

## ISSUE CONTENTS

### Scientific Articles:

- **Harnessing Data Science for Enhanced Digital Marketing: A Strategic Framework** Hussein Moselhy  
Sayed Ahmed 5 - 22
- **Machine Learning for Predicting Parliamentary Elections Using Sentiment Analysis** Doaa Alkhiary, Samir  
Abu El Fotuoh Saleh,  
Mohamed Ebrahim  
Marie 23 - 33
- **A Comparative Study for Selecting AI Academic Assistant** Eman Mohamed Haggag 34 - 56

### Highlighting Areas of Advanced Technologies:

- Ahmed M. Amer 57 - 70
- **Master AI in the hiring process for Your Growing Team** 57 - 60
- **What is IBM Watson? A Complete But Short Guide [2025]** 61 - 63
- **How Humans.ai's AI Agents benefit underdeveloped communities** 64 - 67
- **The US Is Building a One-Stop Shop for Buying Your Data** 68 - 70