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MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH

BOOK OF ABSTRACTS OF

THE INTERNATIONAL SCIENTIFIC CONFERENCE

"UTILIZING AI TOOLS IN SCIENTIFIC RESEARCH"

2025

UNDER THE ESTEEMED PATRONAGE OF THE ARAB LEAGUE.

RUDN University
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REPUBLIC OF IRAQ

Ministry of Higher Education and Scientific Research

Alnoor University

Book of Abstracts of The International Scientific Conference

"Utilizing AI Tools in Scientific Research"

January 26 to 27, 2025,

Under the esteemed patronage of the Arab League.

Alnoor University, Mosul, 41012, Iraq

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(on the example of RUDN University)

Abstract:

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Researcher Ammar Musleh Al-Tawfi, Prof. Dr. Mohammed Younis Mohammed Al-Sabawi

Factors Influencing the Intention to Adopt Mobile Payment Using NFC Technology: An Exploratory Study in the City of Mosul

Abstract:

The aim of the current study is to identify the factors influencing the intention to adopt mobile payment using NFC (Near Field Communication) in Mosul city, based on the Unified Theory of Acceptance and Use of Technology (UTAUT3). It was observed that the adoption of NFC in mobile payment is still limited in some areas, including Mosul city. The descriptive-analytical approach was adopted, and a questionnaire was used to collect data, and the sample consisted of (469) citizens from Mosul city who were reached by email and social media, especially undergraduate and graduate students at the University of Mosul, and part of it was distributed manually. The questionnaire was designed using a five-point Likert scale, and the form was distributed electronically and on paper, and the study used several statistical methods to analyze the data and used frequencies, percentages, arithmetic means, and standard deviations, and the study used the programs (29. SPSS V and 26. The study concluded that the factors expected performance, expected effort, expected social influence, facilitating conditions, pleasure motivation and personal innovation affect the behavioral intention to adopt mobile payment using NFC technology in Mosul city, and the main results of the study showed that the factors expected performance, expected effort, expected social influence, facilitating conditions, pleasure motivation and personal innovation). This confirms the importance of the factors that have been mentioned as determinants of the use of NFC mobile payment technology, and the factor (price value) did not affect the intention to adopt mobile payment using NFC technology, believing that the reason is the lack of awareness of individuals of the prices of various services, and the study suggested paying attention to the field of mobile payment using NFC technology by providing infrastructure and providing materials through which users can be trained on how to use this technology for electronic payment, as this technology contains indicators and metrics to motivate customers to adopt NFC mobile payment in the city of Mosul.

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Dr. Murad Raafat

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AI-driven approaches have led to discovering new materials and improving the efficiency of materials discovery processes.

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Meiyanti Nurchaerani

Effectiveness of Shope Chatbots in Improving Customer Service and Digital Marketing Communications

Abstract:

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14.

Bayquni

Utilization of Artifificial Intelligence in Visualizing Research Data as Participation in the Digital Culture of the Academic Community

Abstract:

This article discusses the impact of developments in information and communication technology, especially Artificial Intelligence (AI), on society, education and participatory culture. In the information era which is characterized by speed and ease of access, the quality of information is often neglected, resulting in the rise of hoax phenomena, hate speech and SARA issues. Although AI is expected to increase efficiency and effectiveness in education, there are concerns about the potential for replacing humans in some jobs. Research shows that the younger generation, especially students, are actively involved in participatory culture through social media, acting as creative content producers, especially in academic and data visualization contexts. Using Henry Jenkins' Cultural Participation Theory approach, this article identifies four important indicators: affiliation, expression, problem-solving collaboration, and circulation. Teens connect with communities through AI-powered social media, express themselves through the content they create, collaborate on solving problems, and actively disseminate information. Overall, this article asserts that by leveraging AI and new media, teenagers can not only improve their academic skills, but also contribute to the development of collective knowledge and a broader participatory culture.

15.

Endang Roh Suciati

Utilizing Artificial Intelligence Tools in Scientific Research: A Critical Perspective

Abstract:

Amidst the rising discussion about utilizing Artificial Intelligence (AI) tools in scientific research, this paper will take into account ethical, legal, and social challenges caused by the use of AI in scientific research. The academia must not exclude these three realms from the topic when they are utilizing AI for their scientific researches.

The researches, in social sciences as study focusing on human, society and social relationships, for instance, need to look deeply the use of AI from critical perspective relating to its impact for the human conditions in positive and negative manner. In this point of view, the research in social sciences can make contribution to the academic world and into the benefit of the human being.

Although the development of computing technology has reached its advancement in recent years, including the finding of ''Generative AI'' that can create original text, images, video and other content, the presence of information technology including computing can be traced back for decades. In social and historical perspective, technology and society evolved together for as long the human civilization. The writer observes, AI is as other technology used as a tool to support the human's activity. In order to maintain the positive and benefit impact, human of modern times have implemented various standard measures in their society in regard with the use of technology such as ethics and legal matter. The similar measures must also become considerations for the use of AI in scientific research.

Therefore, this paper will explore those three important realms namely; ethical, legal, and social issues into the framework of utilizing AI for academic purposes. Although the use of AI is useful in the academic research, it also has raised ethical concerns such as plagiarism, dishonesty, and others that can impact the quality of the research. It has also created legal concern relating to privacy, data security, intellectual property, and transparency. Without the proper measure and standard, technology can cause unwanted condition in society such as inequality, alienation, and other.

To explore the questions and the thought to answer it, this study will deploy qualitative approach by combining data collection and data analysis that is based on library research. This research will use descriptive and interpretative approach to explain how the usage of AI in Scientific Research can be used in accordance with ethics, legal, and social measures in order to create positive impact for the academia and society.

16.

Dr. Douaa Ayman Shaaban

Media in the Age of AI: Challenges and Future Prospects

Abstract:

The media industry is undergoing a major transformation thanks to Artificial Intelligence (AI) technologies that affect all stages of the media process, from gathering and analyzing news to content production and distribution. Digital media enables direct interaction with audiences and enhances global reach but faces challenges such as the spread of fake news and issues related to privacy and data security. In AI, it is used to collect and analyze data, produce content, and improve user experience, but there are ethical and professional challenges, such as credibility and the loss of traditional jobs. Opportunities include improved production efficiency and content personalization, while future prospects allow for an evolution towards more personalized and interactive media. To strike a balance between technology and ethics, transparency must be promoted, the use of AI must be regulated, and the skills of media professionals must be developed.

17.

Ullah Md Tauhid, Mondal Papiya, Asst. Prof. Dr. Bulgarova Bella Akhmedovna

Analyzing the Economic Footprint of Deep Fakes in Cinema: Financial Perspectives from Hollywood and Bollywood

Abstract:

The technological advancement like AI enhanced deepfake technology has changed and reshaped the landscape of film making experience particularly in the two largest cinema industries Hollywood and Bollywood. This research article is conducted to understand and analysis the economic impact of deepfake in these two-film industry. By examining recent films till 2025 making and production process by these industries, deepfake utilization pattern, motivation and method of audience engagement a deeper undertaking of economic impact by deep fake technology in cinema was established. While this technology presents as unique opportunity to explore a new era of film making, deepfake can also create policy dilemmas and increase reputational risks which is already happening through using actors deepfake are being used to advertise illegal betting sites. However, it also increases efficiency in the production process, Innovative marketing strategy and captivating the audience, provides the possibility of involvement. And this study suggest that film industry has effectively keen towards using localization methods in AI enhanced deepfake technology to increase the audience engagement and acceptance, which explains the projected reach of deepfake global market approximately 572.3 million USD by 2024 and 25.5 billion USD by 2034. This research further explains how deepfakes can efficiently revolutionize special effects, revive deceased artists, likeliness of artist's digital AI enhanced deepfake copies and can also create new avenues for storytelling in film industry. Finally, this study will help to understand the connection

between economic framework of cinema and deepfake to highlight the dual nature deepfake technology in Hollywood and Bollywood.

18.

Mohammed Wahhab Abbood

AI in Humanities Research: Envisioning New Scientific Paradigms

Abstract:

The convergence of AI and the humanities represents a profound reshaping of research methodologies, epistemologies, and humanistic inquiry. Once confined to the domains of computer science, engineering, and data analytics, AI has penetrated the complex, nuanced, and abstract realm of the humanities. This research explores how AI is redefining research paradigms in the humanities, offering new methodologies for interpreting texts, analyzing cultural phenomena, and navigating complex temporal and spatial datasets. The integration of AI into the humanities is not without philosophical, ethical, and epistemological challenges. This research critically examines the potential of AI engagement in the humanities, addressing key questions about its implications for human creativity, the depth of interpretation, and the nature of knowledge itself.

19.

Sara Tabatabaei

Utilizing Artificial Intelligence in the Study of Memes

Abstract:

Memes have emerged as a pivotal form of digital communication and cultural expression in the contemporary digital landscape, significantly shaping social discourse, political narratives, and everyday interpersonal interactions. Given the escalating importance of memes in societal contexts, there is a growing scholarly interest in harnessing artificial intelligence (AI) as a methodological instrument to advance the study of this phenomenon. This paper presents a meticulous literature review addressing the integration of AI within meme research, consolidating findings from diverse domains such as linguistics, sociology, and computer science. The primary objective of this study is to systematically evaluate the methodologies employed in current meme research and to highlight both the promising advancements and the limitations encountered in the field. By employing rigorous analytical techniques and a comprehensive synthesis of existing literature, this research not only elucidates the multifaceted applications of AI in analyzing meme dynamics but also identifies critical gaps that warrant further exploration. Key findings indicate that while AI methodologies have demonstrated notable efficacy in the analysis of meme propagation and impact, challenges related to contextual interpretation and cultural specificity remain significant hurdles. These limitations underscore the necessity for continuous methodological refinement and interdisciplinary approaches to enhance the robustness of meme research. Ultimately, this study contributes to the academic discourse on digital culture by providing a structured evaluation of AI's role in meme analysis, offering vital insights for scholars and practitioners alike. Furthermore, it posits concrete trajectories for future research that could enrich understanding of memes as cultural artifacts and sharpen the analytical tools available for their study, thus facilitating more nuanced interpretations of digital communication in a rapidly evolving social landscape.

20.

Ma Fei

Moral and Ethical Challenges of Artificial Intelligence in Scientific Research

Abstract:

With the rapid iterative development of AI technology and its deeper application in the field of scientific research, its impact on scientific research has become more extensive. Artificial intelligence is becoming a powerful assistant in scientific research, and is quietly changing the face of academia. The application of artificial intelligence in scientific research can not only cross the language gap, quickly analyze massive data, help people save a lot of time and cost, and improve the efficiency of scientific research. And to a certain extent, it can also help people break through the traditional thinking and cognitive limitations, propose new research directions, and expand people's cognitive horizons. However, the moral and ethical risks brought by the application of artificial intelligence in scientific research should also be emphasized. Based on a brief overview of the development and application of AI in scientific research, the article puts forward the possible moral and ethical challenges of AI in scientific research, such as authenticity and accuracy, deep comprehension, data privacy, algorithmic bias, technology dependence, and intellectual property rights. It is hoped that it can provide meaningful thinking for the healthy and safe development of AI in scientific research.

21.

Wang Ziming, Ju Yang

Applications of AIGC Technology in the Innovative Dissemination of Traditional Chinese Culture in the Digital Media Era

Abstract:

In the digital media era, the dissemination of traditional Chinese culture faces new opportunities and challenges. This research takes Henan Broadcasting System's Mid-Autumn Fantasia and Chinese Solar Terms as case studies to explore the innovative application and practice of Artificial Intelligence Generated Content (AIGC) technology in cultural communication. The study finds that these programs utilize AIGC technology to achieve virtual reconstruction of cultural scenes, dynamic presentation of intangible cultural heritage elements, and digital expression of solar term cultural symbols. This not only enhances the appeal of traditional culture but also expands its global reach. Additionally, the paper analyzes AIGC technology's generative artistic capabilities in cultural content creation and its advantages in integrating with traditional culture. Despite challenges related to cultural authenticity, balancing technology with human creativity, and intellectual property issues, AIGC technology demonstrates immense potential in interdisciplinary integration, global dissemination, and innovation in audience experience. Through this research, we hope to provide new perspectives and references for the dissemination and preservation of Chinese traditional culture in the digital media era.

Sofia M. Gavrich

Neurons and Algorithms: AI Interference into Human Brain Work

Abstract:

This research is aimed to explore how AI is reshaping our cognitive landscape through the lens of neural networks and their similarities to human cognition. The author establishes the distinctions and parallels between these two modes of processing, pursuing to attain a deeper understanding of the subtleties in decision-making influenced by AI systems. Furthermore, the article analyzes investigation for AI's transformative effects on memory retention and learning processes, positing that, although machines may enhance cognitive functions, they are aligning challenges to traditional methods of knowledge acquisition. Historical insights from Oriental philosophies, often focusing on holistic and integrative understandings of the mind-body relationship, have catalyzed novel inquiries into brain function and consciousness.

Dr.Natalia Grigoreva, Dr.Alina Meshcherikova

AI to enhance or to suppress human creativity: a research into contemporary practice of machine-assisted and machine-inspired screenwriting

Abstract:

The research focuses on the role of AI in screenwriting as both an instrument to assist people and a motive to inspire them. The authors claim that their initial intention was to study apps and tools for machine-assisted screenwriting, but soon they realized that assistance and inspiration in creative fields are inseparable and embedded in the wholesome character of filmmaking. The omnipotent character of AI makes it impossible to distinguish the contribution of each of its tool into a stained-glass whole of creative process. The current trends and forecasts for the future give reasons to believe that growing demand for high quality video content will only encourage filmmakers to use AI more extensively, both as an assistant and an inspiration, given that AI-centered stories generate an increasing interest among audiences. Literature review conducted as part of this study revealed that despite being positively assessed by many researchers, AI causes apprehension in terms of legal aspects of authorship and future prospect of human involvement in screenwriting process. Authors maintain that there is not enough evidence to suggest that AI can hinder human creativity as a whole, given that the knowledge AI instruments acquire are not only accumulated but also and handpicked by people. Voicing impartial understanding for these concerns, the authors remain convinced that AI will become even more deeply integrated in screenwriting process, and despite the current crisis that found many manifestations, like the strike of Writers' Guild of America in 2023 or authorship legal disputes, AI holds endless possibilities for innovation and creativity in film industry.

Chen Fei

The Role of Artificial Intelligence in Enhancing New Media and Social Advertising

Abstract:

In the rapidly evolving landscape of new media and social advertising, artificial intelligence (AI) has emerged as a transformative force. By leveraging technologies such as machine learning, predictive analytics, and generative AI, it has enhanced personalization, reshaped creativity, operational efficiency, and raised critical ethical considerations. These advancements highlight AI's role in driving innovation while also presenting key theoretical and ethical challenges. This paper explores how AI optimizes advertising through data-driven personalization, generative content creation, and emotional targeting, all of which improve user experience and engagement. However, the use of AI in advertising also brings about challenges related to privacy, algorithmic bias, and misinformation. The paper concludes by discussing the theoretical implications of AI in advertising, emphasizing the future potential of human-AI collaboration, anticipatory interaction, and cross-platform integration. By integrating theoretical principles with practical applications, advertisers can harness AI's transformative potential to create responsible and effective advertising content.

25.

Chen Nuoxi

The Integration of News Media And Artificial Intelligence

Abstract:

In the era of big data, the impact of emerging media on society is growing increasingly significant, with news clients and a variety of social media platforms becoming the primary source of information for people. However, no matter how things develop, the application of theory in practice is inseparable from technological support. Similarly, media convergence also requires technology to break through development bottlenecks. This article aims to discuss the practical application of artificial intelligence technology in the news media industry and examine how artificial intelligence technology is affecting the real development of a new generation of media.

26.

Luying, Liyan

Using Artificial Intelligence to Develop China's Television Industry in Accordance with China's Core Socialist Values

Abstract:

In recent years, artificial intelligence (AI) has transformed many industries worldwide, and China's television sector is no exception. As one of the largest and fastest-growing media markets globally, the Chinese television industry plays a pivotal role in shaping public opinion, cultivating culture, and promoting national values. To align with China's unique sociopolitical system, which is deeply rooted in socialist principles, there is a strong emphasis on ensuring that the content produced and broadcast aligns with the country's core socialist values.

This research explores the intersection of AI and China's television industry, specifically focusing on how AI technologies can contribute to the development of the industry while remaining faithful to the country's core socialist values. These values-centered on prosperity, democracy, civility, harmony, and other key ideals-serve as the foundation for China's media policies. As the television industry undergoes rapid technological changes, AI holds immense potential to create content that reflects and promotes these values, while simultaneously advancing innovation within the sector.

Zhu Xiaoya

Analyzing the role and impact of AIGC on the process of music creation and dissemination

Abstract:

The application of Artificial Intelligence Generated Content (AIGC) in music creation and dissemination is profoundly transforming the music industry. AI technology has enhanced the efficiency of music production, making it more accessible and offering low-cost solutions for creators. Additionally, AI-driven personalized recommendation algorithms have significantly improved user experience and enriched the ways in which music is consumed. AI's influence extends beyond music creation and distribution, impacting audio equipment by introducing smart features, and revolutionizing music education with AI-powered tools.

However, the widespread application of AIGC in the music industry also presents several challenges. For example, AI-generated music often relies on mimicking existing styles, lacking innovation and individuality, which may lead to the homogenization of musical works. Furthermore, while AI recommendation algorithms enhance personalized music suggestions, they can also create an "information cocoon," limiting users' exposure to new genres and styles. Another pressing issue is the question of copyright ownership for AI-created works, as the current legal framework does not adequately address this emerging challenge.

Looking ahead, AI has the potential to further revolutionize music creation, education, and cross-cultural dissemination. AI may help bridge language and cultural barriers, promoting global exchange and integration of music. However, as AI continues to play a larger role in the industry, careful consideration of its impact on creativity, diversity, and social ethics is essential to ensure the harmonious development of technology and human creativity.

28.

Huang Yaxin

Application of AI in the News Industry: a case study of China's News Coverage of the Paris Olympics

Abstract:

This research explores the application of artificial intelligence (AI) in the news industry. Taking the Chinese media's coverage of the 2024 Paris Olympics as an example, it analyzes how AI technology changes the process of news collection, production, distribution and interaction, thereby affecting the effect of news dissemination and the audience experience. The research outlines the development of AI and its current application in the news industry, analyzes the practice of Chinese media using AI technology in reporting the 2024 Paris Olympics, and explores the positive impact, prospects and challenges of AI application in the news industry, aiming to provide reference for the future development of the news industry.

29.

Chen Niyu

Problems and countermeasures of AI alignment from the perspective of communication research

Abstract:

With the rapid development of artificial intelligence technology, the issue of Human-AI Alignment has increasingly drawn the attention of researchers in the field of communication studies. Human-AI Alignment involves ensuring that the decisions made by artificial intelligence systems are consistent with human values, social norms, and ethical standards. This issue is particularly significant in communication studies, as the widespread application of artificial intelligence in information dissemination, content creation, and user interaction can lead to information bias, social fragmentation, and ethical crises. To effectively address these challenges, this study identifies the categories of value alignment applicable in the field of new communication and emphasizes the need to enhance the transparency of artificial intelligence algorithms to ensure that their decision-making processes are subject to scrutiny. Additionally, communication studies should pay attention to value differences across diverse cultural contexts, promoting diversified algorithm design and application to prevent a singular value perspective from dominating information dissemination. The application of artificial intelligence in the field of new communication can be both efficient and aligned with humanity's long-term interests. By formulating reasonable countermeasures, the future should promote the optimized development of human-AI collaboration at both scientific and social levels.

30.

Fedorova Yana Vladimirovna, Asst. Prof. Dr. Bulgarova Bella Akhmedovna

Creating Fiction Using Generative Neural Networks

Abstract:

This paper explores the possibilities of applying artificial intelligence in the creation of artistic texts, considers the ethical issues of its use and the prospects for the development of new literature with the use of neural networks. Special attention is paid to the impact of these technologies on the general literary process. The relevance of the study is due to the significant growth of interest in the use of AI technologies, the growing discussions about the nature of creativity and authorship. For social sciences and humanities, a significant topic for discussion is the needs of modern society. In the conditions of information oversaturation and rapidly growing competition, authors and publishers need innovative tools that allow them to shorten the time of release of works, increase the creativity of the product and think through a high-quality, original marketing campaign. Generative neural networks may be an appropriate tool to address these goals, but are they a threat to the human role in art creation? We believe that progress in the development of neurotechnology opens new horizons for literary artists, but questions about the use of artificial intelligence should be subject to in-depth analysis.

31.

Isakova Viktoria Alekseyevna, Asst. Prof. Dr. Bulgarova Bella Akhmedovna

The role of artificial intelligence in the development and creation of psychological research

Abstract:

This research provides a detailed study of the role of artificial intelligence in hypothesis testing and development during psychological research. Much attention is paid to how AI can help improve the quality and speed of data analysis required for research and hypothesis testing, as well as predicting behavioral responses. In addition to

the positive aspects, the study describes possible risks and dangers in the use of AI, such as ethical considerations and risks associated with trained AI models. The conclusion discusses the prospects for new technologies for psychology research and argues that new developments and testing of artificial intelligence are needed to improve performance.

32.

An Xiaoyu, Asst. Prof. Dr. Bulgarova Bella Akhmedovna

Ethics Of Lung Cancer Image Data And Artificial Intelligence

Abstract:

To better serve the lung cancer patients and potential patients in the future, the paper proposed the idea of using lung cancer image data as a public resource for secondary use, considering the obstacles to the use of artificial intelligence in the lung cancer research caused by limited data sources, low availability, and barriers to sharing. It also proposed an ethics framework and the arguments to support this idea. The purpose is to further tap the potential value of lung cancer image data, and promote the development of lung cancer etiology, diagnostic research, and related etiological treatments while ensuring the data safety.

33.

Oke Boluwatife Daniel, Asst. Prof. Dr. Bulgarova Bella Akhmedovna

The Role of Machine Learning in Analyzing Mobile Advertising Impact A Case Study of "Lagos"

Abstract:

The rise of mobile advertising has become crucial for digital marketing strategies, especially in urban regions such as Lagos, where there is a rapid increase in mobile internet users. This case study focuses on understanding the role of machine learning in analyzing the impact of mobile advertising campaigns in Lagos. Using machine learning algorithms, it examines various metrics including click-through rates, conversion rates, and user demographics. The results highlight that optimized ad delivery during peak commuting hours significantly increases user engagement. Additionally, personalized ads lead to higher click-through rates and a 20% increase in conversions compared to generic ads. However, this also raises concerns about data privacy and algorithmic bias. The integration of emerging technologies like augmented reality and virtual reality promises to further enhance the shopping experience and provide more effective ad campaigns.

34.

Sarah Ochuko, Asst. Prof. Dr. Bulgarova Bella Akhmedovna

Cognitive Dissonance, Mass Communication, and AI: A Dissonant Future?

Abstract:

This article investigates how cognitive dissonance, mass communication, and the emergence of artificial intelligence (AI) influence societal perceptions and behaviors. It investigates how cognitive dissonance, the psychological discomfort caused by opposing beliefs or behaviors, appears in the context of rapidly evolving AI

technologies and their integration into mass communication platforms. The study investigates the effects of cognitive dissonance on public attitudes toward AI, information dissemination, and the possibility of misinformation. The paper explains the challenges and opportunities presented by AI in fostering a dissonant future, marked by conflicting narratives and the need for adaptive communication strategies, using case studies and theoretical frameworks. Finally, the findings emphasize the critical role of understanding cognitive dissonance in navigating the complexities.

35.

Kasimova Alexandra Mikhailovna, Asst. Prof. Dr. Bulgarova Bella Akhmedovna

Using Artificial Intelligence to detect and mitigate fake news

Abstract:

This research explores the role of artificial intelligence in combating fake news, focusing on its methods, benefits, and practical applications. It highlights the ethical, technical, and social risks tied to AI use, alongside its future potential. Emphasis is placed on adopting interdisciplinary approaches to overcome current limitations and develop effective information verification systems. The author concludes that while AI is a powerful tool against disinformation, it can also pose new risks if not regulated with strict ethical oversight.

36.

Dr. Samir Saadoun Al-Jubouri, Dr. Manal Abdul-Jabbar Al-Samak

The Future of Artificial Intelligence and Its Role in Advancing Scientific Research

Abstract:

Artificial intelligence represents a true revolution across various scientific and practical domains, with its applications expanding daily due to its exceptional ability to analyze data, process complex information, and automate research operations. This research provides a comprehensive overview of the future vision for employing AI in supporting and advancing scientific research. It discusses how this technology can contribute to accelerating research processes, enhancing result accuracy, and saving time and effort for researchers. The research includes an analysis of previous experiments conducted by leading academic institutions such as Stanford University and the University of Tokyo, alongside highlighting Arab efforts in this domain, like those of King Abdullah University of Science and Technology (KAUST). It also outlines a robust methodology based on reviewing prior literature, conducting expert interviews, and studying real-world applications of successful AI in scientific research. The study finds that AI has the potential to redefine how research is conducted by improving interdisciplinary collaboration, providing more precise and effective tools and overcoming challenges related to big data complexities. However, challenges such as privacy concerns, infrastructure costs, and technical training requirements present hurdles that need to be addressed. By focusing on greater investments in AI and developing human skills, research and academic institutions can achieve more substantial benefits from this technology. Our recommendations emphasize coordinated efforts to enhance international collaboration and achieve sustainable progress in scientific research powered by AI.

37.

Dr. Adel Mohammed Abdullah

Improving the Quality of Health Services in the Framework of Artificial Intelligence and Distributed Systems: An Analytical Study of Specialized Medical Programs in Mosul City

Abstract:

The current research aims to analyze the extent of doctors' readiness to assess their strengths and weaknesses to apply the dimensions of artificial intelligence and distributed systems in the field of achieving continuous improvement of the quality of health services. The current research used the descriptive analytical method by analyzing four programs, which are the only programs used to obtain health information in the city of Mosul, which are considered the basis for generating artificial intelligence information and distributed systems in order to improve the quality of health services provided by doctors, specialized clinics, public and private hospitals to the patient in a way that supports the accuracy of diagnosis and treatment for patients. The research found that there are few studies on the application of artificial intelligence and distributed systems in improving the quality of health services, and this is an important factor because the diversity in health care services has become largely dependent on the technical development in devices and programs that help doctors to provide high reliability in health care and in the fields of service production and medical consultations. It is time to focus on applications of artificial intelligence, networking and interconnected computing with medical devices to improve the quality of health services to the maximum extent. One of the most important limitations of the research is that the applications of artificial intelligence and distributed systems are modern sciences and, in their infancy, and are characterized by sensitivity in the field of their application in health services, which leads to resistance to change by doctors and thus will lead to a lack of data available to the authors. Among the practical justifications: The use of artificial intelligence tools and the connection between them through distributed systems are among the basic justifications for enhancing and improving the health services provided by doctors to ensure the achievement of quality in the services provided by doctors in hospitals and private clinics. The originality and value of the current research is represented by the fact that it is one of the first studies that address the deployment of artificial intelligence tools and centrally distributed systems in improving the quality of health services.

38.

Asst. Lect. Mohammed Abdulbasit

AI Ethics in Cinema a Deep Dive Into I, Robot

Abstract:

I, Robot (2004) is an in-depth exploration of the ethical, societal, and existential implications of artificial intelligence. Based on Isaac Asimov's Three Laws of Robotics, the film discusses the potential dangers of AI and the evolution of technology, such as misuse of programming, centralized control, and the decline of human autonomy. By creating an AI system called Vicki, that rules the robots of the future, set in the year 2035. The movie highlights the ethical dilemmas surrounding the ability of AI to prioritize collective survival over individual freedoms. It also criticizes humanity's increasing reliance on artificial intelligence, suggesting that over-reliance could lead to a loss of human dependence and the concentration of power in the hands of machines. I, Robot raises concerns about the dehumanization that could occur as AI increasingly replaces human roles and tasks, risking the erosion of empathy and community.

Dr. Ahmed Saeed Rasheed

The trend towards using artificial intelligence and its relationship to future anxiety among students of the faculties of physical education and sports sciences at the universities of Nineveh Governorate

Abstract:

Identifying the level of students towards using artificial intelligence and the level of future anxiety among students of the colleges of education and specialized sciences in the universities of Nineveh Governorate, and identifying the compatibility between the level of students towards artificial intelligence and the level of future anxiety among students of the colleges of education and sports sciences of the universities of Nineveh Governorate, to cooperate in free descriptive use. Correlational studies Due to its suitability and the nature of the research. The original research population for the study is represented by students from colleges of physical education and sports sciences in governorate universities, numbering (1592) male and female students, with a percentage of (100%). The study sample included (400) male and female students, with a percentage of (25.12%). The sample was chosen randomly from a community The research, and the researcher reached the following results, is characterized by the level of trend Towards the use of artificial intelligence at a high level, and the level of future anxiety is at a moderate level among students of the colleges of physical education and sports sciences in the universities of Nineveh Governorate. There is a significant correlation between the level of trend towards using artificial intelligence and the level of anxiety about the future among students of the colleges of physical education and sports sciences in the universities of Nineveh Governorate.

The researcher reached the most important recommendations, which are to urge students of the faculties of physical education and sports sciences in the universities of Nineveh Governorate to organize lectures and educational courses on the concepts of artificial intelligence and future anxiety, and to conduct more studies related to the concept of artificial intelligence and future anxiety for students, and to prepare programs for students that will enhance The level of artificial intelligence for students in the colleges of physical education and sports sciences in the universities of Nineveh Governorate.

The researcher proposes the following: The researcher will use artificial intelligence in the sports field and in all sports, and study artificial intelligence and its relationship to the positive sports personality, and other psychological changes such as emotional intelligence and motivation for sports achievement, and study the variable of orientation towards the future among Iraqi club players and in all sports, and study intelligence. Artificial intelligence and its relationship to sports in general.

Lect. Rasha Drid Hanna, Lect. Sahm Hazem Najib, Prof. Dr. Mohamed Mustafa Hussein

Employing Artificial Intelligence in Effective Data Collection and Classification Processes in Scientific Research - An Applied Study at the University of Mosul

Abstract:

This research aims to demonstrate the effect of using artificial Intelligence techniques on the efficiency of data collection processes and on improving the accuracy of data classification processes compared to traditional methods, in addition to demonstrating the effect of using artificial intelligence on reducing the time taken to

collect and classify data in scientific research. The descriptive analytical approach was applied, and a questionnaire was distributed to a sample of graduate students and faculty members at the University of Mosul. The research concluded that there is a statistically significant effect of using artificial intelligence techniques on each of the dependent variables, which are the efficiency of data collection processes, Improving the accuracy of data classification processes compared to traditional methods, and reducing the time taken to collect and classify data in scientific research. The research recommended encouraging the use of artificial intelligence and developing the skills of researchers in this field.

41.

Asst lect Talib Ghani Jassim, Prof. Dr. Ali Abdul Fattah Al-Shaher

Personal Traits and Their Impact on Behavioral Intention to Use Augmented Reality Technology for Cybersecurity Awareness: A Survey Study in the Banking Sector

Abstract:

The research aims to study the Personality traits in adopting augmented reality technology for individuals working in the banking sector to raise awareness of cybersecurity, and since most organizations require dealing with business using modern technologies such as augmented reality technology, to reduce cyber-attacks, the research adopted a descriptive approach through a questionnaire form and was conducted. Obtaining (303) answers from individuals working in both government and private banks in the northern region (Mosul - Kirkuk - Tikrit), and using statistical programming (SPSS V.24), where the research concluded that Personality traits has a positive role in adopting augmented reality technology for cybersecurity awareness.

42.

Ms. Iman Ali Ahmed, Ms. Ryan Mohammed Diab, Ms. Younis Ghazi Rajab

Sustainable Human Resource Management and Its Role in Technological Innovation for Renewable Energy: An Exploratory Study of the Opinions of a Sample of Employees in the General Company of Electrical energy Distribution\Northern Region– Al-Karama Warehouse Division for Solar Energy Generation

Abstract:

The current research aims to demonstrate the role of human resources sustainability in achieving technological innovation for clean energy, as human resources represent coal and the main driver for technological achievement and environmental preservation to adapt to clean and renewable energy that characterized the socialist era or emerge from contributing to reducing energy consumption and preserving the environment. A multiple, comprehensive point of view that includes the economic aspect, the health aspect, and finally the cultural aspect, and finally the research problem, and therefore the element responsible for managing human resources in the technological discovery of energy. (The General Company for Northern Electricity Distribution - Al Karama Stores Division) was chosen as a confirmed field, but its sample was chosen clearly, consisting of (60) Individuals, and the basic tool for collecting data, represented by the questionnaire, was distributed to them. The researchers relied on the statistical software package (SPSS) and the statistical methods available from it that enable the researchers to analyze the data. The research reached a set of results, the most important of which is achieving a correlation and a moral impact for sustainable human resources management. On

technological innovation for renewable energy in the field under study, the research concluded with a set of recommendations that are consistent with the conclusions reached by the researchers.

43.

Asst. Lect Sarah Azzam Al-Saadoun, Prof. Dr. Alaa Abdul Salam Al-Hamdani

The Contribution of Artificial Intelligence in Enhancing the Electronic Marketing Mix

Abstract:

This study aims to explore the impact of artificial intelligence in enhancing the electronic marketing mix within Asiacell Mobile Telecommunications Company in the Kurdistan Region of Iraq. Artificial intelligence was considered as an independent variable due to its role in transferring accumulated human expertise to smart systems, which contributes to improving performance and efficiency. As for the electronic marketing mix, it was considered a dependent variable, focusing on how to build sustainable relationships with customers through electronic activities that contribute to the exchange of ideas, products and services in line with the goals of the company and customers.