

29<sup>th</sup> – 31<sup>st</sup>  
March  
2022



# The **10<sup>th</sup>** Annual Ain Shams University International Conference

*The University as an Anchor for Development  
Towards the New Republic*

Ain Shams University  
since 1950

## Humanities and Social Sciences

### **Prof. Mahmoud Shawky El Meteini**

President of the Conference  
President of Ain Shams University

### **Prof. Abdelfattah Saoud**

Vice President of the Conference  
Vice President of Ain Shams University  
for Students Affairs

### **Prof. Mohamed Ayman Saleh**

Vice President & Executive Head of the Conference  
Vice President of Ain Shams University  
for Graduate Studies & Research

### **Prof. Hisham Kamel Temraz**

Vice President of the Conference  
Vice President of Ain Shams University  
for Community & Environment Affairs

Track Coordinator

### **Prof. Hayam Wahba**

Vice Dean - Faculty of Business



Ain Shams Faculty of Medicine  
Training Enhancement & Education Center

<http://conferences.asu.edu.eg>





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## Humanities and Social Sciences

**Training Enhancement & Education Center – Hall 403**  
**Wednesday 30<sup>th</sup> March 2022**

**9:30 – 10:30** **Transforming Humanities: A New Culture of Innovation**  
**By Al-Alsun Faculty**

Chairpersons:

**Salwa Rashad** - *Dean of Faculty of Al-Alsun*

**Hazem Rashed** - *Dean of Faculty of Education*

Moderator:

**DR.Radwa Kotait** - *Director of Innovation Center*

**The Era of Digital Transformation**

**Dr.Ahmed Al- Safty** - *Track Academy Founder, Former Dean of Economics Department, London University, Member of the Parliament*

10 min

**Digital Database to Support Arabic Content Online**

**Dr. Reham Mahmoud Amer** - *Associate Professor, Italian Language Department, Faculty of Al-Alsun Ain Shams University*

10 min

**Introducing Daftar: A Problem-Solving Strategy in Consecutive Interpreting of Medical and Economic Discourses**

**Ms. Yomna Breikaa** - *Teaching Assistant – Faculty of Arts and Humanities British University in Egypt Master Candidate – Faculty of Al-Alsun Ain Shams University*

10 min

**The competencies of employing the technical approach in curricula, education, and evaluation**

**Dr. Reda Hegazy** - *Deputy Minister of Education*

10 min

Each talk is followed by 5 minutes discussion



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Wednesday 30<sup>th</sup> March 2022**

**10:45 – 12:15** Ain Shams University's role towards the export economy achieving the \$100 billion exports goal

### Chairpersons:

**Prof. Yomn El-Hamaki** - Professor of Economics – Faculty of Business – Ain Shams University

### Moderator:

**Dr. Noha Yehia** - Lecturer in Economics Department -Faculty of Business – Ain Shams University

### Panelists:

**Mr. Mohamed Abd Elsalam** - Chairman of Egyptian chamber of Apparel and Home Textile Industries

**Prof. Nagwa Abdullah Samak** - Vice dean for Postgraduate studies, Faculty of Economics and Political Science, Cairo University

### Objectives:

- Determining Egypt's position with respect to the export economy.
- Identify the international, regional, and local variables affecting the 100 billion dollars in exports goal.
- Offer recommendations that contribute to achieving this goal.



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**12:30 – 13:45** **The Role of Art, Literature, and Media in Human Development:  
A Future vision By the Faculty of Arts**

### Chairpersons:

**Soha Raafat Ibrahim** - Faculty of Arts- Helwan University

**Dean of Faculty of Languages** - October University for Modern Sciences & Arts

### Moderator:

**Sherine Mazloun** - Vice Dean for Postgraduate Studies Faculty of Arts, Ain Shams University

**Making Audioplays across Continents: The Case of “Ezzayak? Mafeesh**

**Erik Altorfer** - Theater Writer and Director

**Dr. Amina El-Halawani** - Assistant Professor - Faculty of Arts, Alexandria University

20 min

**Media and rebuilding the Egyptians**

**Dr. Mahmoud Mossalam** - Chairman Of Media Committee in The Senate

10 min

**Literature, Women’s Study and Exploring the Engagement of the Arts  
with Contemporary Egyptian Society**

**Dr. Somaya Sabry** - Associate Professor English Literature, Faculty of Arts,  
Ain Shams University

10 min

**New Trends in the Humanities**

**Prof. Julia Emberley** - English Language Department, Western University

10 min

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**Wednesday 30<sup>th</sup> March 2022**

**14:15 – 15:45**

**Innovation & Creativity in Special Fields that affect the New Republic  
By the Faculty of Specific Education**

Chairpersons:

**Mohamed Moatasem Ibrahim Mohamed - Former Chairman of Authoring Department  
Faculty of Musical Education - Helwan University**

Moderator:

**Moustafa Kadry - Vice Dean of Postgraduates studies and Research Affairs**

**Musicology As a Mean to Innovation in Interdisciplinary Studies**

**Prof. Mohamed Mutasim Ibrahim Mohamed - Professor Of Theories,  
Composition and Former Chairman of Theories, Composition Department  
Faculty of Musical Education Helwan University**

10 min

**Modern Trends in Nutrition**

**Prof. Osama El Said Mostafa - Professor Of Nutrition and Food Sciences at  
The Department of Home Economics and Dean of The Faculty of Specific  
Education - Ain Shams University**

10 min

**The Integration of Disabled People in The University Is One of The  
Innovations of The New Republic**

**Prof. Nadia El-Said El Hossieni - Head Of the Department of Educational,  
Psychological and Special Education Sciences and The Former Dean of The  
Faculty of Specific Education - Ain Shams University.**

20 min

**Prof. Howida Saaed Abdelhamed - Professor Of Educational Technology,  
Faculty of Specific Education - Ain Shams University**

**A Method for Integrating the Blind and The Sighted in Music Education**

**Prof. Mostafa Kadry Aly - Professor Of Theories and Composition in The  
Department of Music Education, Vice Dean for Graduate Studies and Research  
Affairs, Faculty Of Specific Education - Ain Shams University**

10 min

**Theater And the Formation of Cultural Identity Considering the  
Challenges of Media Influence**

**Prof. Ahmed Nabil Ahmed - Professor Of Media and Head of The Educational  
Media Department, Faculty of Specific Education - Ain Shams University**

10 min

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**Training Enhancement & Education Center – Hall 502**  
**Thursday 31<sup>st</sup> March 2022**

**9:30 – 10:50**

**Prospects for international cooperation and development in the field of antiquities - By the Faculty of Archeology**

*Chairpersons:*

***Fayza Heikel - Associate Professor of Egyptian Antiquities in the AUC***

*Moderator:*

***Ahmed Roushdy - Vice Dean of Postgraduates studies and Research Affairs***

**The Zafaran Museum and The Prospects for International Cooperation**

***Prof. Mamdouh Eldamaty - Dean Of the Faculty of Archeology and Former Minister of Antiquities***

15 min

**Excavations Of the Serapeum in Saqqara**

***Prof. Mohamed Ibrahim Ali - Head Of the Department of Museums and Archaeological Sites Department and Former Minister of Antiquities***

15 min

**Kom Ombo Temple: Updates on the joint Project between Ain-Shams University and Cologne University**

***Prof. Ali Abdelhalim - Head Of the Department of Ancient Egyptian Antiquities***

15 min

**Excavations Of the Castle of Sheikh Al Arab Hammam**

**Prospects Of Cooperation Between Ain Shams University and The French Institute of Oriental Archeology In Cairo**

***Prof. Ahmad Al- Shoky - Vice Dean of The Faculty of Archeology For Postgraduate Studies And Research***

15 min

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**Training Enhancement & Education Center – Hall 502**

**Thursday 31<sup>st</sup> March 2022**

**11:00 – 12:45** **Future visions for post-pandemic societies - future universities and global education - By the Faculty of Women for Arts, Sciences & Education**

**Chairpersons:**

***Amira Youssef - Dean of the Girls' College of Arts, Sciences, and Education - Ain Shams University***  
***Howida El Gebaly - Dean of Faculty of Postgraduate childhood Studies.***

**Moderator:**

***Mohabet Abo Amera - Professor of Curriculum and Mathematics Teaching Girls College of Arts Sciences and Education - Ain Shams University***

***Rasha Bondok - Professor of urban geography & GIS - Faculty of Education, Ain Shams University***

**Social Sciences and Human Building**

***Prof. Khalaf Elmeery - Professor Of Modern and Contemporary History, Department of History, Girls' College Of Arts, Sciences And Education - Ain Shams University And A Member Of The Committees Of The Supreme Council Of Culture***

10 min

**Smart Cities and Covid 19**

***Prof. Fayroz Hassan -Associate Professor of Geographic Information Systems at The Girls' faculty of Arts, Sciences and Education, Ain Shams University***

10 min

**Egyptian Universities and Human Building**

***Prof. Mohebat Abo Emera - Professor Of Curriculum and Mathematics Teaching Girls College of Arts, Sciences and Education - Ain Shams University***

10 min

**Community Education Considering Global Higher Learning**

***Prof. Samah Khaled Zaharan - Professor Of Social Psychology at The Girls' College Of Arts, Sciences And Education - Ain Shams University***

10 min

**Towards new solutions to University educational problems in a fast changing world**

***Prof. . Azza Khalil Abdel Fattah & Prof of Child psychology Faculty of Women for Arts, Sciences and Education***

10 min

**Digital transformation in societal institutions**

***Dr. Medhat Nafeh - Advisor to the Minister of Supply for Digital Transformation2-***

10 min

**Strategies and policies to support exemplary capacity in the university education system**

***Dr. Mahmoud Mahdi - Director of the e-learning unit for postgraduate***

10 min

**Ain Shams University's leading role in the care and development of children and university students with special needs**

***Prof. Gamal Shafeek Ahmed - Professor of Psychology – Faculty of Postgraduate childhood Studies***

10 min

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**13:30 – 14:00** **Title Innovation Entrepreneurship and University: The Perspective of Humanities**

Chairpersons:

**Radwa Kotait** - Director of Innovation Center

Innovation Entrepreneurship and University: The Perspective of Humanities

**David Lonso Garcia** - Professor In Social Sciences Education in Completeness University of Madrid

25 min

The talk is followed by 5 minutes discussion

**15:00 – 16:40** **Economic and Social Development Reform in the New Republic: Opportunities and Challenges - By the Faculty of Business**

Chairpersons:

**Khaled Elsayed** - Dean of Faculty of Business- Ain Shams University

Moderator:

**Prof. Hayam Wahba** - Professor of Finance, Vice Dean of Postgraduates studies and Research Affairs

Sustainable Development - Opportunities and Challenges

**Prof.Khaled kassem** - Assistant Minister for Institutional Development

10 min

Fintech Innovation and Transformation in Financial Services

**Dr.Ahmed Adel Mansour** - Executive Secretary General at Egypt Post

10 min

Integrating Sustainability into Logistics Oriented Education in Egypt

**Prof.Kahled Elsakty** - Dean of College of International Transport & Logistics, Arab Academy for Science, Technology & Maritime Transport

10 min

Universities' Role as a Supporting Research Center For Financial Authorities in New Republic

**Prof. Mohamed Ashmawy**-Vice Chairperson and Managing Director of Nasser Social Bank

10 min

Innovation Is The Capital Of The New Economy

**Mr.Sherif Elbeherly** - Chief Executive Officer, Misr Digital Bank

10 min

Sustainable Development and New Republic

**Dr. Emad Adly** - Director of Environmental Compliance office and sustainable

10 min

The Role of Financial Institutions and New Republic

**Prof.Abd El Hamid Abou Moussa** - Governor & Executive Director at Faisal Islamic Bank of Egypt

10 min

Non-Banking Financial Instruments for Financing SMES

**Prof. Yassin Al Shazly** - Professor Of Commercial Law – Vice Dean of Law School

10 min

Each talk is followed by 5 minutes discussion