest, now part of Clarivate, is a leading global provider of software, data, and analytics for academic, research, and national institutions. This integration enhances Clarivate's offerings, combining ProQuest's extensive content and technology solutions with Clarivate's research intelligence capabilities. Together, we empower over 25,000 organizations in more than 150 countries to accelerate innovation and discovery.

Contact Information:

- Website: www.proquest.com

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Elsevier

Elsevier is a global leader in advanced information and decision support for science and healthcare. For more than 140 years, we've helped advance science and healthcare to advance human progress, and that same mission drives us today. We are part of RELX, a FTSE 10 company and global provider of information-based analytics and decision tools for professional and business customers.

The communities we serve across academia, R&D driven industries and healthcare are working to solve some of the world's biggest challenges - we strive to bring them the best solutions and to be the best partner possible for progress. We deliver insights that help research institutions, governments and funders achieve their goals. We help researchers discover and share knowledge, collaborate, and accelerate innovation. We help librarians provide verified, quality information to universities. We help innovators turn knowledge into new medicines and products. We help health professionals improve patient care and educators train the next generation of doctors and nurses.

Our trusted brands include the world's leading research platforms like ScienceDirect and Scopus, technical databases such as Reaxys for chemicals, best-in-class clinical tools like ClinicalKey and innovative learning platforms such as Sherpath and Osmosis for nursing — all enriched by responsible AI.

Last year, our 3,000+ scientific journals received 3.5 million research papers and published 720K articles after rigorous editorial and peer review, reflecting our focus on quality. This is also reflected in the fact that the research published by Elsevier accounts for 17% of global research articles and 29% of global citations.

Contact Information:

- **Address:** Elsevier B.V. (Corporate Office), Radarweg 29, Amsterdam 1043 NX, Netherlands
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Contact Information:

- Website: taylorandfrancis.com



SAGE Publishing

Sage Publishing is an independent academic publisher committed to the global dissemination of knowledge and education. With the freedom to collaborate with partners, Sage focuses on publishing high-quality research, journals, books, and digital resources that empower educators, researchers, and students worldwide. Dedicated to innovation and academic excellence, Sage fosters learning, drives impactful research, and supports academic communities across disciplines.

Contact Information:

- Website: journals.sagepub.com



Naseej For Technology

Naseej – Education Sector Intro:

Bringing together the latest technological advancements and know-how to support organizations in their digital transformation journey, Naseej offers a comprehensive suite of platforms and services to empower organizations and enable them to focus on achieving their strategic objectives, fostering innovation, and maximizing productivity in the digital era.

Naseej empowers academic institutions across the region with integrated digital solutions that support teaching, learning, and institutional performance. Through platforms like MEDAD CMP, LMP, and IEP, we help universities and colleges streamline operations, improve student success, and meet accreditation standards.

With Arabic-first platforms, local hosting, and proven experience with national education reforms, Naseej is the trusted digital transformation partner for the region's top educational institutions. Notable clients include TVTC – Saudi Arabia, Princess Nourah University, Emirates University, and Sultan Qaboos University.

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OCLC is a nonprofit global library organization that provides shared technology services, original research, and community programs so that libraries can better support learning, research, and innovation.

Through OCLC, member libraries cooperatively produce and maintain WorldCat, the most comprehensive global network of data about library collections and services.

Libraries gain efficiencies through OCLC's WorldShare, a complete set of library management applications and services built on an open, cloud-based platform.

It is through collaboration and the sharing of the world's collected knowledge that libraries can help people find the answers they need to solve problems.

Together, as OCLC, member libraries, staff, and partners make breakthroughs possible.

Contact Information:

- **Website:** <https://www.oclc.org/>



Kezana LLC FZ

Kezana – AI-Powered Academic Solutions.

Empowering Research and Learning Across the Arab World.

Kezana is a global EdTech provider delivering AI-powered knowledge and research platforms that connect universities, researchers, and students to world-class Arabic and international resources.

For nearly 20 years, Kezana has been transforming the academic landscape through:

- **AI Manhal (with AI):** Smart Arabic academic content and AI-assisted research tools.
- **DeepKnowledge:** Library management and advanced analytics platform.
- **Nahla wa Nahil:** The leading Arabic reading platform for children.
- **Abhathi:** AI-powered research platform for multilingual discovery and analysis.

Kezana continues to bridge languages, cultures, and innovation, empowering millions of learners and researchers worldwide.

Contact Information:

- **Website:** www.kezana.net



Emerald

For nearly 60 years, our mission has been to publish evidence-led research that has real-world impact, ensuring that all voices are heard and represented.

We're driven by the belief that social science research can and should change people's lives, which is why our content tackles key societal challenges, driving real change and progress aligned with the UN Sustainable Development Goals.

Building on our longstanding strengths in management and business, our publishing program now features a broader portfolio, with over 300 journals, 3,300+ case studies, and more than 9,000 book titles.

With recent acquisitions including Foundations and Trends®, Information Age Publishing, and ICE Publishing, Emerald is continually seeking to enhance and empower academic communities.

Contact Information:

- **Website:** <https://www.emerald.com/>



Springer Nature aims to advance discovery by publishing robust and insightful science, supporting the development of new areas of research and making ideas and knowledge accessible around the world.

We work closely with a large global community of academic researchers and educators who, through their work, want to solve problems and disseminate their ideas, and leave the world better than they found it. We work to reduce our environmental footprint, to promote an inclusive environment, rich in diversity, and to forge links with the communities we serve.

Contact Information:

- Website: <https://www.springernature.com>



McGraw Hill

Unlimited Access to Interactive Medical Learning Resources

McGraw Hill is a 137-year-old U.S.-based education publishing and technology company with a global presence. Our Professional division partners with leading experts, medical schools, and teaching hospitals around the world to develop high-quality digital resources that enhance medical curricula and support comprehensive learning pathways for students at every stage of their education.

We curate and publish trusted, up-to-date medical references (including Harrison's Principles of Internal Medicine, Goodman & Gilman's The Pharmacological Basis of Therapeutics, Tintinalli's Emergency Medicine, and many more) as well as comprehensive digital learning platforms such as AccessMedicine.

Contact Information:

- **Website:** <https://www.mheducation.com/>



QUILL TECHNOLOGIES

Quill is the first technology company in Jordan created to deliver new state-of-the-art technologies and offering a commercial Robots which performs multiple tasks such as Delivery, Greeting, Guiding, Advertising, Escorting, As well as Disinfections Robots.

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- **Website:** www.Quill.world

Conference Program

1st Day (Tuesday, 28/10/2025)

1st Session: Future Directions of AI in HEIs

Speakers:

- **Keynote Speaker - Dr. Tuba Akbaytork** (Library Director / Koç University, Turkey)

1st Round Table: Policies and Procedures of Generative AI in Higher Education Institutions

Speakers:

- **Prof. Fengchun Miao** (Leads AI and Futures of Education / UNESCO Headquarters)
- **Mr. Omar Alhijazi** (Training Specialist / Ministry of Digital Economy and Entrepreneurship, Jordan)
- **Mr. Chris Negrel** (Director of Southern Europe & Middle East / OCLC) & **Mr. Omar Farhoud** (Senior Account Manager / OCLC).

2nd Session: Workshops

Speakers:

- **Mr. Hazem Khallaf** (Regional Sales Manager for Middle East, Africa & Turkey / SAGE Publishing)
- **Mr. Mohamed Amir** (Senior Regional Manager, Research Intelligence Solutions / Elsevier) & **Mr. Amr Dahab** (Regional Manager, Primary Research Solutions / Elsevier)
- **Dr. Ali al-Shuwaish** (General Manager / Dar al-Mandumah)
- **Mr. Ahmed Adel** (Senior Presales Consultant – Library Solutions, MENA Region / Naseej)

2nd Day (Wednesday, 29/10/2025)

3rd Session: Human Capital and Knowledge Management in HEIs in the Context of AI: Benchmarking

- **Keynote Speaker - Prof. Mansour Abdullah al-Zamel** (Professor of Information Studies / King Saud University, KSA)

4th Session: AI in Libraries

- **Guest Speaker - Dr. Andrew Cox** (Senior lecturer at the School of Information, Journalism and Communication, / University of Sheffield, UK) [\(Online\)](#)

2nd Round Table: Generative AI Enhancing Teaching, Learning, and Research

Speakers:

- **Prof. Issa Al-Asafin** (Professor of Library and Information Science / Damascus University, Syria)
- **Prof. Amani Jamal Mujahed** (Head of Library and Information Departement / Menoufia University, Egypt)
- **Dr. Majed Abu Sharha** (Associate Professor of Information Science and Knowledge Management / Imam Abdulrahman Bin Faisal University, KSA)

5th Session: Papers

- **Dr. Asia Al Toobi** (Ministry of Health, Oman) [\(Online\)](#)
- **Dr. Basma Bassir** (Higher Institute of Documentation / Manouba University, Tunis) [\(Online\)](#)

6th Session: Workshops

- **Mr. Tawhid al-Sharif:** (Senior Account Manager Academic & Government / Clarivate)
- **Ms. Leen Samarah:** (Senior Account Development Manager MEA / Springer Nature)
- **Dr. Nick Wise:** (Research Integrity Manager / Taylor & Francis) [\(Online\)](#)
- **Mr. Rami Shehadeh:** (Regional Director / Kezana LLC)

Research Papers

(online)



Dr. Asia Al Toobi (Ministry of Health, Oman)

Title: The Role of Artificial Intelligence in Enhancing Data Management to Support Knowledge Management in Medical Libraries in the Sultanate of Oman: A Qualitative Study

Abstract

Healthcare institutions are undergoing a rapid digital transformation, which necessitates the development of information infrastructure in medical libraries, given their vital role in supporting knowledge and decision-making. Artificial intelligence (AI) stands out as one of the most significant modern technologies that enhances data management and analysis efficiency. In this context, there is a growing need to employ AI technologies to support institutional knowledge management within medical library environments.

This study aims to explore the role of AI in improving data management within the services of medical libraries under the Ministry of Health in the Sultanate of Oman, and how this contributes to strengthening institutional knowledge management systems. The study adopted a qualitative approach by conducting semi-structured interviews with 12 medical librarians working in hospitals affiliated with the Ministry of Health in the Sultanate. Data was analyzed using thematic analysis to identify key patterns and concepts related to the use of AI technologies.

The findings revealed that the use of AI in medical libraries in Oman is still limited, mainly applied in areas such as intelligent search engines and data analysis. The success of AI adoption depends on continuous training, system compatibility, and ensuring data quality. The results also indicated that AI contributes to enhancing knowledge management; however, libraries face significant challenges, including weak infrastructure, limited technical support and expertise, and resistance to change.

The study recommends investing in staff training and strengthening digital infrastructure to ensure the effective use of AI, with an emphasis on improving data quality and developing clear policies for integrating these technologies into knowledge management within medical libraries.

Keywords: Artificial Intelligence, Data Management, Medical Libraries, Sultanate of Oman, Knowledge Management



Dr. Basma Basir (Higher Institute of Documentation / Manouba University, Tunis)

Title: Quality of Higher Education in Tunisia in Light of the Use of Artificial Intelligence Technologies

Abstract :

Higher education in Tunisia is undergoing qualitative transformations aimed at improving quality and fostering scientific innovation in line with international standards, supported by national programs such as Sageesse and Promeses to enhance governance and transparency. However, global developments in artificial intelligence pose new challenges that require adapting these programs to the digital era. The integration of artificial intelligence represents a strategic opportunity for advancing education, as demonstrated by initiatives such as the establishment of the first national institute specializing in AI and the launch of the national digital library ELM, which provides extensive knowledge resources enhanced by intelligent algorithms. These efforts are aligned with UNESCO's guidelines, which call for an ethical approach to AI in education and ensure its compatibility with pedagogical goals. The study highlights significant achievements in scientific research in Tunisia, as well as promising digital infrastructures, while emphasizing the need for greater investment in training and digital governance. It concludes that embedding AI within a human-centered approach can elevate the quality of higher education and strengthen the global visibility of Tunisian universities.

Keywords : Quality of education, artificial intelligence, digital technologies, quality frameworks, UNESCO guidelines, Tunisia .

Presentation Sessions & Workshops

Presentation provided by (SAGE Publishing)

Title: Building Bridges to Knowledge - Research & Learning Future in the AI Era



Speaker: Mr. Hazem Khallaf

Regional Sales Manager for the Middle East, Africa, and Turkey

Hazem Khallaf is the Regional Sales Manager for the Middle East, Africa, and Turkey at SAGE Publishing, where he has been leading strategic partnerships with universities, libraries, and research institutions since 2017. With extensive experience in academic publishing and higher education, Hazem specializes in building sustainable models that expand access to knowledge, foster research impact, and support digital transformation in learning. He has worked closely with national consortia, major universities, and research leaders to develop innovative solutions in open access, e-resources, and digital learning platforms. Passionate about empowering education through technology, Hazem advocates for bridging local and global knowledge communities in the era of AI-driven research and learning.

Presentation provided by (Elsevier)

Title: Shaping The Future of Academic Research Through Elsevier AI Tools



Speaker: Mr. Mohamed Amir
Senior Regional Manager, Research Intelligence Solutions

Mohamed Amir is a Senior Regional Manager at Elsevier, specializing in Research Intelligence Solutions. He works with academic and government institutions to support strategic research decision-making using Elsevier's trusted data. With extensive experience across various roles within Elsevier, including Product Management and Sales Strategy, Mohamed is dedicated to empowering institutions to enhance their research impact and visibility.



Speaker: Mr. Amr Dahab
Regional Manager, Primary Research Solutions

Amr is a regional manager for primary research solutions at Elsevier managing Elsevier's partnerships within Academic and Government sector in the Middle East, Africa, and Eastern Europe.

Presentation provided by (Dar al_Mandumah)

Title: Using AI in Al Mandumah's databases (Smart Assistant)



Speaker: **Dr. Ali bin Shuwaish Al-Shuwaish**
General Manager of Dar Almandumah Company

Ph.D. in Library and Information Science from the University of Arizona, United States of America. Former Associate Professor in the Department of Information Studies at Imam Muhammad bin Saud Islamic University. Co-founder of Dar Almandumah Company. He has served as a consultant for various organizations and has numerous published research papers.

Presentation provided by (Naseej)
Title: The Future of Library Services Platforms: Cloud, AI, and Open Knowledge in Academic Libraries



Speaker: Mr. Ahmed Adel
Senior Presales Consultant - Library Solutions- Middle East and North Africa

Experienced Senior Pre-Sales Consultant at Naseej with over 20 years in the library and education sectors, helping organizations adopt innovative technologies and achieve their digital transformation goals.

Presentation provided by (ProQuest / Part of Clarivate)
Title: Navigate the World of Research: Mastering Web of Science Core Collection for High-Impact Discoveries



Speaker: Mr. Tawhid al-Sharif
Senior Account Manager Academic & Government / Clarivate

Tawhid Al-Sharif is a Software Engineering graduate from Philadelphia University (2004) and has been utilizing his educational experience to support libraries since graduation. Mr. Tawhid joined ProQuest, part of Clarivate, in 2015, covering half of the Middle East and MENA region.

Presentation provided by (Springer Nature)
**Title: Publishing Smarter: Tools, Ethics, and Visibility for Today's
Researchers in the age of AI**



Speaker: Ms. Leen Samarah
Senior account development Manager MEA

More than 10 years' experience in business development the publishing field working with world leading publishers and collaborating with universities from around the MEA region to sustain and increase awareness about the research impact in the Arab world.

Presentation provided by (Taylor & Francis) - (Online)
Title: Publishing Ethics 101



Speaker: Dr. Nick Wise
Research Integrity Manager at Taylor & Francis

Dr. Nick Wise is the Research Integrity Manager at Taylor & Francis with a background from the University of Cambridge. He has contributed to over 1,000 retractions and published guidelines for combating scientific misconduct.

Presentation provided by (OCLC)

Title: Powered by AI, Guided by Libraries: OCLC's Vision for the Human–Knowledge–AI in HEIs



Speaker: Mr. Chris Négrel
Director of Southern Europe and Middle East,

Director of Southern Europe and Middle East, he leads various OCLC teams in EMEA. Prior to joining OCLC in 2007, he was the Managing Director of SirsiDynix in France (for 15 years). After graduating from the Librarian School of France, he started working in the field of library automation. His strong background in librarianship is an asset when working with large accounts, international organizations, and National Libraries.



Speaker: Mr. Omar Farhoud
Senior Account Manager at OCLC

Omar Farhoud is a Senior Account Manager at OCLC with more than 20 years of experience in academic libraries. He is a Doctor of Business Administration (DBA) candidate in Higher Education Management at the University of Bath and holds master's degrees in computer science, Executive Business Administration, and Library and Information Science. At OCLC, he focuses on advancing products and services by monitoring global trends, analyzing user needs, and supporting the integration of new technologies.

Presentation provided by (Kezana)
Title: AI in Academic Research – Practical Applications from Al Manhal and Abhathi



Speaker: Mr. Rami Shehadeh
Regional Director, Kezana LLC

Rami Shehadeh is an EdTech, library, and research expert with over 20 years of experience in digital libraries, academic publishing, and knowledge solutions across the Middle East. He focuses on advancing AI-powered research and driving digital transformation in higher education.

Conference Exhibition

- Dar al-Mandumah
- ProQuest / Part of Clarivate
- Elsevier
- Taylor & Francis
- Sage Publishing
- Naseej for Technology
- OCLC
- Kezana
- Emerald
- Springer Nature
- Quill for Technical Solutions
- McGraw Hill

Scientific Committee

- Dr. Mujahed Thneibat - Library Director (Conference Chair).
- Dr. Nashrawan Taha (Scientific Committee Chair).
- Dr. Nabhan Al-Harrasi – Arab Federation for Libraries and Information (AFLI)
- Prof. Omar al-kadi (Scientific Committee Member).
- Dr. Laila Dahabiyeh (Scientific Committee Member).

Organizational Committee

- Dr. Mujahed Thuneibat - Library Director (Conference Chair).
- Ms. Amani Hamarsheh - Library Deputy Director.
- Mrs. Fedaa Al-Zoubi.
- Mr. Essam Al-Hamdan.
- Mis. Basmah Hyari.
- Mr. Raed Louzi.
- Mr. Ala'a Bujuq.
- Mr. Faris Hamdan.
- Mis. Mervat Al-Ashal.

➤ **Members in the work of the organizing committee before and during the days of the conference:**

- | | |
|--------------------------|---------------------------|
| ■ Mr. Thaer Al-Mesht. | ■ Ms. Sara Abu Irshead |
| ■ Mrs. Lailah Shawabkeh. | ■ Mr. Mohammed Dowiri. |
| ■ Mrs. Dalal Al-Helw. | ■ Mrs. Ana'am Al Rhaiel. |
| ■ Mr. Amjad Abu Ghazleh | ■ Mr Hassan Dasouqi. |
| ■ Mr. Hamzeh Al-Abbadi | ■ Mrs. Manal Awamleh. |
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| ■ Mr. Muhammad Oneizat | ■ Mrs. Sana'a Hyari. |
| ■ Mr. Lou'ai Hamoudeh. | ■ Mrs. Abeer Al-Manaseer. |
| ■ Mrs. Lailah Shawabkeh. | ■ Mr. Moath Ibrahim. |
| | ■ Mr. Saddam Amayreh |
| | ■ Mr. Salah Hijazi |
| | ■ Mr. Ahmed Al Zghoul |