**Assoc. Prof. Harwati Binti Hashim, Universiti Kebangsaan Malaysia, Malaysia**

**Bio:**

Assoc. Prof. Dr. Harwati Hashim is an academic at the Faculty of Education, Universiti Kebangsaan Malaysia (UKM), specializing in Innovative Pedagogy in Teaching English as a Second Language and Technology-Enhanced Language Learning (TELL). With extensive experience in mobile-assisted language learning, AI in education, and teacher training, she is actively involved in research and innovation to promote digital literacy and sustainable learning solutions for diverse learners, particularly in marginalized communities. She has led numerous projects integrating emerging technologies into language education and is committed to fostering inclusive and accessible digital learning ecosystems.

**Title:**

The Role of AI in Scaling Personalized Learning: Automation, Analytics, and Engagement

**Abstract:**

The advancement of Artificial Intelligence (AI) has revolutionized personalized learning, making education more adaptive, scalable, and data-informed. This paper explores how AI enhances student learning experiences through automation, learning analytics, and interactive engagement, particularly in distance and online education. AI-powered automation in content delivery and assessment reduces educators’ workload while ensuring timely and personalized feedback. Learning analytics provide valuable insights into student progress, allowing educators to identify learning gaps and offer tailored support. AI-driven tools such as chatbots, virtual tutors, and gamified learning platforms foster greater interaction and engagement, making learning more accessible and enjoyable for diverse learners. However, while AI offers many benefits, challenges such as data privacy, ethical concerns, and the need for human oversight must be addressed. This paper discusses the responsible integration of AI into digital education, ensuring that it effectively supports both educators and students.