ICBMESTI

28 & 29 April | Istanbul , Turkey

ICBMESTI 2025

International Conference on Business, Management, Educational Strategies and Technological Integration

28th–29th April, 2025 | **Istanbul, Türkiye**

International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI-2025), İstanbul, Türkiye

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Conference Theme

" Innovative Strategies for Sustainable Growth in a Digital Era "

Conference Venue:

Radisson Blu Hotel & Spa
Istanbul Tuzla, İstanbul, Türkiye

Preface

We are delighted to extend a warm welcome to all participants attending International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI-2025) organized by IFERP Academy on April 28th-29th, 2025 in İstanbul, Türkiye. This conference provides a vital platform for researchers, students, academicians, and industry professionals from all over the world to share their latest research results and development activities in the field of Business, Management, Education & and Technology. It offers delegates an opportunity to exchange new ideas and experiences, establish business or research relationships, and explore global collaborations.

The proceedings for ICBMESTI-2025 contain the most up-to-date, comprehensive, and globally relevant knowledge in the field of Business, Management, Education & and Technology. All submitted papers were subject to rigorous peer reviewing by 2–4 expert referees, and the papers included in these proceedings have been selected for their quality and relevance to the conference. We are confident that these proceedings will not only provide readers with a broad overview of the latest research results in Business, Management, Education & and Technology but also serve as a valuable summary and reference for further research in this field.

We are grateful for the support of many universities and research institutes, whose contributions were vital to the success of this conference. We extend our sincerest gratitude and highest respect to the many professors who played an important role in the review process, providing valuable feedback and suggestions to authors to improve their work. We also extend our appreciation to the external reviewers for providing additional support in the review process and to the authors for contributing their research results to the ICBMESTI-2025.

Since January 2025, the Organizing Committees have received more than 150+ manuscript papers, covering all aspects of ICBMESTI-2025. After review, approximately 45+ papers were selected for inclusion in the proceedings of ICBMESTI-2025. We would like to thank all participants at the conference for their significant contribution to its success.

We express our gratitude to the keynote and individual speakers and all participating authors for their dedication and hard work. We also sincerely appreciate the efforts of the technical program committee and all reviewers, whose contributions made this conference possible. Finally, we extend our thanks to all the referees for their constructive comments on all papers, and we express our deepest gratitude to the organizing committee for their tireless work in making this conference a reality.

About ICBMESTI 2025

International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI-2025) is a premier academic and professional gathering aimed at bringing together thought leaders, industry experts, researchers, and educators from around the globe. Scheduled to be held on April 28th-29th, 2025, in Istanbul, Turkey, the conference provides a dynamic platform for participants to share the latest innovations, ideas, and research findings at the intersection of business, education, management, and technology.

ICBMESTI-2025 is designed to foster discussions on how businesses, educational institutions, and technology leaders can collaborate to create sustainable growth in a rapidly digitizing world. By addressing key challenges, exploring future trends, and sharing best practices, the conference aspires to inspire new ways to integrate technological advancements into business strategies and educational frameworks.

Additionally, ICBMESTI-2025 is aligned with the United Nations Sustainable Development Goals (SDGs), focusing on sustainability and innovation in business, management, and education. Sessions and tracks will delve into issues such as digital transformation, sustainable development, corporate responsibility, and cutting-edge educational technologies, all while promoting SDG-driven solutions.

Purpose the Conference

International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI-2025) is designed to serve as a global platform for scholars, industry leaders, educators, and innovators to exchange cutting-edge ideas and best practices for fostering sustainable growth in a rapidly evolving digital world. With a focus on interdisciplinary collaboration, the conference aims to explore the integration of business strategies, technological advancements, and innovative educational approaches that align with the United Nations Sustainable Development Goals (SDGs). The ultimate purpose is to drive discussions that contribute to building a more resilient and sustainable future through knowledge sharing and actionable solutions.

Objective the Conference

- Promote Sustainable Business Practices
- Foster Educational Innovation
- Enhance Technological Integration
- Facilitate Global Collaboration
- Address Global Challenges

Scope the Conference

In an environment that is constantly evolving, it is more important than ever to acknowledge and implement new technologies in business, education, management, and technology. Our theme for ICBMESTI-2025 is "Innovative Strategies for Sustainable Growth in a Digital Era," and we will be examining the critical role that digital transformation plays in driving excellence in education and its application in addressing complex issues.

About IFERP

IFERP Academy is a non-profitable professional association meant for research and development in the fields of Engineering, Science & Technology. With a global presence, IFERP is committed to advancing knowledge across diverse disciplines through international conferences, workshops, and scholarly publications. We provide help, assistance, and direction in preparation for SCI and SCIE journal publishing. These journals undergo a rigorous peer-review process to ensure the quality publication of the most fascinating findings on Arts & Science, Management, Engineering, and Technology.

IFERP has established robust scientific, academic, and industry networks throughout Asia, the Middle East, and Europe. Some of the countries that IFERP has its presence, include Iraq, Maldives, Thailand, Malaysia, Singapore, Philippines, Indonesia, Taiwan, Vietnam, UAE, Australia, Japan, Sri Lanka, Nepal, Ghana, and Africa. As a hub for educational and research initiatives, IFERP plays a pivotal role in shaping the landscape of global academia, fostering innovation, and contributing to the advancement of knowledge across borders.

Mission	Vision	Value	Goal
Upskilling the knowledge hub through technological innovation and excellence for the benefit of humanity	A Digitally equipped robust, dynamic & swift professional community integrating academics & industry for upgraded technical knowledge implementation	IFERP values the restoration of high-level technological research, learning, collaboration, resource sharing & community-building traditions	To serve as the foundation for all technological progress and advancement activities around the world

What We Do?

▶▶ We encourage convenient access to academic resources and support for all the aspirants and research scholars in urban and rural areas.

▶▶ IFERP organizes public education programmes, Workshops, Conferences, Webinars, Seminars, Guest Lectures, Short Term Training Programme, Faculty Development programme in the field of Engineering, Science & Technology.

▶▶ IFERP is dedicated to inquisitiveness, innovations and recent trends and developments in the field of Engineering & Technology.

▶▶ IFERP believes in knowledge sharing by collaborating with other Universities, organizations/Associations, to bring a better tomorrow.

From IFERP's Managing Director ____

Mr. A. Siddth Kumar Chhajer

MD & Founder, IFERP
Technoarete Group

On behalf of IFERP & the organizing Committee, I express my hearty gratitude to the Participants, Keynote Speakers, Delegates, Reviewers and Researchers.

The goal of the International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI 2025) is to provide knowledge enrichment and innovative technical exchange between international researchers or scholars and practitioners from the academia and industries in the field of Business, Management, Education & Technology.

This conference creates solutions in different ways and to share innovative ideas in the field of Business, Management, Education & and Technology. ICBMESTI 2025 provides a world class stage to the Researchers, Professionals, Scientists, Academicians and Students to engage in very challenging conversations, assess the current body of research and determine knowledge and capability gaps.

International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI 2025) will explore the new horizons of innovations from distinguished Researchers, Scientists and Eminent Authors in academia and industry working for the advancements in Business, Management, Education & and Technology from all over the world. ICBMESTI 2025 hopes to set the perfect platform for participants to establish careers as successful and globally renowned specialists in the field of Business, Management, Education & and Technology.

From IFERP's CEO

Mr. Rudra Bhanu Satpathy

CEO & Founder, IFERP
Technoarete Group

IFERP is hosting the International Conference on Business, Management, Educational Strategies, and Technological Integration (ICBMESTI 2025) this year in month of April, 2025. The main objective of ICBMESTI 2025 is to grant the amazing opportunity to learn about groundbreaking developments in modern industry, talk through difficult workplace scenarios with peers who experience the same pain points and experience enormous growth and development as a professional. There will be no shortage of continuous networking opportunities and informational sessions. The sessions serve as an excellent opportunity to soak up information from widely respected experts.

Connecting with fellow professionals and sharing the success stories of your firm is an excellent way to build relations and become known as a thought leader. I express my hearty gratitude to all my Colleagues, Staffs, Professors, Reviewers and Members of Organizing Committee for their hearty and dedicated support to make this conference successful. I am also thankful to all our delegates for their pain staking effort to make this conference successful.

Keynote Speaker

Dr. Vedat Coskun

R&D Consultant, Professor of Software Engineering,
Istanbul Atlas Universitesi, Istanbul, Turkiye

Prof. Vedat Coskun is a Computer Scientist, Computer Engineer, Academician, Researcher, Author, and Consultant. He is the founder and manager of www.NFCLab.org, the leading research lab on Near Field Communication (NFC), Smartphones, Smartcards, SIM Cards, Credit Cards, Payment Cards, and Prepaid Cards technologies worldwide. He believes in the globalization of science, technology, and education. He has taught at many universities, such as the University of Thessaly (Greece), Malardalen University (Sweden), Inholland University (Netherlands), Lublin University of Technology (Poland), and the University of Dubrovnik(Croatia). He specializes in Computer and Network Security, Cyber Security, Cryptography, Blockchain Technologies, Mobile Technologies, Interoperability of Services, and User Interface Design. He acts as both an advisor and evaluator in nationally and internationally funded research-based projects. He has a vast number of international publications, including books, patents, journal papers, and conference presentations. He co-authored Near Field Communication: From Theory to Practice (Wiley, 2012) and Professional NFC Application Development for Android (Wrox, 2013). He also co- authored The Survey on Near Field Communication journal paper. He believes in the importance of combining academic knowledge and education with R&D and industrial projects to provide higher national and international outcomes.

IFERP Academy

Keynote Speaker

Dr. Neyara Radwan

Industrial Management Dept., Liwa College, Abu Dhabi, UAE &
Mechanical Department, Faculty of Engineering,
Suez Canal University, Egypt

Dr. Neyara Radwan is currently an Associate Professor in the Industrial Management Department at Liwa College. In addition, she holds an associate professorship in the Mechanical Department at the Faculty of Engineering at Suez Canal University in Egypt. She has made extensive international contributions through diverse research projects and numerous publications in esteemed peer-reviewed journals. Dr. Neyara holds influential editorial roles, serving as Editor-in-Chief, editor, and editorial board member for various reputable international journals, and she is a dedicated reviewer for many others. Having delivered over 80 addresses at global conferences in countries such as the United States, Canada, India, Singapore, Iraq, Oman, Dubai, and Pakistan, she is actively engaged with prominent international academic networks, including the Global Education Policy Network (GEPN), which is supported by Prince Sultan University in Saudi Arabia and The State University of New York at Buffalo. Since 2021, she has been a member of the Organization for Women in Science for the Developing World (OWSD), headquartered in Italy. Additionally, Dr. Neyara serves as Director of Research Projects on the GAFTIM Executive Board in Dubai, sits on the Board of Directors at Accord University in Somalia, and is an active member of the Asia Logistics and Supply Chain Council (ALSCC) in Malaysia. Her honorary memberships include Adjunct Professor at the School of Entrepreneurship & Innovation in Alberta, Canada, and Honorary Adjunct Faculty at Maryam Abacha American University in Nigeria. Dr. Neyara has served as a jury member for several international exhibitions, including the 9th International Invention Innovation Competition in Canada and the 4th and 5th Editions of the International Exhibition INVENTCOR in Romania. She garnered numerous national and international awards. Notably, she received the Award of Excellence for her contributions to AMBA Accreditation Work from King Abdulaziz University, as well as the Award of Excellence for exceptional research performance, ranking among the top researchers at the same university in 2021 and 2022. Additionally, she was nominated as one of the most inspiring women in the world by the International Internship University (IIU) in Croatia. Furthermore, in 2024, she was honored with the Global Excellence in Academic Leadership and Most Outstanding International Keynote Speaker award from the World Class Academy of Excellence in Florida, USA Her research interests encompass vital fields such as Sustainability, Renewable Energy, Solid Waste Management, Recycling, Optimization, and Supply Chain Management.

Keynote Speaker

Mr. Salih Sertbaş

Director
Linktera Bilgi Teknolojileri
Istanbul, Türkiye

Salih Sertbaş has over 20 years of experience in data analytics and artificial intelligence, specializing in both technical and managerial roles, particularly within the financial sector and the broader real economy. He currently serves as the Director of the Data Analytics and Modeling Department at Linktera.

IFERP Academy
Explore Your Research Journey...

Keynote Speaker

Ts. Dr. Chan Shiau Wei

Senior Lecturer, Department of Production and Operation Management
Faculty of Technology Management and Business
Universiti Tun Hussein Onn Malaysia (UTHM), Malaysia.

Ts. Dr. Chan Shiau Wei is a Senior Lecturer in the Department of Production and Operation Management, Faculty of Technology Management and Business at Universiti Tun Hussein Onn Malaysia (UTHM), Johor, Malaysia. She holds a Ph.D. and a master's degree in Mathematics Education from Universiti Teknologi Malaysia and was a postdoctoral research fellow at the National Institute of Education, Nanyang Technological University, Singapore. Her research focuses on computational thinking, statistical reasoning, educational technology, business, and management. As a Professional Technologist certified by the Malaysia Board of Technologists (MBOT), she actively contributes to academia, serving on the Editorial Board of SN Social Sciences and the Turkish Online Journal of Educational Technology. Additionally, she is the Managing Editor of the Journal of Technology Management and Business at UTHM. In recognition of her excellence, she was awarded the Excellent Service Award by UTHM in 2023. She has also been invited as a speaker by KGW Logistics (M) Sdn Bhd and IVC Consultancy Sdn Bhd to share insights on the e-commerce business. Beyond academia, she contributes to corporate social responsibility activities, including Caring for Wetlands and advocating for environmental conservation and sustainability.

Keynote Speaker

Ts. Dr. Mathivannan Jaganathan

Senior Lecturer
Universiti Utara Malaysia
Malaysia

Ts. Dr Mathivannan Jaganathan is currently a Senior Lecturer at the School of Business Management, Universiti Utara Malaysia (Accredited by AACSB). He also served as a Director of Career Development Centre, Student Affairs Department, Universiti Utara Malaysia from 15 January 2021– 31st January 2022. In addition, he is also an active Professional Technologist approved by the Malaysian Board of Technologists. In addition, he also serves as President of the Internet Society- Malaysian Chapter. Before his current appointment, he worked at Universiti Tunku Abdul Rahman as a lecturer of entrepreneurship for almost two years. He taught several entrepreneurship courses at various levels, such as Electronic Commerce, Introduction to Entrepreneurship, Franchise Business Management, Business Growth Management, Entrepreneurial Behaviour and Skills and Entrepreneurship at the undergraduate level. Apart from teaching, he is actively involved in research covering the areas of Entrepreneurship and Information and Communication Technology (ICT) adoption. He is also an active member of several international associations and a reviewer for academic journals and international conferences. He also served as a vice secretary of Internet Society (Chapter Malaysia). He is also certified Lead Auditor (ISO 9001:2015) by the International Register of Certificated Auditors IRCA, UK. In addition, he is also a Certified Advisor and Trainer of Mendeley Reference Manager. Furthermore, he is also an Assessment Panel Technology and Technical Accreditation Secretariat (TTAS), Malaysia Board of Technologists (MBOT). Mathivannan Jaganathan was also an award recipient of Successful People In Malaysia by Britishpedia's Successful People In Malaysia biographical encyclopedia, highlighting Malaysians who have contributed to nation-building and society in general. He was also recognised and awarded the Excellent Service Award 2011, Excellent Service Award 2015 and Excellent Service Award 2019 of Universiti Utara Malaysia. In addition, he is also a Favourite Website Award Winner (Personal Website Category), Malaysia Website Award 2018, 2020 and 2021 by Exabytes Group. In line with the academic setting, he has personally conducted face-to-face classroom training and consultation on LimeSurvey (online survey builder), Mendeley (Reference Management), Endnote (Reference Management), Weebly, WordPress (Web Design), Blogger, Digital Marketing Online Tools and some relevant academic and non-academic related software system to his faculty members, entrepreneur and students.

IFERP® Academy
Explore Your Research Journey...

Keynote Speaker

Dr. Esra Akca

Senior Data Scientist at Artificial Intelligence and Robotics
Borusan Makina ve Güç Sistemleri R&D
Istanbul, Turkey

Esra Akca holds both her undergraduate and graduate degrees in Statistics. She works as a senior data scientist at Borusan Makina ve Güç Sistemleri. She has patented applications in the field of data science. She has research in the field of artificial intelligence and publications in various peer reviewed journals. At the same time, there are publishing organizations for which he acts as a referee in order to support and lead the academy.

Plenary Keynote Speaker

Mr. Karthik Hosavaranchi Puttaraju

Business Transformation Leader
Koch Engineered Solutions
USA.

A visionary leader with over a decade of experience specializing in developing and executing strategies to manage innovation and transformational initiatives that achieve business vision and organizational objectives. He has pioneered innovation and digital transformational products that disrupt industries, enhance consumer experiences, and create long-term value by aligning strategies with business goals to drive exceptional results by leading cross-functional teams. A thought leader with 20+ publications, mentors emerging talent, speaks at global conferences, and champions change to foster innovation and excellence. He has his MBA in Innovation and Strategy and Specialization in strategy from Harvard Business School. IEEE Senior Member, Sigma Xi Full membership, and Global Recognition Award winner.

IFERP® Academy
Explore Your Research Journey...

Plenary Keynote Speaker

Ms. Kenchen Bharwani

Empire Apparel LLC –
New York, USA
USA.

Kenchen Bharwani is a visionary leader at the intersection of business, management, and sustainable innovation. As a fashion consultant specializing in the off-price fashion industry, she integrates strategic thinking, ethical sourcing, and data-driven decision-making to transform global supply chains. With 18 years of industry expertise, she empowers businesses to embrace sustainability while driving profitability. A sought-after speaker, Kenchen inspires professionals to navigate change, leverage technology, and create lasting impact in an evolving global economy

Plenary Keynote Speaker

Mr. Sai Vishnu Vardhan Machapatri

Salesforce Analyst
Vernus Technologies
USA

Sai Vishnu Vardhan Machapatri is an IT Specialist with a Master's in Computer Science from Governors State University, renowned for his expertise in cloud technologies tailored for healthcare and commercial sectors. With a proven ability to leverage tools like Salesforce Health Cloud, AWS, and MuleSoft, Sai has implemented scalable IT solutions that have reduced transaction times by 30% and significantly enhanced operational efficiency. An IEEE Senior Member with over 10 cloud certifications and published articles on Salesforce Ben, Sai seamlessly combines technical expertise with strategic acumen to deliver transformative outcomes. His exceptional leadership in mentoring teams and integrating AI-driven analytics underscores his dedication to fostering innovation, driving measurable results, and shaping the future of healthcare IT.

Plenary Keynote Speaker

Mr. Syed Sadique Basha

Senior Architect, Areas of Expertise:
Data Science and IT Solution Architecture
Shell Oil and Gas, Houston USA

Syed Sadique Basha works as a highly seasoned Senior Solution Data Architect at Shell Oil & Gas in Houston USA with over 26 years of extensive experience in the energy and utility sector. Syed is actively involved in Data platform projects in domain such as carbon reduction, and emission control projects. Syed Basha holds a Master's degree from the University of Manchester, UK. He is a recognized expert in Data Architecture leveraging latest technology to address data challenges. His latest data research underscores the critical role of online data threats and using AI in predicting climate disasters and supporting sustainable development initiatives.

Plenary Keynote Speaker

Mr. Krishna Chaganti

Associate Director
S&P Global
USA

Krishna Chaganti is a cybersecurity expert and Associate Director at S&P Global, specializing in application security, automation, and vulnerability assessments. A co- creator of Damn Vulnerable Browser Extension (DVBE), Krishna actively contributes to global cybersecurity through CVE research, Bug Bounty programs, and leadership in the Purple Book Community. A distinguished speaker at BlackHat Europe 2024, Krishna is dedicated to advancing security practices by fostering collaboration, mentoring, and driving innovative solutions. With a proactive approach, he continuously enhances security resilience across organizations and the broader cybersecurity landscape.

Plenary Keynote Speaker

Mr. Srinivasa M Kona

Sr Technical Lead
Cisco Systems Inc,
USA

Srinivasa Kona is a Senior Technical Lead Engineer at Cisco Systems Inc, with 23 years of experience in data networking and wireless networks. He specializes in NX- OS platform-independent infrastructure, and serviceability for Cisco Nexus data center switches. Previously, at Ericsson, he contributed to IP-OS routers and developed Virtual data-plane using DPDK under Technology leadership research, earning the prestigious Ericsson President Award. At Ixia he led BNG protocol development for traffic generation portfolio, receiving the Ixia Engineering Master Award, given to less than 2% of engineers. He contributed to 3GPP location-based services and developed 3GPP SMLC services at Wipro, He holds double master's degree in computers from BITS Pilani and Bangalore University and is a Certified Ethical Hacker (CEH).

Session Speaker

Mr. Amith Ashokan

CXO - Advisor, Director- Projects and Strategy
Aysdev Global Consultancy,
Unipolar Technologies Pvt. Ltd, India

Mr. Amith Ashokan As a Director and Managing Partner, I have over 20 years of experience in business development, management, and IT consulting. I am passionate about enabling leaders to achieve their goals and transform their organizations by providing innovative and impactful solutions across various business verticals. I leverage my cross-domain expertise, digital marketing skills, and knowledge of artificial intelligence, data science, and machine learning to deliver value to my clients. I also mentor and coach aspiring entrepreneurs, professionals, and students on leadership, business management, and technology. I am a certified professional in Microsoft, IBM, SAFe, and a researcher. I am committed to lifelong learning and continuous improvement.

Session Speaker

Dr. Alben Mert

Head of Advanced Data Analytics
beIN MEDIA GROUP
Istanbul, Türkiye

Dr. Alben Mert is a seasoned professional with 11 years of expertise in data science, growth analytics, machine learning, and AI technologies. Known for a strong strategic vision, he has successfully driven initiatives that increase commercial capability and revenue impact. Dr. Alben Mert has a proven track record of transforming complex data into actionable insights that boost corporate profitability. With extensive knowledge in data-influenced product/service design, planning, and business development, Dr. Alben Mert has facilitated effective collaboration across cross-functional teams, including hardware, software, regulatory, quality, marketing, and sales. He has led diverse teams towards building a world-class data analytics culture, consistently achieving high performance across various roles and organizations.

Session Speaker

Dr. Sakinah Ali Pitchay
Director – Centre of Soft Skills Development
Universiti Sains Islam Malaysia
Malaysia

Dr. Sakinah Ali Pitchay is an Associate Professor at Universiti Sains Islam Malaysia's Information Security and Assurance Programme. She received her PhD in Computer Science from the University of Birmingham, UK, and her Master's Degree in Software Engineering from UTM KL. She obtained her bachelor's degree from UMT. She has served as the Head of Programme in Computer Science from 2015 to 2020. She was appointed Director for the Centre of Soft Skills Development starting Jan 2025, was a Deputy Dean from 2021 to 2024 and Head of the Programme for 5 years. She is passionate about image enhancement, software engineering, and information security. She was the invited keynote speaker at the Int. Conf. on Multi-Disciplinary Research Studies & Education, Tech Tactics Education 2023 in the USA, 2nd Advanced Research in Engineering and Information Technology (AVAREIT) 2018, Japan Advanced Institute of Science and Technology (JAIST) in 2018 and the 11th International Conference on Green Technology organized by Universitas Islam Negeri Maulana Malik Ibrahim, Malang, Indonesia and also speaker for Graduate Employability Seminar since 2021. She has been invited to serve as the invited speaker for various Innovation Talks, Hackathons, LinkedIn workshops and student development talks. She won many innovation competitions and was recently awarded the Best Innovation Award 2024, 1st Winner Global Cybersecurity Award 2023 in UAE, Excellent Service Medal 2024 by the Malaysian Ministry of Higher Education and Graduate Employability Personality Award in 2022. She has been actively contributing her expertise to the Ministry of Higher Education, specifically the Matriculation Division, since 2013. In addition, she has reviewed numerous articles and has been involved in consultation on system requirements. She has successfully supervised several postgraduate students and has been appointed as an international external examiner. She also contributes to society as an online tutor for months organized by Yayasan Petronas and in international community activities. Also, energetically contribute to the community via Cyber Hasanat, the cybersecurity physical board game.

Session Speaker

Ts. Dr. Prashanth Beleya

Senior Lecturer
INTI International University-Malaysia
Malaysia

Ts Dr Prashanth Beleya graduated with a Master's degree in International Business and completed his PhD with University Sains Malaysia in the area of Sustainable Supply Chain Management. His specialized training/consultation areas are closely linked to Sustainability/Green management, particularly Port Management, Contemporary Supply Chain and Logistics Management, HR in Supply Chain Management, and team management skills. He has more than 19 years of combined industrial and academic experience in logistics and supply chain having served in Northport M Berhad, Malaysia Airports Holdings Berhad and University Tunku Abdul Rahman (UTAR). During his tenure, various trainings have been conducted for clients including MISC, POS, TESCO, Telekom Malaysia, ThyssenKrupp Group, etc. Apart from the niche Supply Chain oriented trainings, he has also conducted team building and leadership-oriented programs for many organizations. He is a Chartered Member with CILT (Chartered Institute of Logistics & Transport, UK), Professional Technologist (Ts) with Malaysian Board of Technologists (MBOT) and a Certified Strategic Sourcing Professional (CSSP) with PASIA. Dr Prashanth also serves as the committee chairperson for the logistics section of Technological Association of Malaysia (TAM). This allows various engagements at national level to continuously adapt and improve logistics understanding and provide latest happenings to the future generation. At present, he is with INTI International University. Dr Prashanth is noted in engaging participant interests through various initiatives. He has been recognized with the highest award in teaching/learning in UTAR by being awarded the 2017 Teaching Excellence Award and demonstrates high levels of research processes to continuously update and blend academic and industrial information for the betterment of organizations. He is also a firm believer in using engagement tools in analyzing real work scenarios and engaging participants during training sessions.

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Session Speaker

Dr. Rasha El-Ibiary

Associate Professor (Adj), Department of Journalism and Mass Communication, The American University in Cairo and ESLSCA University, Egypt & Media Consultant, UN Women, Media & Politics Researcher, Egypt

Rasha El-Ibiary (PhD. Newcastle University, 2006) is an Associate Professor (Adj.) at the American University in Cairo and ESLSCA University, Egypt. She is also an Individual Consultant with UN Women, Egypt. Her work focuses on the thematic intersections of media and politics, including mediated gendered identities; cultural geography and geopolitics; imagery and memory; the politics of fear; media policies; censorship; and public diplomacy, among others. She serves as a Vice Chair for Activism, Communication and Social Justice Interest Group, International Communication Association; Regional Lead at the Global Risk Journalism Hub (GRJH); Regional Co-Lead at the Center for the Journalists Safety Research Network, Sheffield University, UK; and Academic Expert at Safety of Journalists, University of Liverpool, UK. She is also an active researcher in Journalistic Role Performance (JRP) research project; and an editorial board member, in Sage Open, Journal of African Media Studies (JAMS), and Frontiers in Communication. Her research was published in Journalism and Mass Communication Quarterly, International Communication Gazette, Digital Journalism, Global Media and Communication, the International Journal of Communication, Kome Journal, Communication and Society among others.

Session Speaker

Dr. Yogesh Golhar

St. Vincent Pallotti College of Engineering & Technology
Nagpur University
India.

Dr. Yogesh Golhar is an Assistant Professor at St. Vincent Pallotti College of Engineering and Technology, Nagpur, where he also serves as a member of the Autonomous Exam Cell. He specializes in image processing, video processing, and data analytics. Dr. Golhar has delivered guest lectures and served as a keynote speaker at numerous workshops and conferences. His achievements include 10+ SCOPOUS papers, over 33+ publications in international conferences and journals, 5+ book chapters, and 4 patents (2 of which have been granted). He earned his doctorate in 2021. Passionate about technology and continuous learning, Dr. Golhar focuses on blending new and old concepts to solve complex problems.

Workshop Speaker

Dr.Lucıa Barbara DELL ABATE ÇELEBİ

Associate Professor,
Faculty of Literature
Istanbul University, Istanbul , Turkey

Barbara Dell'Abate Çelebi is an Associate Professor of English and Italian Literature. She is currently working in the Department of Italian Language and Literature at Istanbul University. She holds a BA and MA in Modern Western Languages and Literatures (English and French) from the University of Naples L'Orientale and a Ph.D in Italian Literature from the University of Istanbul. She has taught English, Italian and French literature in various universities among which Beykent University, Koç University, Galatasaray University and Université Libre de Bruxelles. She is the author of *Penelope's daughters (2016), La letteratura in gioco (2016) and L'alieno dentro (2011)*.

She has lived in Turkey since 1998 and can speak and write fluently in Italian, English, French and Turkish.

https://profil.istanbul.edu.tr/tr/p/barbara.celebi

About Committee

Organizing Committee

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Security Software Engineer, Electronic Arts Austin, USA

Mr. Aakarsh Mavi
IT Systems Engineer II, Lennox International TX, USA

Abstract's Index

The Activity of Pancasila Student Profile Strengthening Project to *Enhance Students' Learning Independence in Islamic Middle School Al-Azhar Cairo Palembang*

Dea Nova Ariani

Master of Learning Technology, Faculty of Education and Psychology, Yogyakarta State University, Depok, Indonesia

Abstract:

This study investigates the implementation of the Project for Strengthening the Profile of Pancasila Students (P5) in relation to enhance students' learning independence in Islamic Middle School Al-Azhar Cairo Palembang. The P5 initiative, introduced as part of the Independent Curriculum, aims to develop students' character and competencies through various project-based activities aligned with the Pancasila Student Profile, which includes critical thinking, creativity, collaboration, and independence. Using a qualitative approach, data were gathered through observations, interviews, and questionnaires distributed to teachers and seventh-grade students. The findings reveal that P5 activities positively impacted students' learning independence. While some students initially relied on family assistance, many demonstrated increased responsibility, creativity, and self-management as they progressed through the projects. Additionally, the program also provided teachers with opportunities to explore new teaching methods outside their core subjects, enhancing their professional development. This research concludes that P5 activities significantly contribute to enhance learning independence in students. However, challenges such as maintaining students' focus during material delivery and project completion within strict deadlines were noted. Based on research done, further diversification of P5 themes or joyful and insightful activities suggested.

Characterizing the Literature on Pedagogical Approaches to Foster Students' System Thinking Competency in Biology Education

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Abstract:

Understanding complex and interrelated concepts is important in biology learning. Systems thinking competency is essential for students, not only to achieve learning objectives but also as a sustainability competency to analyze and solve sustainability issues. However, the limited integration of systems thinking into learning has hindered the development of students' systems thinking competency. Accordingly, this study will provide a synthesis of empirical research studies on pedagogical strategies that have potential to foster systems thinking competency in biology education over the past decade using the systematic literature review method. Most of the research has been conducted in recent years (2023–2024), indicates that this trend is still evolving and has been underexplored in the previous period. Most research focused on high school students, while elementary and higher education levels still need more exploration. The content frequently utilized is concentrated on certain themes, such as ecosystems and organ function structures, consequently content diversification is needed to see how systems thinking can be implemented in different content. The findings highlight that the effective pedagogical approach in fostering students' systems thinking competency is one that integrated both minds-on and hands-on activities, such as project-based learning, STEM, and inquiry. It is important to integrate ESD values and local realities into learning to enhance the relevance of the material and strengthen the understanding of more complex systems. In addition to selecting appropriate pedagogical strategies, it is important to ensure that students' prerequisite knowledge of the material to be learned is sufficient.

Keywords: Biology Education, Pedagogical Approaches, System Thinking.

Racial Discrimination in School: Analyzing Global Research Patterns Through Bibliometrics

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Abstract:

Racism is a very important issue to pay attention to, especially in the implementation of education in the school environment. In countries with high racial diversity, racism is often a threat to student safety. This study explores and examines how global trends in research on racial discrimination in schools use bibliometric methods to be able to find out how the publication trends are geographically, influential authors and institutions and related themes in this discussion. The data used was obtained from the Scopus database with the keywords "racial" AND "discrimination" AND "schools". Data analysis using VOSviewer software for network analysis and data visualization. The study analyzed the global pattern of research on racial discrimination in schools using bibliometrics. The results of this study indicate an increasing trend in publications related to racial discrimination in schools, especially in 2023–2024. The focus of basic identity issues has developed into a focus on psychological aspects and social dynamics. Meanwhile, the United States is the country with the largest contribution to this topic and is followed by other countries. Furthermore, network and density visualizations serve as indicators for identifying underexplored research areas that present opportunities for future scholarly investigation.

Keywords: Racial Discrimination, School Education, Bibliometric Analysis, Global Research Trends, Ethnicity and Education

Exploring the Intersection of ESG Standards for Government Securities Vis-A-Vis Sustainable Development

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Abstract:

The concept of sustainability is an increasingly important issue. We hear the word sustainability in almost all areas of research, from sustainable environment to sustainable cities. But just like resilience, sustainability is more than just a buzz word and it's more than just the environment. It also covers economic and social issues. In fact, the United Nation has seventeen (17) Sustainable Development Goals (SDGs) that cover all aspects of sustainability including economic growth.

This research will delve into the economic aspect of sustainability in the realm of sustainable investing. Sustainable investing, which is a factor in social, environmental, and corporate governance (ESG) in investment decisions, is gaining traction. The expanding range of financial products in this field has piqued the interest of investors, policy makers, and various stakeholders in civil society. Its potential to deliver financial returns, align with societal values, and contribute to sustainability and climate-related objectives is a promising development. As 'climate emergency' issues gain deeper societal and governmental consciousness, the potential benefits of sustainable investing become more apparent. This is a particularly intriguing topic given the Republic of the Philippines' (ROP) commitment to support the United Nation's SDGs and how the issuance of sustainability bonds will validate this commitment.

This paper aims to discuss the importance of ESG and Sustainable Investing, and its application to Government Securities issued by the National Government through the Bureau of the Treasury (BTr). The BTr plays a crucial role in this context. It also aims to introduce the concept of 'Green Bonds' or Sustainable Bonds to the Filipino market, highlighting the Philippines' pioneering role in this area. The paper will detail how the Philippines applied the concept to its very own Sustainable Finance Framework, a significant step in promoting sustainable finance in the region.

The author will also address the potential of green and sustainable bonds to address property and resource conflicts. When we think about investing, the concern is often the maximization of profit, sometimes at the expense of the environment. However, the issuance of sustainability bonds and other forms of government securities can be a game-changer. These instruments have the potential to promote economic and sustainable development for the Philippines and other developing countries, offering a hopeful outlook for the future.

Keywords: Sustainability, ESG, Sustainable Investing, Government Securities, Green Bonds, Sustainable Bonds, Sustainable Development

Environmental, Social and Governance on Firm Risk: Does Financial Slack Matter?

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Abstract:

This study examines the effect of ESG performance on corporate risk in ASEAN-5 countries. Using panel data from 5 countries, namely Indonesia, Malaysia, Thailand, Singapore and Vietnam, from 2019–2023, we find that ESG overall significantly negatively affects corporate risk as measured by stock price volatility. This means that companies with good ESG performance tend to have low volatility, thereby reducing corporate risk. Furthermore, our findings show that each environmental, social, and governance pillar also reduces volatility, with a lower effect on the governance pillar. Further analysis shows that financial slack acts as a moderating variable that weakens the effect of ESG performance on corporate risk. This means that companies with high levels of financial slack experience a weakening of the impact of ESG on reducing volatility. This study provides insights for stakeholders, including investors and corporate managers, about the role of ESG in reducing risk and how financial slack can moderate this effect so that it can be considered in strategic decision-making related to sustainability and risk management.

Keywords: ESG, Risk, Volatility, Financial Slack, ASEAN-5

The Relationship Between ESG Performance and Tax Avoidance with State Ownership as a Moderating Variable in ASEAN-5 Countries

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Abstract:

This research examines the relationship between tax avoidance and Environmental, Social, and Governance (ESG) performance, with State-Owned Enterprises, (SOEs) as a moderating variable in ASEAN-5 countries. Utilizing secondary data from companies listed on ASEAN-5 stock exchanges during the 2019–2023 period, the study finds that ESG performance has a positive relationship with the Effective Tax Rate (ETR). The relationship between ESG and ETR shows that companies not engaging in tax avoidance tend to have good ESG performance. However, state ownership weakens this relationship, as state-owned enterprises exhibit a smaller influence of ESG on tax avoidance due to tax incentives available to SOEs. These findings provide valuable perspectives into the function of ESG in improving corporate transparency and governance and how ownership structure, particularly SOEs, moderates the relationship between ESG and tax avoidance. This study contributes to the tax literature and provides valuable tax policy implications and managerial strategies in developing countries.

Keywords: Tax Avoidance, ESG Performance, State Ownership, State-Owned Enterprises, ASEAN-5

Factors Influencing Tourism Decisions in Pak Meng Beach Trang Province Thailand

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Abstract:

This research aimed to study identify the factors influencing tourism decisions in Trang Province, focusing on Pak Meng Beach. Data was collected from a sample of 385 tourists using questionnaires. The data was analyzed using a statistical software program to determine the mean, standard deviation, Pearson's correlation coefficient, t-test, One-way ANOVA, and multiple linear regression coefficients. The research was found Six predictors were found to significantly influence tourist decision-making behavior in Trang Province, specifically in the case study of Pak Meng Beach, with a statistical significance at the 0.001 level. The predictive efficiency was 70.6%. The six predictors were: satisfaction with services related to products and souvenirs ($X6$), pull factors related to human-made tourism resources ($X3$), satisfaction with services related to tourist sites ($X8$), pull factors related to natural tourism resources ($X2$), satisfaction with services related to tourism activities ($X7$), and satisfaction with accommodation services ($X4$). The standardized predictive equation is as follows: $= 0.239 X6 + 0.177 X3 + 0.164X8 + 0.172X2 + 0.170X7 - 0.099 X4$.

Keywords: Tourism Decision-Making, Push and Pull Factors, Service Satisfaction, Pak Meng Beach Trang Province

Consumer Satisfaction and The Principles of Its Formation in the Latvia Health Care Market

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Abstract:

Consumer satisfaction is a key aspect of business success, as it directly affects the further development of the company. Consumer loyalty, which is the next step in consumer satisfaction, promotes cooperation between the company and consumers and is the basis for passing on a positive feedback and recommendations to other consumers. This, in turn, increases the value and development opportunities of the company. The consumer satisfaction is based on the extent to which the products, services and service experience offered by the company meet or exceed consumer expectations, needs and desires. The consumer satisfaction is influenced by various factors, which can mostly be considered subjective. The aim of the study is to develop several customer satisfaction metrics that can help companies improve and promote successful business. Several research methods were used to achieve the goal. The monographic or descriptive method was used to analyze the theoretical basis, while a survey was used to obtain quantitative data on consumer satisfaction. As a result of the study, a company engaged in medical tourism will be able to understand the factors that shape consumer satisfaction, which will allow companies to develop their activities in this area.

Keywords: Customer Satisfaction, Customer Satisfaction Measurement, Business

The Main Directions of Greening Economic Development and Transition to Sustainable Development in The Baltic Countries

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Abstract:

The transition to sustainable development and greening of the economy are key challenges for the Baltic countries in the context of global climate change, depletion of natural resources and the need to ensure long-term economic stability. The relevance of the study is due to the need to analyze modern approaches to greening the economy in Lithuania, Latvia and Estonia, as well as to identify key areas that contribute to the achievement of the sustainable development goals (SDGs). The purpose of the article is to systematize the main areas of greening of economic development in the Baltic countries and assess their effectiveness. The study used the methods of comparative analysis, statistical data processing and a systems approach. The results of the study demonstrate that the Baltic countries are actively implementing measures to reduce their carbon footprint, develop renewable energy and introduce a circular economy. However, there are challenges associated with insufficient investment, technological limitations and the need to harmonize policies at the international level. The article discusses the prospects for further development of greening the economy in the region and offers recommendations for strengthening the integration of environmental and economic strategies.

Ethical Implications of AI Driven Personalization in Digital Marketing

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Abstract:

Digital marketing has reached new heights of effectiveness thanks to its integration with Artificial Intelligence (AI). With AI, digital marketers can now analyze vast amounts of customer data efficiently. Additionally, AI facilitates decision-making based on this analysis, enabling marketers to meet their goals. This study aims to emphasize the ethical aspects of using AI in digital marketing, particularly focusing on transparency, customer privacy, fairness, and accountability. It reviews relevant literature and case studies to evaluate potential risks and suggests ways to enhance the protection of customer data. The research covers the applications of AI in digital marketing while highlighting the importance of upholding customers' rights to privacy, ensuring fairness in AI algorithms, maintaining transparency in processes, and holding wrongdoers accountable to an appropriate authority.

Keywords: Artificial Intelligence, Customer Data, Digital Marketing, Ethical Considerations

The Impacts of Improved Strategic Planning, Networking, and Innovation Usage After Business Coaching on Malaysian SMEs' Performance

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Abstract:

The attainment of high performance is crucial for the long-term sustainability and endurance of SMEs. The insufficiency of the impact of business coaching among Malaysia's small and medium enterprises underscores the need for more investigation. This study investigated the effect of Improved Strategic Planning, Networking, and Innovation Usage among small and medium-sized enterprises in Malaysia. The study employed a quantitative research methodology. Data was collected using the survey approach and was analyzed using structural equation modeling. The study's findings indicate that Improved Strategic Planning, Networking, and Innovation Usage After Business Coaching positively and significantly impact the performance of SMEs in Malaysia. Using the Resource-Based View theory, this study highlighted the significance of business coaching in enhancing business performance and gaining a competitive edge by leveraging innovation and fostering strategic relationships, leading to sustainable growth and resilience in the market.

What Impact Does the Replacement of Traditional Public Schools with Charter Schools Have On African American and Hispanic Students in Urban Centers?

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Abstract:

This study was done with the intention of determining the impact of the replacement of traditional public schools with charter schools on Black and Hispanic students in urban centers from 2008–2021. A descriptive research design was used in this study along with a quantitative methodology. The findings of the analysis of this study showed Black and Hispanic students in charter schools outperformed their counterparts in traditional public schools in Math and English/Reading except for four years. And traditional public schools were more prone to closure than charter schools. However, there was a greater likelihood for high schools to receive approval for opening. Conversely schools with higher reading scores displayed an increased probability of closure along with schools exhibiting higher ratios of free meals; while schools with higher ratios of Hispanic students faced an increased likelihood of approval. On the other hand, schools with a greater number of black students were more likely to face closure. The implications of this study are: No definitive criteria were apparently set for determining when a school was opened or closed; also, many poor Black and poor Hispanic students will not be able to attend traditional public schools or charter schools.

Designing Evaluation Standards for Sanskrit Text-to-Speech Synthesis

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Abstract:

The paper discuss about the requirements of standard evaluation mechanism in Sanskrit Text-to-Speech Synthesis systems. Sanskrit's particular linguistic complexity makes current TTS evaluation systems, mostly designed for high-resource languages inadequate. These complexity include unique prosodic characteristics not sufficiently reflected by current measures and a sophisticated phonological system with complex sandhi rules (phonetic shifts at word boundaries). In the context of digital heritage preservation, it ensures the correct pronunciation and articulation of historical writings, therefore improving their accessibility to scholars and the general people. Moreover, the framework facilitates the development of automated Vedic chant recitation systems, therefore safeguarding religious and cultural values. The evaluation methodology suggested in this work is likely going to advance Sanskrit TTS technology by proposing methods for combining objective and subjective measurements to offer a whole evaluation of Sanskrit TTS quality and investigate the possibility of cross-lingual transfer learning from high-resource languages to raise the effectiveness of TTS systems in other low-resource languages too.

Keywords: Intelligibility, WER, MOS, SMOS, SECS Comprehensiveness, Naturalness

Assessing Instructional Design Principles Integration in Engineering Digital Modules

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Abstract:

This study aimed to assess the extent to which ID principles were implemented within modules and challenges that encountered module coordinator while implementing ID principles. The study followed a mixed method research design. The instruments of the study included a checklist of ID principles used to review 125 digital engineering modules and an interview. The sample of the study consisted of ten module coordinators from different engineering departments. The results showed variation of instructors' application of ID principles in different departments but, overall, implementation of the of ID principles in digital modules was medium in engineering departments. The study also showed that the most frequent issues were lack of time, limited technical skills or knowledge, difficulty in engaging student online, busy teaching schedule, not enough professional development, and last-minute changes in department projects plan. Based on the results of the study, the researchers recommended faculty training programs to invest more in developing academic staff knowledge and skills about instructional design and educational technologies tools to improve their digital modules.

Keywords: Instructional Design, Instructional Design Principles, Engineering Education, Digital Modules

A Bibliometric Analysis of Auditors' Technology Adoption: Trends, Influential Studies, and Emerging Themes

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Abstract:

The digital transformation of auditing has prompted auditors to increasingly adopt technologies such as artificial intelligence (AI), blockchain, and cloud-based platforms. However, the pace of adoption remains uneven across regions and sectors due to regulatory, organizational, and contextual challenges. This study presents a bibliometric analysis of 109 Scopus-indexed publications from 2003 to 2025, aiming to identify research trends, influential studies, theoretical frameworks, and emerging themes related to auditors' technology adoption. Using VOSviewer, the analysis maps citation networks, keyword co-occurrences, and regional collaborations, revealing key research clusters and underexplored areas. The findings highlight a distinct shift from traditional audit tools to AI-powered automation, blockchain-based verification, and cloud-enabled collaboration platforms. Additionally, the study underscores the growing influence of adoption models such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT), particularly in explaining behavioral intentions and organizational readiness. Despite advancements, significant barriers such as cybersecurity risks, data privacy concerns, and regulatory compliance persist. The study also identifies emerging regional collaborations, especially among Southeast Asian and Middle Eastern countries, which present new opportunities for comparative research and policy development. This research contributes to a deeper understanding of how technological innovation intersects with audit practices, offering implications for academia, industry, and policymakers in shaping strategies for effective digital integration in the auditing profession.

Sustainability-Driven Employee Engagement: Fostering Organizational Resilience Through Green Initiatives and Cultural Transformation

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Abstract:

This paper provides an overview of various change models, emphasizing their scope, structure, and practical applications. Several best practices are shared from scholarly studies, including the role of dynamic capabilities in enhancing organizational responsiveness and the establishment of a reward system to motivate employees. Additionally, managing resistance to change is addressed through regular communication of the vision to emphasize its relevance and eliminating functional barriers through knowledge and skill development. Readiness for change is shaped by employee satisfaction and engagement. Three case studies of organizational change are examined. The first case study explores Corus Strip Products' (CSP) change initiative to embed corporate core values and foster employee engagement. The second case study for a large Italian energy company provides insight into the deployment of an ambidexterity strategy, balancing exploitation (incremental improvements) and exploration (radical innovations). This transformation enabled the successful implementation of Total Quality Management (TQM) and Business Process Management (BPM) systems by generating short-term wins and promoting long-term transformation. The third case study for a French biscuit manufacturer focuses on the adoption of a corporate entrepreneurship strategy, utilizing Kotter's model to decentralize authority and encourage innovation. The strategy focused on engaging internal stakeholders, facilitating knowledge transfer and skill development, and generating short-term wins. Finally, the paper draws on biblical wisdom, particularly the leadership example of King Hezekiah, to underscore the importance of transformation in drastic situations that require immediate action.

Keywords: Organizational Change, Change Models, Resistance To Change, Employee Empowerment, Ambidexterity Strategy, Corporate Entrepreneurship

Optimization for Sustainable Academic Excellence: Factors Affecting GPA in the UAE Higher Education

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Abstract:

The research paper evaluates the various factors affecting the GPA in students through extensive research on several relevant academic and non-academic determinants. The survey gathered student response data on variables such as course load, proficiency with the English language, attendance, time management, use of academic resources, quality of instruction, employee workload, and mental health. This research used optimization techniques to identify the factors affecting the Grade Point Average. Results found that their performance is affected by their course load, attendance, and mental health. The study reveals that good time management and getting academic help are important for boosting a student's GPA. This study corroborates existing literature on the determinants of GPA and practical interventions, such as workload policy adjustments and improved mental health referrals, that would promote student achievement. Finally, this paper made recommendations for higher education institutions in the UAE to reorganize and improve support structures and additional research into the effects of such determinants on GPA over the long-term.

Keywords: Optimization, Higher Education Institutions, Sustainability, Quality Education, SDG

Teaching Languages in the Digital Era: Innovations, Challenges, and Strategic Approaches

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Abstract:

The digital era has revolutionized language education, presenting both unprecedented opportunities and unique challenges. This paper explores a range of strategies that leverage digital tools to enhance language teaching and learning across diverse contexts. Central to this exploration is the integration of technology such as mobile apps, virtual classrooms, AI-powered language tutors, and immersive platforms like virtual and augmented reality. The paper evaluates the pedagogical effectiveness of these tools in fostering language acquisition, promoting learner autonomy, and supporting differentiated instruction.

Emphasis is placed on the importance of communicative and task-based approaches in digital environments, where authentic, interactive experiences can be simulated. Social media, video conferencing, and online forums are analyzed as platforms for real-world language use and cultural exchange. Furthermore, the paper investigates adaptive learning systems and data-driven personalization as means to tailor instruction to individual learner needs.

Teacher training and digital literacy emerge as critical components, as educators must navigate shifting roles from knowledge transmitters to facilitators and curators of digital content. The paper also addresses issues of access, equity, and digital divide, advocating for inclusive strategies that ensure all learners benefit from technological advances.

By synthesizing current research and case studies from around the world, this study provides a strategic framework for educators, policymakers, and curriculum designers aiming to optimize language instruction in the digital age. Ultimately, it argues that when thoughtfully implemented, digital tools can enhance linguistic competence, intercultural communication, and learner engagement in transformative ways.

Keywords: Language Education; Digital Learning; Educational Technology; Pedagogical Strategies; Learner Engagement