

2nd International Conference on
**Women, Gender, and
Leadership: Redefining
the Power Paradigm**



25th-26th
September, 2025



Bangkok
Thailand

Organized by



Academic Partners



RAMA University, India



Shinawatra University, Thailand



Mahakaushal University, India



2nd International Conference on Women, Gender, and Leadership: Redefining the Power Paradigm (WGL-2025), Bangkok, Thailand

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Reexamining Leadership in the Context of Gender Equity

Conference Theme

WGL 2025



Preface

We are delighted to extend a warm welcome to all participants attending “2nd International Conference on Women, Gender and Leadership: Redefining the Power Paradigm (WGL-2025)” organized by IFERP Academy-Thailand Society, RAMA University-Thailand, Shinawatra University-Thailand and Mahakaushal University, India on September 25th-26th, 2025 at Bangkok, Thailand. 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 fields of Women, Gender and Leadership. It offers delegates an opportunity to exchange new ideas and experiences, establish business or research relationships, and explore global collaborations.

The proceedings for WGL-2025 contain the most up-to-date, comprehensive, and globally relevant knowledge in the fields of Women, Gender and Leadership. 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 Women, Gender and Leadership but also serve as a valuable summary and reference for further research in those fields.

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 WGL-2025.

Since June 2025, the Organizing Committees have received more than 100+ manuscript papers, covering all aspects of Women, Gender and Leadership. After review, approximately 25+ papers were selected for inclusion in the proceedings of WGL-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 WGL 2025

The “2nd Women, Gender, and Leadership: Redefining the Power Paradigm (WGL-2025)” conference, organized by the IFERP Academy is a pivotal gathering scheduled for September 25th-26th, 2025, in the vibrant city of Bangkok, Thailand. This dynamic event aims to critically examine and reshape traditional power paradigms, focusing on women, gender, and leadership. Scholars, researchers, and professionals from diverse backgrounds will converge to explore topics such as women in leadership, gender equality, and feminist leadership models. The conference provides a platform for interdisciplinary discussions, fostering collaboration and the exchange of ideas to address contemporary challenges and opportunities in the realm of women and leadership. With Bangkok as the backdrop, participants can anticipate a culturally rich atmosphere that enhances networking, knowledge sharing, and the collective endeavor to redefine and promote inclusive leadership models.

Scope of the Conference

The scope of this WGL-2025 is vast and covers a wide range of topics relevant to the challenges and opportunities faced by individuals of all genders in various aspects of society. This conference will discuss issues related to gender equality, exploring strategies to eliminate discrimination, biases, and barriers that hinder the progress of women in leadership roles. Further, we will teach you how to become a role model for women in your life.

In addition to addressing systemic issues, the conference will explore the personal and professional development of women, offering insights into leadership skills, negotiation strategies, and avenues for career advancement. It provides a platform for the exchange of ideas, best practices, and success stories that inspire and empower attendees. By covering a broad spectrum of topics, a conference on women, gender, and leadership contributing to the creation of more inclusive and equitable environments across various sectors.

Objective of the Conference

The objectives of this conference are promoting gender equality, empowering women, and addressing issues related to women's leadership. IFERP provides a platform for academics, professionals, activists, and policymakers to share research findings, experiences, and best practices related to women, gender, and leadership. By showcasing successful stories of women leaders and highlighting effective strategies for change, conferences aim to inspire attendees to take concrete actions in their respective fields to promote gender equality.

Workshops, training sessions, and discussions will focus on enhancing negotiation skills, communication abilities, and other leadership qualities among women. WGL-2025 contributes to the advancement of knowledge by providing a platform for researchers to present their findings, engage in scholarly discussions, and contribute to the academic understanding of women, gender, and leadership.

About IFERP Academy

The IFERP Academy stands as a beacon of excellence in promoting research, innovation, and academic collaboration in the field of education. Rooted in a commitment to advancing the educational and educational conference 2025 landscape, IFERP serves as a dynamic platform that nurtures scholarly endeavors, facilitates knowledge dissemination, and fosters a vibrant community of educators and researchers.

IFERP is driven by a mission to create a conducive environment for the exchange of ideas, the exploration of emerging trends, and the promotion of best practices in education. Established with the vision of being a catalyst for positive change in education, IFERP plays a pivotal role in connecting educators, researchers, and professionals on a global scale.

What We Do?

IFERP believes that there is always a better way to treat the professionals by providing them a world class stage by organizing conferences. We are committed to doing the following activities:

- 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.



Mission

Upskilling the knowledge hub through technological innovation and excellence for the benefit of humanity.



Vision

A digitally equipped robust, dynamic & swift professional community integrating academics & industry for upgraded technical knowledge implementation.



Value

IFERP values the restoration of highlevel technological research, learning, collaboration, resource sharing & community-building traditions.



Goal

To serve as the foundation for all technological progress and advancement activities around the world.

Message from Rama University



**Dr. Sujatha
Arunagiri**

Vice Principal

HOD, Dept. of Microbiology, Faculty
of Medical Sciences,
Rama University Chairperson, ICC,
Rama University, Hardaspur, India

Good morning and a warm welcome to all distinguished guests, respected dignitaries, eminent speakers, scholars, and participants.

On behalf of Rama University and the Internal Complaints Committee, it is my privilege to extend heartfelt greetings at this significant conference on “Women, Gender, and Leadership: Redefining the Power Paradigm (WGL).” This event holds special importance as Rama University has proudly signed an MoU to foster dialogue, collaboration, and research in this transformative domain.

The conference provides a platform to re-examine leadership beyond traditional boundaries, embracing inclusivity, equality, and empowerment. It is a moment to celebrate women’s voices, address challenges, and chart new pathways for gender-balanced leadership in academia, industry, and society.

I thank all contributors, organizers, and participants for their valuable presence and commitment. Together, let us redefine paradigms and inspire meaningful change.

Welcome once again, and best wishes for a successful conference.

Message from Mahakaushal University



Head IPR Cell
Assistant Professor
Department of Food Science and
Technology, (School of Agricultural)
Mahakaushal University, Jabalpur,
Madhya Pradesh, India

It is with great humility, profound respect, and immense pleasure that I, Dr. Bhaskar Jyoti on behalf of the Mahakaushal University, Jabalpur (MKU), extend our warmest welcome to you. We are truly honored to have you join us today at the 2nd Women, Gender, and Leadership: Redefining the Power Paradigm Conference -2025, a prestigious event that aims to critically examine and reshape traditional power paradigms, focusing on women, gender, and leadership. The Conference is hosted by IFERP and takes place on the 25th and 26th of September, 2025, a momentous occasion that marks yet another milestone in our ongoing journey to explore topics such as women in leadership, gender equality, and feminist leadership models.

On behalf of Mahakaushal University, it is an honor to participate in this esteemed gathering, which plays a pivotal role in interdisciplinary discussions, fostering collaboration and the exchange of ideas to address contemporary challenges and opportunities in the realm of women and leadership. This hybrid conference offers a rich platform for dialogue, innovation, and actionable solutions to address the most pressing challenges related to gender equality.

Bringing together a distinguished community of professionals 2nd Women, Gender, and Leadership: Redefining the Power Paradigm Conference -2025 promises to spark meaningful dialogue through panel discussions, interactive sessions, and technical presentations. Our shared mission is to encourage cross-disciplinary partnerships, knowledge sharing, and the collective endeavor to redefine and promote inclusive leadership models.. I am eager to contribute to these critical conversations and to engage with fellow participants in the energetic and diverse setting of Bangkok during the 2nd Women, Gender, and Leadership: Redefining the Power Paradigm Conference -2025.

Thank you for being a part of this remarkable event. I wish you a productive and enriching Conference experience.

Message from Director, IFERP



Founder & Managing Director,
IFERP, Technoarete Group,
India

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 2nd International Conference on Women, Gender and Leadership: Redefining the Power Paradigm (WGL-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 Women, Gender, and Leadership.

This conference creates solutions in different ways and to share innovative ideas in the field of Women, Gender and Leadership 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.

WGL-2025 will explore the new horizons of innovations from distinguished Researchers, Scientists and Eminent Authors in academia and industry working for the advancements in Science and Engineering from all over the world.

WGL-2025 hopes to set the perfect platform for participants to establish careers as successful and globally renowned specialists in the field of Women, Gender and Leadership.

Message from **CEO, IFERP**



**Mr. Rudra Bhanu
Satpathy**

Founder & CEO,
IFERP, Technoarete Group,
India

2nd International Conference on Women, Gender and Leadership: Redefining the Power Paradigm (WGL-2025) this year in month of September, 2025. The main objective of WGL-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.

About Keynote Speaker



**Dr. Sim Tze
Ying**

Associate Professor

Faculty of Engineering and Technology
Sunway University, Selangor,
Malaysia

Dr. Sim is the Dean of the School of American Education at Sunway University, established in collaboration with Arizona State University. She began her career as a Systems Engineer at Motorola Semiconductor Malaysia (2000–2004), before transitioning into academia as a researcher at the University of Kassel, Germany (2005–2013). Since 2013, she has been with Sunway University, where she plays a leading role in academic development and strategic international collaboration. A Senior Member of the IEEE, Dr. Sim is recognized for her contributions to engineering and education. In 2018, she earned a Postgraduate Certificate in Academic Practice (International) from Lancaster University, which has significantly informed her approach to educational research and curriculum design, particularly in STEM education. Her research focuses on expanding access to engineering education for underserved communities and improving student learning outcomes through effective support systems—with or without the use of technology. Dr. Sim works at the intersection of technology, education, and social impact, with a strong commitment to inclusive and transformative learning. Beyond the university, she has been actively involved in promoting STEM among high school students, championing early engagement in science and engineering, especially for young women and underrepresented groups. Her leadership and outreach efforts reflect a deep commitment to gender equity, educational accessibility, and nurturing the next generation of STEM leaders.

About Keynote Speaker



**Dr. Neyara
Radwan**

Dr. Neyara Radwan is currently an Associate Professor in the Industrial Management Department at Liwa University. 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.

Associate Professor

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

About Keynote Speaker



**Dr. Deepshikha
Khanna**

Founder & Chief Radiologist
Balaji Diagnostics,
Saharanpur,
India

A trailblazer in diagnostic medicine and a beacon of women-led healthcare entrepreneurship, Dr. Deepshikha Khanna stands among the leading radiologists in India. With a medical journey that began with her MBBS in 1996 and MD in Radiodiagnosis in 1999, Dr. Khanna has dedicated over two decades to the pursuit of clinical excellence, diagnostic precision, and equitable healthcare access. As the Founder of Balaji Diagnostics, Saharanpur, she has not only established one of the region's most trusted diagnostic centres but has also set a powerful example of women-led leadership in the healthcare sector. Under her visionary guidance, the center has grown into a hub of modern imaging services, committed to affordable, timely, and ethical diagnostics. A passionate advocate for community health, Dr. Khanna has actively championed numerous outreach programs, cancer screening drives, and health awareness initiatives—especially for women in underserved regions. Her journey reflects the perfect blend of professional competence and social conscience. Recognized for her unwavering integrity, empathetic patient care, and entrepreneurial spirit, Dr. Khanna continues to inspire young medical professionals, particularly women, to lead with courage and compassion in the healthcare domain.

About Keynote Speaker



Malissa Maria Mahmud is passionate about fostering inclusive, equitable, and lifelong access to high-quality education opportunities for all. Her research explores a broad spectrum of topics in instructional technologies, with a particular focus on post-pandemic modalities. Over the course of her professional career, she has received acclaim for her valuable contributions, presenting and publishing in esteemed conferences and journals. Notably, she has received accolades for research excellence and has been acknowledged for her excellence in teaching.

Dean,
School of Education
Sunway University
Malaysia

About Keynote Speaker



**Dr. Bhaskar
Jyoti**

Dr. Bhaskar Jyoti is a highly skilled professional with a Master's degree in Food Science and Technology (Agriculture) and a Ph.D. specializing in the bioavailability of secondary metabolites. She is an IIMBx-certified entrepreneur and a former Junior Research Fellow (JRF) at DRDO-DFRL. She has also contributed to projects at CSIR-CFTRI, gaining extensive experience in working with both government and private food laboratories and industries. Dr. Jyoti possesses a strong scientific acumen and a deep understanding of technical concepts in food science. She has authored several scientific research papers and book chapters, showcasing her academic and research proficiency. Her areas of expertise include product and process development, innovation, regulatory affairs, recipe design, and sensory evaluation. She specializes in the development of bakery and culinary products, as well as in the formulation and analysis of value-added, fortified food and beverage products. In addition to her scientific and technical capabilities, Dr. Jyoti is passionate about education and has substantial experience in educational management. She plays an integral role in managing the IPR Cell and oversees both the business and technical administrative functions of the university. She is also well-versed in organizing national and international conferences, along with various institutional and corporate events, all of which she has executed successfully.

Head, IPR Cell, Assistant Professor
Department of Food Science and
Technology (School of Agricultural)
Mahakaushal University Jabalpur,
Madhya Pradesh, India

About Session Speaker



**Dr. Roslina (Lyne)
Ismail**

Assoc. Prof. Dr. Roslina (Lyne) Ismail Roslina Ismail is an academic leader, researcher, and artist whose career bridges art, science, and social change. With a PhD in Engineering (Nanotechnology) and an MFA in Fine Arts and Technology, she champions interdisciplinary research and advocates for gender equity in knowledge creation. Currently Executive Director of Research Synergy at Universiti Malaya, she spearheads strategies to foster inclusive leadership, transdisciplinary collaboration, and innovation ecosystems. Her work which spans from scholarly publications and policy initiatives to creative projects, reflects her commitment to empowering women and redefining leadership beyond conventional hierarchies, towards empathy, creativity, and shared agency.

Associate Professor,
Executive Director, Department of
Research Synergy
Deputy Vice-Chancellor
Universiti Malaya, Malaysia

About Session Speaker



Dr. Jyothi AP

Dr. Jyothi A P completed her PhD in 2020, master's degree in 2009, Bachelor's degree in 2002 from Visvesvaraya Technological University, India. She is currently working as a faculty in the Department of Computer Science and Engineering, Faculty of Engineering and Technology, M S Ramaiah University of Applied Sciences, Ramaiah Technology Campus, Bengaluru. She has nearly 18 years of experience in teaching and has published many research papers in journals indexed in SCI/SCIE, WOS, SCOPUS etc. and presented papers in several National and International conferences. Her research interest is in the field of Wireless sensor network, MANET, IOT, AI, ML and Deep Learning. She is a member of LMISTE, LMIAENG, AMIETE, IFERP, LMINSO and IEEE. She is a reviewer for SPRINGER, WILEY, IEEE, Elsevier, IGI, Oriental Journals and conferences, she is also reviewer of international conference papers from Taiwan, Prague, Czech Republic and Japan. She has authored book chapter in Springer, Wiley, IET, CRC Press Taylor and Francis group etc. She is serving as editor for reputed journals and book publications. She has served as a resource person in India and abroad. She has received the best Women researcher award and several research excellence awards. She has Indian, Australian, German and UK Patents granted in her name.

Associate Professor,
Faculty of Engineering and Technology
Department of Computer Science and
Engineering, M.S. Ramaiah University
of Applied Sciences, India

About Session Speaker



**Dr. Belladonna
Maulianda**

Dr. Belladonna is a leading expert in CCS with over 20 years of experience in the global energy sector, including energy transition. She holds a PhD in CCS/CCUS and has played a key role in shaping Indonesia's CCS regulations and the Indonesia–Singapore CCS Agreement. She pioneered Indonesia's Regional CCS Hub and has advanced cross-border collaborations. She has built strong ties with the UN, IEA, Clean Energy Ministerial, and governments of the US, UK, Singapore, Canada, Australia, Japan, and Malaysia. Domestically, she is well-connected with key stakeholders and government bodies. Her links with global companies and C-suite leaders provide access to critical knowledge, networks, and best practices.

Executive Director, Indonesia CSS
Center, Senior Special Assistant to
Deputy Chairman,
The People's Consultative Assembly
Jakarta, Indonesia

About Session Speaker



**Dr. Nur Hayati
Aida**

Dr. Nur Hayati Aida is a dedicated scholar and advocate in the fields of gender justice, Islamic studies, and inclusive education. With a background in Arabic literature and Islamic philosophy, she has held key roles in organizations like Rumah KitaB and afkaruna.id Publishing, contributing to progressive Islamic discourse and community empowerment. She has authored and edited numerous publications focusing on women's rights, social justice, and youth education. In addition to her academic and publishing work, she plays a strategic role in various foundations and social initiatives, fostering interfaith dialogue and gender equality through research, writing, and advocacy.

Chair of the Board

Rumah Kita Bersama (Rumah KitaB)
Foundation, Co-founder, Afkaruna.id
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About Session Speaker



**Dr. Vaishali
Dhingra**

Dr. Nur Hayati Aida is a dedicated scholar and advocate in the fields of gender justice, Islamic studies, and inclusive education. With a background in Arabic literature and Islamic philosophy, she has held key roles in organizations like Rumah KitaB and afkaruna.id Publishing, contributing to progressive Islamic discourse and community empowerment. She has authored and edited numerous publications focusing on women's rights, social justice, and youth education. In addition to her academic and publishing work, she plays a strategic role in various foundations and social initiatives, fostering interfaith dialogue and gender equality through research, writing, and advocacy.

Dean,
Faculty of Commerce and
Management
Dean, IQAC, Rama University,
India

About Session Speaker



Dr. Ritu Lehal

Prof. Dr. Ritu Lehal is a Professor at the School of Applied Management, Punjabi University, Patiala, with over 35 years of teaching and research experience. She has served in several key administrative roles including Head of Department, Dean of Business Studies, and Director of the Women's Studies Centre. A dedicated researcher, she has guided 16 Ph.D. scholars, authored 7 books, and published over 60 research papers in reputed UGC and Scopus-indexed journals. She has successfully led multiple funded projects addressing organizational behavior, women's empowerment, health, and social issues, and has organized numerous international and national conferences, seminars, and workshops. Actively engaged in community development through initiatives under Unnat Bharat Abhiyan, Dr. Lehal is recognized for her contributions to gender equality, financial literacy, and social awareness. Her extensive work continues to bridge academia, research, and societal change.

Professor,
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University School of Applied
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Social Challenges Faced by Women Officers in the Punjab Civil Services (Executive)

Malkeet Kaur

Research Scholar, Punjabi University, Patiala, Punjab, India

Abstract:

The main objective of this paper is to analyze the social challenges faced by women officers in the Punjab Civil Services (Executive) in the year 2023. The primary sources of information have been used for this area of research. Data has been collected from women officers who are posted in the Punjab Civil Services (Executive) in the year 2023 by the researcher through field study with the help of a Questionnaire and Observation. Female officers were fewer in number than male officers. All 65 female officers were sampled for this area of research. Societal norms and cultural expectations can create additional hurdles for women in the civil services. Traditionally, gender roles, biases against women, and societal pressures can discourage women from pursuing careers in the bureaucracy or limit their growth opportunities. Women officers handle their professional lives by facing competition and challenges at the workplace and personal life in managing household work, handling children, family, and social responsibilities. They have to take up a full-day job, plus handle all household activities that they would handle as homemakers. In addition to these duties, women also shoulder a heavy burden of societal expectations. Meanwhile, they have to face some social challenges in their personal and professional life.

Index Terms: Civil Service, Gender, Women, Executive, Patriarchy

Homogenisation of Dualistic Pairs in Five Manipuri Folktales

Monica Potsangbam

PhD Scholar, JRF/NET Qualified, Gate Qualified, Manipur International University, Manipur, India

Abstract:

Settling on the periphery of dualism, the area of interest of this paper centres on exertion of Val Plumwood's "homogenisation or stereotyping" theory on the folktales "Sandrembi and Cheishra", "Uchek Langmeidong" in Dr. Haobam Bilashini Devi's *Folktales of Manipur* and "Lai Khutshangbi" "Hingchabigi Wari" and "Haoshi Namoinu" from Huiem Behari Singh's *A study of Manipuri Meitei Folklore*. The acquirement of dualistic pairs from the folktales, which is maintained in the study, facilitates a procedure to account for the application of "homogenisation or stereotyping" theory. The framework of this paper is to secure an interpretation of the acquired dualistic pairs in terms of the "homogenisation" theory.

Index Terms: Homogenisation, Dualism, Folktale, Manipur

Research on Identifying the Challenges Faced by University Students

Urjinsuren Jargal

Ph.D., Associate Professor, Lecturer in the Department of Education, National University of Mongolia, Mongolia

Wuyun

Doctorant of Department of Literature and Art Studies, School of Science, National University of Mongolia, Mongolia

Wu Si Ha La

Doctorant of Department of Literature and Art Studies, School of Science, National University of Mongolia, Mongolia

Yirigaqiqige

Doctorant of Department of Literature and Art Studies, School of Science, National University of Mongolia, Mongolia

Suglegmaa Khurgaa

Professor, Department of Literature and Art Studies, School of Science, National University of Mongolia, Mongolia

Abstract:

In Article 2, Clause 1 of the Education Law of Mongolia states, “The people are subjects of the right to education.” Additionally, Clause 2 of Article 8 of the Constitution specifies, “The state shall protect the right to education of those pursuing higher education as a tradition.” These principles establish universities as institutions devoted to seeking truth and pursuing knowledge, underscoring the importance of academic freedom. Universities must remain autonomous institutions where faculty and students can freely engage in academic and educational activities. Although university students possess the same constitutional rights as ordinary citizens, their rights and responsibilities are subject to specific legal protections and limitations due to their unique status as students. This creates a need to identify and study the challenges students face and the factors influencing these issues.

Index Terms: University, Student, Skills, Challenges

3WISH Model: A Study on Role of Digital Marketing Towards Women Empowerment to Stimulate Economic Growth

Dr. Vigna Oza

Dean, Faculty of Commerce, (Principal) Ashvinbahi A Patel Commerce College, Kadi Sarva Vishwavidyalaya Gandhinagar, India

Dr. Dharmini Mehta

Assistant Professor, Ashvinbhai A Patel Commerce College, Kadi Sarva Vishwavidyalaya, Gandhinagar, India

CA Vishal Verma

Ph.D. Research Scholar, Kadi Sarva Vishwavidyalaya, Gandhinagar, India

Abstract:

This study aims to investigate how digital marketing may support women's empowerment and promote economic growth. With the use of digital communication, women empowerment also increases simultaneously. By improving access to digital marketing women can benefit from various opportunities such as accessing information, communication, education, entrepreneurship, and employment which leads to economic growth towards women empowerment. This can also lead to greater economic independence, social inclusion, and decision-making power which ultimately contributing to women empowerment.

The field of digital marketing is experiencing a significant transformation, and this study explores the critical role that digital marketing plays in empowering women, fostering innovation, influencing the direction of this exciting industry and promoting economic growth. This study intends to emphasize the distinctive viewpoints, contributions, and creative methods that women and women empowerment through the role of digital marketing to the industry can offer by examining case studies and success stories of women leaders in the field of digital marketing. The study examines the difficulties and impediments that women have while trying to advance in the field of digital marketing, highlighting the necessity of inclusive policies and programs that enable women to succeed and take the lead in this changing environment with the help of Library research method. Objective of the study is to create economic growth of women and via digital marketing we can give more opportunities for women empowerment. For that the researchers want to collect the secondary data and explore the study with the help of 3WISH model. Basically, in this research study 3 WISH which refers to; WELL-COORDINATED, WELL PLANNED and WELL DEFINED. This 3WISH Model throws the focus on 12 fundamental roles of digital marketing towards women empowerment to stimulate economic growth. Furthermore, it discusses the evolving nature of marketing strategies in response to technological advancements, changing consumer behaviour and global market trends.

Index Terms: 3WISH Model, Digital Marketing, Women Empowerment, Economic Growth

Breaking Barriers: Empowering PWD Women in Leadership, Education, and the Workplace

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Abstract:

Women with disabilities face compounded challenges in education, leadership, and employment, often excluded due to both gender and disability. This presentation highlights the resilience and leadership potential of PWD women as agents of change in their communities, classrooms, and workplaces. By sharing case examples and lived experiences, it emphasizes how inclusive education, mentorship, and workplace opportunities can dismantle barriers and foster empowerment. The discussion underscores the importance of policies and advocacy that amplify the voices of PWD women, ensuring their meaningful participation in decision-making spaces. It also highlights the transformative role of community support in reshaping perceptions and creating equitable pathways for leadership. Ultimately, this presentation calls for collective responsibility in building inclusive systems where women with disabilities are recognized not only as participants but as leaders who inspire innovation, equity, and sustainable progress.

Index Terms: Inclusion, Women Empowerment, Disability Leadership, Education, Workplace Equality

Technology and Women's Leadership

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Abstract:

Research on women's leadership has gained significant scholarly focus worldwide, highlighting both notable advancements and ongoing difficulties for women in prominent positions. Current literature and empirical analyses uncover complex patterns in the representation and experiences of women leaders, particularly in the technology industry, where diversity in leadership is both a societal necessity and a competitive edge. Global statistics show an increase in opportunities for women in leadership roles, yet they also reveal persistent inequalities across different regions, industries, and intersecting identities, emphasizing the need for specific interventions.

Scholars have employed various methodologies- including cross-cultural research and longitudinal data evaluation- to investigate leadership pathways, inclusive frameworks, and sustainable outcomes in the study of women's leadership. A common theme is the relationship between institutional values and gendered contexts, especially in IT and STEM fields, where women confront systemic obstacles such as glass ceilings, workplace cultures, and underrepresentation in executive and technical positions. These studies highlight how women leaders in technology frequently assume roles as negotiators, mediators, and connectors, promoting cooperation, stakeholder involvement, and innovation.

The significant influence of female leadership is showcased in case studies that demonstrate enhancements in business performance, organizational culture, and innovation scope, particularly as the global technology sector propels economic growth. Concurrently, academic discussions scrutinize the effectiveness of policies, mentorship initiatives, and support networks designed to boost women's representation and success at higher levels.

Even with indications of progress, obstacles remain in achieving equality, including deep-rooted biases, inadequate pipeline development, and a lack of ongoing institutional backing. Nevertheless, research identifies emerging possibilities in education, policy changes, and collaborative leadership approaches- pointing to an encouraging path for organizations and communities dedicated to gender equity. Moving forward, researchers call for more in-depth exploration of systemic enablers and barriers, intersectional experiences, and the long-term impacts of technological advancements on women's leadership paths.

The dynamic research environment necessitates ongoing academic diligence, policy creativity, and organizational dedication to create spaces where women's leadership, especially in technology, can flourish and contribute to inclusive global progress.

Nigerian Women, Solidarity, and Stereotypical Gender Structures: Implications for Political Participation

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Abstract:

Nigeria ranks 143rd in terms of political empowerment, according to the 2025 Global Gender Gap Index, with a score of 0.036. Despite improvements in Nigeria's overall scores in the recent Global Gender Index, political participation remain a significant challenge. The country consistently ranks among the 10 countries with the lowest scores in political participation, reflecting the ongoing issues in Nigerian political engagement. This study shifts from the typical discussions on gender inclusion and disparity to an in-depth analysis of how women have contributed to their underrepresentation in Nigerian politics to address the following questions: (1) How do stereotypical gender structures limit women's support for each other? (2) How do Nigerian women perceive the role of solidarity in their political engagement? The study explores women's contributions and the intra-gender reinforcement of stereotypical patriarchal norms that hinder solidarity among Nigerian women, leading to their marginalization in political participation. The qualitative data for this research are derived from conversations between the researcher and three Nigerian female politicians, analyzed through the lens of Social Role Theory and Intersectionality Theory. Existing literature reveals that patriarchy and culture influence what I would refer to as cultural brainwashing, which contributes to an inferiority complex rooted in the beliefs and traditions of the women's populace. There is also a problem of an irrational distribution of gender roles. Consequently, the findings from data collected through interviews reveal other hidden issues among Nigerian women that impede their political growth.

Index Terms: Solidarity, Stereotype, Political Participation, Patriarchy, Gender Structure

Digital Inequalities, Algorithmic Discrimination, and the Emergence of New Forms of Violence against Girls and Women

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Abstract:

In the digital age, social and technological transformations have redefined modes of interaction, access to information, and civic expression. Although these changes offer unprecedented opportunities, they also give rise to new forms of systemic inequalities and violence, particularly against girls and women. For example, image generators powered by artificial intelligence produce up to three times more images of men than of women in response to gender-neutral professional terms. Women are often portrayed in low-status roles—cashiers, assistants, or cleaners—while men appear in technical or managerial positions.

According to the Global Gender Gap Report (2023), “If current progress continues, it would take 131 years to achieve full equality between men and women in all areas, including access to digital technology.” Beyond content and algorithms, digital inequalities also manifest themselves in unequal access to technologies. According to the ITU report (2025), disparities in internet access remain profound; in 2023, only 5.1% of African households had access to fixed broadband, compared to 96% in Europe and more than 70% in Asia-Pacific. This means that women living in regions with low connectivity are not only excluded from information, but also unable to report or document digital violence.

This article examines the dynamics of digital inequality through a gender lens, highlighting the mechanisms that underpin new forms of digital exclusion. It adopts a resolutely intersectional approach that draws on theoretical and empirical sources to propose forward-looking recommendations for inclusive digital governance that respects human rights and is gender-sensitive.

Index Terms: Cyberbullying, GBV, Doxing, Trolling, Systemic Inequalities, Cyberviolence, Intersectionality, Algorithmic Discrimination

Breaking Barriers: A Study on Gender Empowerment in the 21st Century

Nemia Trinitaria Alimbuyugin

Abstract:

This study, examines the multifaceted nature of gender empowerment and its progression in the current era. It analyzes the key drivers, challenges, and outcomes of gender equality initiatives globally. The research explores the shift from theoretical concepts to practical implementation, focusing on the profound impact of technology, globalization, and social movements on women's roles across diverse sectors, including politics, the economy, and education. We utilize a mixed-methods approach, combining quantitative data from global gender-related indices with qualitative case studies and personal narratives to provide a comprehensive analysis. Our findings reveal that while significant progress has been made in certain regions and fields—such as increased access to primary education and reduced maternal mortality rates—persistent disparities remain, particularly in leadership positions and economic opportunities (UN Women, 2021). The study highlights the crucial role of legal frameworks, policy changes, and grassroots activism in dismantling systemic barriers that have historically limited women's potential. Furthermore, it underscores the importance of intersectionality, recognizing that gender empowerment cannot be separated from other forms of identity, such as race, class, and disability (Crenshaw, 1989). This research concludes that true gender empowerment requires a holistic approach that addresses both structural inequalities and deeply entrenched social norms. It is not merely about providing opportunities but also about transforming the underlying systems that perpetuate inequality. This study provides valuable insights for policymakers, organizations, and individuals committed to fostering a more equitable and inclusive society where everyone, regardless of gender, has the opportunity to thrive and contribute. By understanding the complexities and nuances of gender empowerment in the 21st century, we can better design strategies that lead to sustainable and meaningful change.

The Journey of Female Leadership: How Far Have Women Led in Shaping Global Governance, Business, and Social Change? A Mapping of Research and Future Agenda

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Abstract:

In recent years, women's leadership has been increasingly recognized as an important element in business governance and social change. The study mapped trends and contributions of women's leadership using bibliometric methods and content analysis from 1,401 articles published in Scopus during the period 1952-2024. In addition, an in-depth content analysis of 338 articles with enhanced keywords was carried out on governance, business, and social aspects. The findings of the bibliometric analysis show a trend of publications that has increased significantly since 2015, and reached its peak in 2023. The topics that are very often discussed are leadership, gender diversity, and the glass ceiling. The focus of research has shifted from women's political leadership to corporate governance, business sustainability, and social innovation. The study also identified that women leaders play a very important role in inclusive and sustainable governance, even more so in family businesses, the circular economy, and the adoption of green technologies. However, challenges such as gender bias and double expectations continue. The study offers new insights into how women's leadership can be more empowered and also offers recommendations for further research in less explored sectors.

Index Terms: Women Leader; Leadership; Governance; Business; Social Change; Bibliometrix

