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Nota di contenuto	1. Introduction - Navigating the Intersection of Internationalization and Digital Transformation in Higher Education -- Part I Theoretical Foundations and Perspectives -- 2. Internationalization of Higher Education & Digital Transformation : Mediological Perspectives -- 3. Promoting Critical Thinking in Intercultural Education: The Role of Teachers amidst Internationalization and Digital Transformation -- 4.

Digital Transformation and Internationalization in Higher Education: A Sociological Study of Artificial Intelligence at Mohamed I University, Morocco -- 5. Building Global Bridges and Fostering Global Competence: The Role of Multicultural Education in Higher Education Institutions -- 6. Digital Humanities and the Internationalization of Higher Education: Cultivating Cross-Cultural Learning Experiences in the Digital Era - A Critical Literature Review -- Part II Navigating Challenges, Solutions, and Future Perspectives -- 7. Enhancing Internationalization of Higher Education through Visibility and Mobility Programs: Critical Views -- 8. Unlocking Global Opportunities For African Youths Through E-Learning: Challenges And Mitigating Strategies From Northern- Nigeria -- 9. Digital Trends of Internationalizing Higher Education Curriculum in the Mena Region: Challenges and Opportunities -- 10. The Impact of Recommendation Algorithms in Social media on Political Opinion Formation in Morocco -- Part III Emerging Trends for Internationalization and Digital Transformation -- 11. Exploring E-Learning Publication Trends in Moroccan Universities: A Bibliometric Analysis and Forward-Looking Perspectives -- 12. Generative Artificial Intelligence in the Context of the Internationalization of Higher Education in Morocco: Perceptions of use and effect on student engagement -- 13. AI and EDM: Revolutionizing global education and crafting a personalized digitally advanced learning -- 14. Digital Transformation in Higher Education: Moroccan University Students' perceptions and expectations on Learning Analytics Implementation for Learning Optimization -- Part IV Best Practices and Effective Strategies -- 15. Peer-Led Digital Transformation in Higher Education: Insights from the Excellence Pathway and the Master's in Communication and Digital Transformation Programs -- 16. Perceived Usability and Usefulness: A TAM Investigation of Google Classroom Adoption by Moroccan University Teachers -- 17. Sub-Saharan African Student Mobility towards Morocco: Politics, Motivations and Implications for internationalization -- 18. Towards an Effective Transformation of Moroccan Higher Education: A Conceptual Model for the Digitalization of Soft Skills -- 19. Conclusion - Charting a Course for the Future of Internationalization and Digital Transformation in Higher Education.

## Sommario/riassunto

"This book offers a palette of research on the impact of the digital transformation on higher education in Morocco. From the role of teachers to the effects of artificial intelligence, and from the opportunities of e-learning to the use of generative AI. The contributions by scholars from a selection of Moroccan universities, provide a nice overview of theoretical perspectives, regional challenges, trends and best practices." —Wieger Bakker, Full Professor of Society Oriented Higher Education, Utrecht University "Aicha Adoui's new book provides a crucial roadmap for scholars, administrators, and practitioners in higher education, with significant implications in times of uncertainty. This volume offers expertise of Moroccan scholars, offering an in-depth analysis of the challenges and opportunities for advancing social change and shaping policy agendas. Adoui's editorial leadership and other scholars' contributions emphasize the role of intellectuals in engaging with the public." —Benjamin H. Nam, Associate Professor, School of Education, Senior Researcher, Center for Comparative Study of Global Education, Shanghai International Studies University "In an era of globalization and rapid technological advancements, higher education institutions are facing challenges of internationalization and digital transformation. This book edited by Aicha Adoui, provides a comprehensive exploration of these intersecting trends, offering invaluable insights for educators,

policymakers, and researchers. I believe that this volume is groundbreaking. I believe that this work is an essential resource to understand the future of higher education." —Houssine El Rhilani  
UNAIDS Country Director, Morocco This edited volume provides a comprehensive examination of the intersection between internationalization of higher education and digital transformation, with a focus on insights from Morocco. Through a series of chapters authored by experts in the field, the book covers a wide range of topics, including critical thinking in intercultural education, the transformative impact of internationalization on educators and students, technological integration, challenges, opportunities, policy perspectives, and future directions. Aicha Adoui is a researcher in the field of international education. She is an internationalization specialist, who studies the intersection of intercultural communication, soft power, diplomacy, and international higher education. Her research interests include education and social justice, technology, intelligent systems, and international relations.

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