

Knowledge Economy
for Better Life



The **11th** Annual Ain Shams
University
International *Conference*

The **1st** Annual Conference of the
Measurement and Evaluation
Scientific Association (MESA)
Association of Arab Universities

"Assessment in the Era of Digital Transformation"

Assessment for Better Learning

10th May 2023
Triumph Luxury Hotel



The **1st** Annual Conference of the Measurement and Evaluation Scientific Association (MESA) Association of Arab Universities "Assessment in the Era of Digital Transformation"



Prof. Amr Ezzat Salama
Secretary General
Association of Arab Universities

Under the Patronage of



Prof. Mahmoud El-Meteini
President
Ain Shams University



Conference President

Prof. Mona Abdel-Aal Elzahry

Secretary General, Measurement and Evaluation Scientific Association

Introduction

Digital transformation in education, including assessment, which is an integral part of the learning process, has been a hot topic in the past few years, especially during the COVID-19 Pandemic, where online learning and assessment were widely used regardless of the outcome quality in many cases, as many educators started using technology without sufficient skills and adequate training.

From here stems the importance of this conference to identify opportunities and challenges in the application of technology in assessment with special emphasis on the quality of the assessment process, as well as the equity and objectivity of measurement and evaluation. This event comes in line with the UN Sustainable Development Goals, the mission of the Association of Arab Universities, and Egypt's Vision 2030 to promote quality education making use of the advancing technological revolution worldwide.

Conference Themes

- 1- Employing technology to serve the assessment and evaluation system
- 2- The quality of the assessment and evaluation system in light of digital transformation
- 3- Electronic exams: opportunities and challenges
- 4- Competency-based evaluation
- 5- Innovative tools for evaluating the emotional aspects
- 6- The role of digital transformation in enhancing assessment in medical education

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Organizer

Measurement and Evaluation Scientific Association - Arab Universities Association

Partners

- Egyptian Knowledge Bank
- Middle East and North Africa FAIMER Regional Institute - ASU MENA FRI
- Measurement and Assessment Center - Higher Education Development Projects Management Unit, Egyptian Ministry of Higher Education and Scientific Research.
- Education Strategy Administration, Ain Shams University
- Medical Education Department, Ain Shams University

Scientific Committee

- Prof. Soha Ashry
- Prof. Ansam Seif
- Prof. Safaa Afify
- Prof. Zeinab Elsayed
- Prof. Mokhtar El-Kayal
- Prof. Mohammed Ahmed Hassanien

Organizing Committee

- Prof. Mona Abdel Aal Elzahry
- Prof. Sahar Dewedar
- Dr. Reham Ateya
- Dr. Dalia Youssef
- Dr. Nada Atef
- Mrs. Dina Abu-Rezik

Partners:



Sponsors:



Date & Time

May 10, 2023
12:00 – 17:00 Cairo Local Time (GMT+2)

Location

Onsite venue: Triumph Luxury Hotel, New Cairo, Hall C
Online registration / Online Streaming link:
<http://conferences.asu.edu.eg>

Attendance

Free

Certificates

Egyptian: 350 EGP
Non-Egyptian: 15 USD



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12:00 - 13:00

Registration

13:00 - 13:15

Opening Remarks

- Prof. Mona Abdel-Aal Elzahry
Secretary General, Measurement and Evaluation Scientific Association (MESA)
- Prof. Mahmoud El-Meteini
President of Ain Shams University
- Prof. Amr Ezzat Salama
Secretary General, Arab Universities Association

13:15 - 15:00

Session 1: The Role of Digital Transformation in Developing
the Assessment System in Medical Education

Chairpersons:

Prof. Nadia Badrawi

Expert in Quality Assurance and Medical Education, Professor of Pediatrics, Cairo University

Prof. Ali Sabbour

Prof. of Vascular Surgery, Faculty of Medicine, ASU

Prof. Lamiaa Mohsen

Dean of the School of Medicine, New Giza University

Prof. Soha Ashry

Head of the Medical Education Department, ASU

Moderator:

Prof. Mona Abdel-Aal Elzahry

Secretary General, Measurement and Evaluation Scientific Association (MESA)

13:15 - 13:30

Digital Assessment in the Arab Board of Health Specialization

Prof. Sabeeh Abbas Mashhadani

Assessment Director, Arab Board of Health Specializations

Chairperson of National Assessment Center of Medical Competencies (NACMC), Iraq

13:30 - 13:45

From Pen-and-Paper to Digital: The Evolution of Assessment and
Evaluation in the Age of Data Analytics

Prof. Mohammed Ahmed Hassanien

Advisor of Vice President for Educational Affairs and Head of Assessment Unit,

College of Pharmacy at King Abdulaziz University

13:45 - 14:00

Developing, implementing, and evaluating online OSCE

Prof. Mohamed Hany Kamel Shehata

Professor of Family Medicine and chairman of the Family and Community

*Medicine Department in the College of Medicine and Medical Sciences, Arabian Gulf
University, Bahrain*

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14:00 - 14:15 **ChatGPT and the Future of Assessment**
Prof. Ansam Seif
Director, Assessment, and Evaluation Central Unit, Ain Shams University

14:15 - 14:30 **Ethical Considerations in e-Assessment**
Prof. Zeinab Elsayed
Prof. of Oncology, EMP Director, ASU

14:30 - 14:45 **e-Portfolio as a tool for assessment of EPAs**
Dr. Dalia Yousef
Director of eLearning Central Unit, ASU

14:45 - 15:00 **Open Discussion**

15:00 - 15:15 **Break**

15:15 - 17:00 **Session 2: Measurement and Evaluation Issues in Higher Education Institutions in the Era of Digital Transformation**

Chairpersons:

Prof. Khemisi Hamidi
Deputy Secretary General, Arab Universities Association

Prof. Safaa Afify
Vice Dean of Teaching and Learning, Faculty of Education-6th of October University

Prof. Mohamed Saad
Vice Dean of Postgraduate and Research, Faculty of Arts and Humanities-British University in Egypt

Prof. Mokhtar El Kayal
Former Head of the Educational Psychology Department-Ain at Shams University

Moderator:

Dr. Riham Ateya
Rapporteur of Measurement and Evaluation Scientific Association (MESA)

15:15 - 15:30 **The Support of the Ministry of Higher Education for digital transformation to develop measurement and evaluation systems in Egyptian Universities**
Prof. Sahar Amin
Director of the Measurement and Evaluation Center, Project Management Unit, Ministry of Higher Education

15:30 - 15:45 **Measurement systems in Military colleges**
General. Head of the Psychological Work Administration,
Egyptian Armed Forces

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15:45 - 16:00 e-Assessment: Opportunities and Challenges

Prof. Adel El Banna

*Head of Educational Psychology department-Alexandria University
Former dean of the Faculty of Education-Alexandria University*

16:00 - 16:15 From Testing to Transforming: Reimagining the Role of
Assessment in Education

Safiya M. El Bedwihy

Co-Founder and CEO of Qorrect

16:15 - 16:30 The Role of Feedback in developing intrinsic motivation among
university students (Research paper)

Dr. Julia Koval

Lecturer of Psychology, British University in Egypt

Dr. Reham Ateya

Lecturer of Educational Psychology, Ain Shams University

Lecturer of Psychology, British University in Egypt

16:45 - 17:00 Closing Session: Conference Recommendations

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