

ICETMTSHS

International Conference on Emerging Trends in
Management, Technology, Social and Health Sciences

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DKU016 (B)



ISO 9001:2015 Certified

1st International Conference on Emerging Trends in Management, Technology Social and Health Sciences

Venue:

Summit Hotel Subang USJ, Malaysia

Date:

23rd & 24th January, 2024

Organised By:

Lincoln University College, Malaysia

In collaboration with

STIKES SUKABUMI – Indonesia

and

STIKES RAFLESIA – Indonesia



Web: icetmtshs2024.lincoln.edu.my

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Abstract Book

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Prof. Datuk Dr. Hajjah Bibi Florina Abdullah

Pro-Chancellor
Lincoln University College, Malaysia

Message

A warm welcome to all of you as we gather for the 1st International Conference on Emerging Trends in Management, Technology, Social and Health Sciences, a remarkable event hosted by Lincoln University College, Malaysia. It is an honor to address such a distinguished audience as we come together to explore the latest advancements and innovations in the fields of Management, Technology, Social and Health Sciences.

The aim of this conference – Advancing Technology for a Brighter Tomorrow – resonates deeply in the current global context.

I extend my warm greetings as we embark on the International Conference on Emerging Trends in Management, Technology, Social, and Health Sciences. This event signifies our commitment to fostering interdisciplinary dialogue and advancing knowledge.

The Abstract Book, a testament to the diverse research presented, encapsulates the essence of our collective pursuit of innovation and progress. May these abstracts inspire fruitful discussions and ignite new ideas that propel our respective fields forward.

Lincoln University College has always been committed to the pursuit of knowledge and the advancement of society through education and research. This conference represents a significant milestone in our journey, as it brings together experts, researchers, educators, and healthcare professionals worldwide to share their expertise and insights.

As we embark on this journey, let us remember that we are not just participants in a conference; we are contributors to the advancement of human endeavors and well-being. Our diverse backgrounds and experiences enrich the discussions and collaborations that will take place over the next few days.

I want to express my sincere gratitude to all the participants, keynote speakers, and organizers who have worked tirelessly to make this conference a reality. Your dedication is commendable, and your presence here today is a testament to your commitment to improving healthcare outcomes.

I encourage every one of you to actively engage in the discussions, share your expertise, and forge connections that can lead to groundbreaking discoveries and innovations. Let this conference be a catalyst for positive change, a forum for the exchange of ideas, and a source of inspiration for the future.

In conclusion, I wish you all a productive, enlightening, and fulfilling experience throughout the International Conference on Emerging Trends in Management, Technology, Social, and Health Sciences. May the knowledge shared here serve as a source of hope and progress, and may our collective efforts lead to a brighter and healthier tomorrow for all.

Wishing you a stimulating and rewarding conference experience.

Datuk Dr. Hji. Bibi Florina Abdullah
Pro Chancellor
Lincoln University College



Dr. Amiya Bhaumik
President
Lincoln University College, Malaysia

Message

Dear Esteemed Participants, Distinguished Guests, and Honorable Speakers,

It is with great pleasure and enthusiasm that we extend a warm welcome to all of you at this 1st International Conference on Emerging Trends in Management, Technology, Social and Health Sciences. We are delighted to have you join us for this momentous event, where we will converge to explore the intersection of healthcare and the global pursuit of sustainable development.

As we convene here, we stand at the intersection of diverse disciplines, united by a common goal – to explore, discuss, and shape the future of our interconnected world.

In the ever-evolving landscape of management, technology, social sciences, and health sciences, this conference serves as a platform for intellectual exchange, fostering collaboration that transcends traditional boundaries. Our collective pursuit of knowledge and innovation is the driving force behind the progress we envision.

Throughout this conference, let us engage in meaningful conversations, share insights, and forge connections that extend beyond these walls. The seeds of collaboration planted here have the potential to sprout into groundbreaking advancements that benefit society at large.

In a world facing unprecedented challenges, our commitment to advancing knowledge while aligning our efforts with the SDGs is more crucial than ever before. This conference serves as a dynamic platform for scholars, researchers, practitioners, and policymakers to share knowledge, foster innovation, and forge partnerships that can drive positive change on a global scale.

The Sustainable Development Goals, set forth by the United Nations, provide a strategy for a better, more equitable, and sustainable world. Our collective expertise has the power to transform lives, alleviate suffering, and shape the future of healthcare for generations to come.

I want to express my heartfelt gratitude to all the participants, keynote speakers, and organizers who have worked tirelessly to make this event a reality. Your dedication is truly commendable, and your presence here today is a testament to your commitment to the betterment of society.

This conference is a foundation for the convergence of minds, a symphony of ideas, and a kaleidoscope of innovation! As we embark on this unique journey, let us remember that today is not just another day, it's a day filled with the potential to shape the future. As we convene for the 1st International Conference on Emerging Trends in Management, Technology, Social and Health Sciences with SDG Goals, let us remain mindful of the pressing challenges facing our world. Together, we can harness the power of science, research, and collaboration to pave the way for healthier communities, more resilient healthcare systems, and a sustainable future.

Thank you for your participation and dedication to these vital pursuits. We look forward to the knowledge-sharing, collaborations, and transformative discussions that will undoubtedly emerge from this conference.

Prof. Dr. Amiya Bhaumik
President
Lincoln University College



Dato (Amb) Dr. Mohd Yusoff Bin A. Bakar

Vice Chancellor & CEO
Lincoln University College, Malaysia

Message

As the Vice Chancellor and CEO of this great Institution, Lincoln University College, which is organizing this prestigious International Conference on Emerging Trends in Management, Technology, Social, and Health Sciences, I extend a warm welcome to each one of you. It is an honor to gather here with such a distinguished assembly of scholars and practitioners from across the globe.

In the dynamic landscape of management, technology, social sciences, and health sciences, our ability to adapt and innovate is paramount. This conference serves as a forum where ideas converge, creating a tapestry of knowledge that transcends disciplinary boundaries.

As we explore emerging trends, let us not only dissect the current state of affairs but also collectively envision the future we wish to shape. Our discussions and collaborations have the potential to catalyze breakthroughs that address the challenges of our interconnected world.

I encourage you to actively participate in the vibrant exchange of ideas, challenge conventional thinking, and build bridges that connect diverse perspectives. The true strength of this conference lies in the collaborative spirit that binds us together.

May the next few days be filled with enlightening discussions, meaningful connections, and a shared commitment to advancing the frontiers of our respective fields.

In a world where information flows ceaselessly, where change is the only constant, and where the boundaries of possibility are ever-expanding, we have gathered here to explore uncharted territories of thought, and to forge new paths toward progress.

I extend my heartfelt appreciation to all the participants, speakers, and organizers who have dedicated their time and expertise to make this event possible. Your presence here today demonstrates your commitment to advancing knowledge. On behalf of the organizing committee, I extend my deepest appreciation to our speakers, sponsors, volunteers, and all who have participated in this conference. Your dedication will be instrumental in making this conference a resounding success.

Welcome to this conference, where the extraordinary is the ordinary, and where the future is ours to shape. Let the journey begin.

Dato (Amb) Dr. Mohd Yusoff Bin A. Bakar
Vice Chancellor & CEO
Lincoln University College



Prof. Datin Dr. Hafizah Che Hassan

Message

Salam Sejahtera and a very good day to everyone.

On behalf of the Organizing Committee, it is my distinct pleasure to extend a warm welcome to each one of you at our conference on Emerging Trends in Management, Technology, Social, and Health Sciences.

Your presence here today reflects your commitment to staying at the forefront of knowledge and innovation in these rapidly evolving fields.

In a world marked by constant change, this conference serves as a convergence point for experts, researchers, and practitioners to share insights, explore breakthroughs, and collectively shape the future of Management, Technology, Social, and Health Sciences.

Over the next two days, we will delve into discussions on cutting-edge advancements, emerging challenges, and transformative possibilities. Our distinguished speakers and presenters bring a wealth of experience and expertise, promising enlightening sessions that will broaden our perspectives.

As we navigate through the diverse sessions and engage in meaningful conversations, let us not only absorb the wealth of knowledge shared but also cultivate connections that extend beyond these walls. This conference is not just a gathering of minds but a platform to foster collaboration, innovation, and the exchange of ideas that will propel our respective fields forward.

I encourage you to actively participate, ask questions, and make the most of the networking opportunities available. Together, let us contribute to the collective intelligence that will shape the future landscape of Management, Technology, Social, and Health Sciences.

Once again, welcome to Malaysia, welcome to the 1st International Conference on Emerging Trends in Management, Technology, Social, and Health Sciences, and welcome to a journey of discovery and collaboration.

May our time together be both intellectually stimulating and professionally enriching.

Thank you.

Prof. Datin Dr. Hafizah Che Hassan
Convener, ICETMTSHS-2024
Deputy Vice-Chancellor (Academic),
Lincoln University College

KEY FOCUS

The main focus of the conference is on the latest and most exciting findings in the following areas:

Management:

Technological Advancement in Management.

Technology:

Technology and Society: Impact and Implications

Social Sciences:

Contemporary Practices in Social Sciences

Health Sciences:

Innovations in Health Sciences: Research and Practices

MANAGEMENT

BM-01:***Effectiveness of SE Advertising by Influencing Different Dimensions of Users' Cognitive Trust Emotional Trust: A Study Based on Hongkong Customers*****Yuan Xiaohui¹, Abhijit Ghosh¹**¹*Faculty of Business and Accountancy, Lincoln University College, Malaysia*

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Abstract

Search engine advertising (SEA) has only been around since 1998, hence the industry is still in its infancy. It gained notoriety very rapidly as a valuable resource for online real estate marketers, and it is today responsible for the generation of billions of dollars in revenue for the main search engines. Since SEA has been so widely used, there has been a lot of academic study done on it. Nevertheless, there is no attempt at a summary made of this enormous body of data. As a workaround for this constraint, they plan to look at all of the published SEA investigations. Publications from the SEA These days, the internet is where the vast majority of people go to get their news and other important information. On the Internet, data, information, and news may all be found via the use of search engines. The user is presented with a list of relevant links generated by a search engine and asked to choose one of them. It's possible that search engines may give links that are both helpful and irrelevant. The search engines used nowadays are meta-search engines and general-purpose search engines. The purpose of this study is to determine which search engine provides the most relevant results and how many links provide those results. Increasing a website's organic search ranks is one of the goals of search engine optimization (SEO). This technique was successful in monitoring SEO specialists and delivering trustworthy data for SEM goals and SEO upkeep.

Keywords: Sponsored search, Search engine advertising, paid search, Systematic literature review.

BM-02:

The Impact of Strategic Knowledge Management and The Internet of Things (IoT) On Chinese Innovation and Manufacturing Firm's Performance

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Abstract

In the context of the Internet of Things, new disruptive technologies are changing the way organisations manage their information (IoT). This necessitates a reconsideration of the traditional knowledge management system as well as the installation of a more open approach to allow for the free flow of ideas. This trend was most likely benefitting the development of the organization's main in-house knowledge management competencies. The examination of this environment was centre on four interrelated concepts: knowledge management, open innovation, knowledge management aptitude, and creative genius. This goal is achieved by using the structural equation modelling approach to data collected from 685 Chinese enterprises. The results show that implementing a knowledge management system improves an organization's ability to innovate by improving its internal knowledge-management resources. This, in turn, allows for more chances for cooperation and access to previously unavailable informational resources. The study's findings are utilised to draw major academic and managerial implications, as well as to recommend potential future research topics.

Keywords: Internet of things, Strategic knowledge management, Manufacturing firm, Chinese innovation, Firm performance.

BM-03:

Impact Marketing Strategies and Promotional Components and Customer Retention: An Exploratory Study Based on Shopping Centers in Hongkong

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Abstract

Analysis of the shopping mall sector in Hong Kong with a focus on consumer retention and how it relates to marketing strategies, as well as a breakdown of the core elements of such strategies. Recent decades have seen a dramatic increase in industrialization and prosperity. Customers' preferences have shifted as well, moving away from the open air of general shops in favour of the comfort of enclosed shopping malls with heating and cooling. This change has helped create circumstances and an atmosphere that have facilitated the shopping centre industry's meteoric rise. The manager of a shopping centre has recently placed a greater emphasis on investigating how the center's marketing strategy can help in maintaining the center's existing clientele in order to increase the center's patronage and rental income in light of the intense competition that exists between shopping centres and the growing recognition of the importance of maintaining customer loyalty within the shopping centre industry. A correlation between satisfied customers and long-term loyalty is established by the survey. The study indicated that shoppers who frequented the mall many times each week were better happy overall. This result implies that shoppers' happiness may have some bearing on the retail center's success in retaining their trade. According to the results of the survey, repeat customers are more likely to spend money when they shop, suggesting that stores might boost their revenue and profitability by keeping hold of their present customers.

Keywords: Marketing Strategies, Promotional Components, Customer Retention, Shopping Centers.

BM-04:

Study About Hong Kong's Marketing Strategies Have Changed in Response to The Development of Information Technology

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Abstract

This study aims to examine the advancement of information technology and its impact on marketing strategies in Hong Kong. The study hypothesizes that the knowledge aspect of information technology affects the efficiency of marketing. The research will use a quantitative approach to collect data from a sample of businesses in Hong Kong. The data will be analyzed using statistical techniques to determine the relationship between the advancement of information technology and marketing strategies. The findings of this study will provide insights into the use of information technology in marketing and its impact on the efficiency of marketing strategies in Hong Kong. Additionally, the study will also explore the specific ways in which information technology is being utilized in marketing by businesses in Hong Kong, such as through social media, e-commerce, and data analysis. The study will also examine the challenges and opportunities that businesses in Hong Kong face in implementing and utilizing information technology in their marketing strategies. The results of this study will be useful for businesses in Hong Kong to better understand the role of information technology in marketing and to make informed decisions on how to effectively incorporate technology into their marketing strategies. It also provides an indication to the researchers and academicians to understand the current scenario of information technology adoption in marketing strategies in Hong Kong

Keywords: Information Technology, Infrastructure, Knowledge, Information Systems, Marketing Performance.

BM-05:

Examine The Impact of Effective Utilization of Human Resource in Shopping Center Management

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Abstract

When it comes to marketing management, most important and well-studied idea is that of a happy client base. While it comes to attracting new customers, keeping old ones around, and building successful online businesses, nothing is more crucial than the satisfaction that shoppers feel when making purchases from their favorite stores. The connection between consumers' expectations and their experiences is closely tied to the level of customer happiness. A corporation has acquired this status when its services consistently meet or exceed their customers' expectations. Researching what makes consumers happy is crucial since the results can be used to gauge the company's growth and success and provide the basis for future strategic choices. The fundamental goal of a great much research has been to identify the factors that lead to happy clients.

Keywords: Marketing Management, Development, Online Retailers.

BM-06:

Important Factors That Impact on Consumers' Choices of Online Shopping Versus Non-Online Shopping: An Exploratory Study Based in China

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Abstract

Technology's influence on the retail sector has resulted in the majority of customers preferring to purchase online rather than at traditional brick-and-mortar locations. This pattern has been on the rise over the last decade, with many large retailers combining the two approaches to maximise profits. The goal of this research is to learn how customers feel about in-store vs online purchasing, as well as to compare and contrast the two shopping methods. This research delves at why males are more likely than women to make purchases online instead of in physical places. For this reason, physical stores have an advantage when it comes to the safety of credit card transactions in shopping centers. While more and more individuals are starting to make purchases online, most still choose shopping in a real store where they can interact with the sellers and view the products before buying.

Keywords: Online vs Offline shopping, Consumers Behaviour, Consumers Choice, Consumers Satisfaction.

BM-07:

Examine The Appropriate Customer Satisfaction Index Model Association with Taiwanese International Tourist Hotel

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Abstract

The purpose of this research is to make a list of the services offered by hotels in order to get a more in-depth knowledge of the components that are responsible for the remarkable quality of such services. The hospitality business makes use of a wide variety of various models to assess the quality of service offered and the degree of satisfaction achieved by customers. The researchers decided to look at SERVQUAL, HOLSERV, and the LODGING QUALITY INDEX in order to carry out this investigation. These are three of the most well recognised and comprehensive models that are at disposal. In addition to this, the research investigates the gender gap that exists among hotel guests originating from Taiwan in terms of the service expectations they have and the degree to which they are satisfied with their stays. This section contains a more in-depth investigation of the elements (such as services, hotel amenities, location, etc.) that influence their choices and how they make those choices. In addition, recommendations for guests with disabilities about the amenities and services offered by the hotel are included in this package. When choosing a hotel room, guests often place a higher value on one that has been cleaned recently. Already in the present day, a number of different hotel chains provide allergy-free rooms for an additional fee. However, there are no hotel chains that cater to clients who are prepared to pay extra for greater cleanliness, and there are no customers who match this profile. Moreover, there are no customers who meet this criterion.

Keywords: Customer Satisfaction, Taiwanese International Tourist Hotel, Service quality, Guest comment card, Hotels, Hospitality Management.

BM-08:

Effectiveness of the Marketing Strategy in Promotion Mix of Shopping Centres to Attract Visitors and Shoppers: An Exploratory Study Based on Hong Kong

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Abstract

The success of different marketing techniques for increasing the most crucial indicators for shopping malls (sales and foot traffic) was surveyed by a group of consumers, and their replies were used to rank the performance of various promotional initiatives. The findings show several combinations that may be useful in generating the best possible customer behavior, and there seem to be significant distinctions among sales drivers or visit drivers. Displays in communities and schools often entice visitors who aren't prospective buyers, but fashion shows or product displays are unable to elicit either type of response. Despite the popularity of mall-wide discounts, it has been shown that a combination of free entertainment and cheap bargains works just as well. After examining real customer behavior over a three-month period, including purchases, visits, and promotional types, it was determined that the results were favorable. The study discovered that city centers' allure is influenced by retail, entertainment, activities, and atmosphere. Accessibility to the city center was shown not to have a statistically significant impact on how desirable a city is. This study intends to investigate how marketing methods, including production, price, promotion, and location strategies, impact organizational performance.

Keywords: Shopping malls, Customer Satisfaction, Place marketing, Role of promotion strategies, Elements of promotion mix, Marketing Strategy, City Centre Attractiveness

BM-09:

The Mediating Role of Trust in Advertising Messages and Emotional Response in The Impact of Celebrity Endorsement on Consumer Behaviour in Buying Skincare Products: A Study in Klang Valley, Malaysia

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Abstract

The study aims to examine the mediating role of trust in advertising messages and emotional response in the impact of celebrity endorsement on Klang Valley, Malaysia consumer behaviour in buying skincare products. Celebrity endorsement in fact is not a new phenomenon as consumers nowadays depend heavily on celebrity endorsement to make purchase decision in almost every industry. However, the niche of the skincare products market is still to be captured by companies for using celebrity endorsement although it has a huge potential to be exploited. Basically, not many of research has been conducted to acknowledge the importance of celebrity endorsement in this market. Descriptive and quantitative approaches were used in this study with the use of a self-administrated survey as a data collection method. English was used as the language in the questionnaire and a 5-point Likert scale was used to measure all of the studied variables. Respondents were selected by convenience sampling approach and 360 sets of valid questionnaires were collected for the statistical analysis in the study. Statistical Package for the Social Science (SPSS) version 24 was used to analyse preliminary statistical analyses. Descriptive analysis was used to analyse the demographic background of respondents. The reliability and validity for all the measurements of constructs were analysed by reliability statistics, item-total statistic and exploratory factor analysis. Relationships and influences between the studied variables were tested by Pearson correlation and regression analysis respectively. The findings presented celebrity endorsement that measured by attractiveness and trustworthiness had positive influences on attitude and purchase intention in skincare products in Malaysia except for expertise. The trustworthiness of a celebrity endorser was found to be the most influential factor in attitude and purchase intention in the study. Implications were suggested by the researcher in order to provide possible enhancements of celebrity endorsement in skincare products in Malaysia. Followed by the limitations and future suggestions in the last section of the study.

Keywords: Trustworthiness, Influential, Phenomenon.

BM-10:

Together with Innovation SMES, Innovation China: Small and Medium-Sized Enterprise (SME) Owners and Manufacturers in The Chinese Manufacturing Sectors Develop Strategic and Transformative Innovation Strategies and Networks

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Abstract

China is currently promoting institutional change and restructuring in an attempt to maintain and even accelerate its current level of economic progress, despite the fact that the globe as a whole is experiencing economic difficulties. China is putting in more efforts to innovate in response to the growing significance of innovation. Transform from a factory that creates low-quality items into a factory that creates trimming items that are distributed all over the globe. With a diverse selection of specialized initiatives and programs, both the state and federal governments, as well as the regional governments, have made significant investments in order to foster creative regional and statewide development. The emphasis of these positive policy efforts has been on China's small and medium-sized companies (SMEs), which account for the vast majority of the country's firms and constitute the country's industrial base's central focus. China's economy is being more driven by its SME sector. Small and medium-sized firms (SMEs) have historically been seen as low-tech and resource-intensive manufacturers. The expansion of innovative small and medium-sized enterprises (SMEs) throughout China's manufacturing industries is driving the transformation of China's innovation system, resulting in a substantial shift in market structures and links. This is causing significant alterations to market structures and relationships.

Keywords: Manufacturing sectors, Networking, Small and Medium-sized Enterprises (SMEs), Innovation Strategy, Innovation System.

BM-11:

An Empirical Investigation Aimed at Identifying the Key Factors That Impact Customers' Decision-Making Processes about The Choice Between Online and Traditional Purchasing Methods

Li Zhengwei¹, Syed Ahmed Salman¹

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Abstract

As a consequence of technology's impact on the retail industry, the vast majority of shoppers now choose online stores over their more conventional counterparts. In order to optimise earnings, several major retailers have adopted this strategy throughout the last decade. The study's overarching objective is to compare and contrast traditional storefront shopping with its digital counterpart and to ascertain clients' preferences across the two channels. This study investigates the reasons men are more likely than women to prefer shopping online. As a result, the security of credit card transactions at malls is enhanced by brick-and-mortar establishments. While more and more consumers are beginning to make purchases online, most still favour shopping in a physical store where they can connect with the vendors and inspect the items before purchasing.

Keywords: Online vs Traditional shopping, Consumers Behaviour, Consumers Choice, Consumers Satisfaction.

BM-12:

The Impact of Leadership and Entrepreneurship on Chinese SME's Performance: Organizational Culture as a Mediating Variable

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Abstract

The study presents a compelling overview of a research study focusing on the intricate dynamics within the realm of Small and Medium-sized Enterprises (SMEs) in China. The economic significance of SMEs in China sets the stage for a critical examination of the factors influencing their sustained growth, emphasizing the indispensable role they play in the nation's economic vitality. There is a surge in prominence of Chinese SMEs, acknowledging their pivotal role in shaping the economic landscape. This emphasizes the critical need for a deeper understanding of the factors influencing their performance, setting the stage for the ensuing exploration. The inclusion of qualitative interviews adds depth and context to the numerical findings, enriching the overall research methodology. The anticipation of insightful findings further piques interest, promising revelations into the varying impacts of leadership styles and entrepreneurial initiatives on Chinese SMEs' performance. The focus on organizational culture as a mediating factor adds a layer of complexity, promising a nuanced understanding of the mechanisms at play. The study's potential implications are highlighted, emphasizing its relevance for SME leaders, policymakers, and stakeholders. The aim is to inform strategies that enhance SME performance, foster entrepreneurial activities, and cultivate a positive organizational culture, thereby contributing to the growth and success of this critical sector. Micro, small, and medium-sized enterprises have become more important in China's economy, and their continued expansion is crucial to the country's economic health. With an emphasis on the mediating function of organizational culture, this study investigates the complex relationship amongst leadership, entrepreneurship, as well as the performance of small and medium-sized enterprises (SMEs) in China. Incorporating both quantitative surveys plus qualitative interviews, this study takes a mixed-methods approach. The purpose of this structured survey instruments is to gather information in quantitative form from a representative sample of small and medium-sized enterprises (SMEs) in China about leadership styles, entrepreneurial activity, organizational culture, and efficiency measures. To complement the quantitative results, qualitative interviews provide context and detail. By illuminating the complex interplay between leadership, entrepreneurship, company culture, and performance, this study adds to the growing body of literature on small and medium-sized enterprises (SMEs) in China. The research adds depth to our knowledge of the factors propelling success in this vital industry by recognizing the moderating effect of company culture.

Keywords: Chinese SMEs, Entrepreneurship, Leadership styles, Organizational Culture, Performance metrics, SMEs' Performance, Chinese Economy, Economic vitality, Small and Medium-sized Enterprises, Organizational culture.

BM-13:

An Analysis and Proposed Conceptual Model for Researching the Value of Luxury from The Perspective of Chinese Consumers

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Abstract

Researchers and marketers in the luxury industry are realising the importance of knowing how Chinese clients put a monetary value on luxury items given the country's rapidly rising middle class. While studies conducted in developed countries provide some theoretical light on how people place a monetary value on luxury goods, there is surprisingly little information available on how Chinese customers place such a value. This research examined the literature and evaluated several conceptual models to better understand the factors that influence Chinese consumers' perceptions of their personal and society's luxury. As a consequence, this research increases our grasp of the motives behind luxury purchasing among Chinese consumers, the nature of luxury in the perspective of the Chinese, and the elements that impact their appraisal of luxury items. Given this theoretical gap, the current study seeks to fill it by establishing, proposing, and evaluating a conceptual framework that describes the major variables that impact Chinese consumers' luxury purchasing behaviour, drawing on findings from the existing literature and primary data obtained from Chinese luxury brands. Several methods were used to construct and evaluate a theoretical model of Chinese consumers' valuation of high-end products. This was carried out over the course of two iterations of fieldwork. Ten in-depth interviews with Chinese luxury consumers were selected for the first stage of the field research so that we could inquire into, separate out, and provide context for the most significant aspects influencing those consumers' value judgements. Ten hypotheses were derived from the qualitative data and the available literature, and the linkages between individual and societal judgements and the luxury value perceptions of Chinese consumers were validated by the study. Moreover, public opinion may impact how people view themselves. The hedonic seeking value, the individuality value, and the narcissism value of luxury items all contribute to how they make their purchasers feel about themselves.

Keywords: Conceptual Model, Investigation, Chinese Customer, Marketing Strategies, Perspective of Luxury Value.

BM-14:

Investigating The Relationship Between Gender and Social Entrepreneurship, with a Focus on Women's Leadership, Employment, and Participation within the Context of Southeast Asian Culture

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Abstract

In both the 2030 Agenda for Sustainable Development and the Community Vision 2025 of the Association of Southeast Asian Nations (ASEAN), there is a significant focus put on the achievement of gender parity and the empowerment of women. They are essential in order to make the region a more welcoming place for people of all backgrounds and identities. It is feasible to improve women's well-being and make it possible for them to contribute to the progress and inclusivity of an area by providing them with equal access to positions of decision-making authority and leadership when they are given equal access to these positions. Additionally, this can be of assistance in ensuring that women are included in the process of decision-making. A new generation of women leaders in ASEAN has to be formed; yet, the data that is now available reveals that a substantial amount of further development is still required to achieve this objective. This information sheet takes a look at the current situation of women who hold leadership positions in organisations that are associated with ASEAN and, with the use of official statistics, identifies the major areas in which advancement is required.

Keywords: Gender, Social Entrepreneurship, Women's Leadership, Employment, Participation, Southeast Asian Context.

BM-15:

Dive into The Structure of Sports Management and The Association of Sports Consumer Behaviors

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Abstract

Although sports organisations have made huge sums of money off of the popularity of spectator sports over the past three decades, the industry as a whole has recently seen significant shifts. According to Howard and Crompton, modern sports organisations must deal with rising costs, a saturated market, an economic disconnect, and the introduction of new technology (2005). The cost of running a sports organisation has skyrocketed in recent years, greatly outpacing the increase in income. The average salary in the NBA is more than \$4 million per year, and a new NFL stadium may set you back more than \$1 billion. The typical price tag for a Division IA programme is well over \$20 million. Spectator dollars are a hot commodity, and the race to win them has never been fiercer. In the United States and Canada, sports fans may choose from more than 600 professional teams and 1,000 collegiate sporting programmes. In addition, as ticket costs continue to rise, many middle-and lower-class Americans are feeling alienated from the teams they formerly supported because of financial constraints. The advent of new technology presents both opportunities and threats to sports organization.

Keywords: Sports organisations, financial constraints.

BM-16:

Marketers Continuously Strive to Incorporate New Technology and Mechanism in Their Product to Provide More Satisfaction to Customers Than Before- This Improves Quality of Life and Makes Life of Consumers Easier Than Before

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Abstract

Today client happiness is one of the key criteria of manufacturing enterprises in emerging countries. The purpose of this research was to learn how different ways of presenting a product can influence buyers' opinions of that product. Consumers' happiness with their cosmetics purchases was found to increase in correlation with creative product packaging. To address the central research issue, this study utilized both innovation process and innovation models. Consumers' growing adoption of smart technologies has prompted retailers to recognize the sector's growing importance in shaping consumers' in-store experiences. Yet, the effect that latest technological use, along with the desired behavior of the consumer, impacts the characteristics and experiences of the last category is mostly disregarded in academic literature. This study uses exploratory, explaining studies to look into this phenomenon in a sales environment. This research adds to the literature on consumer behavior and technology adoption by providing an explanation for why learning commitment motivates participation but has no effect on consumers' actual intentions to change their behavior. Considering the study's findings, we also address the role of consumer behavior and customer satisfaction in promoting the introduction of cutting-edge smart technology into retail environments. Our research not only provides useful data and findings, but it also contributes to our understanding of the factors that influence the dynamics of customers and their experiences with advanced technologies.

Keywords: Quality of Product, Customer Satisfaction, Technological, Mechanism.

BM-17:

Assessment of Effectiveness of Accounting Information as a Tool for Management Decision

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Abstract

The project's objective is to use accounting data to aid in managerial decision making. Information standards for accounting, financial accounting, and management accounting are all addressed in this book. Possible applications of accounting data to management decision making will also be explored in the course of this undertaking. At the end of this assignment, they were able to pinpoint just how vital accounting data is to management's ability to make informed decisions. Moreover, accessible financial data helps with both strategic and operational planning and control. Finally, the project's focus aids in the inferences formed about the nature of the issue and the means of tackling it in a manner that guarantees flawless management.

Keywords: Accounting Information, Management Decision, Financial System, Information Technology.

BM-18:

Human Resource Information and Human Resource Measurement Systems: A Comparison of Chinese and Western HRM

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Abstract

This article will utilize the growth of HRM in China as a research study to better understand the dynamic nature of convergence, divergence, and contextualization in HRM. It asserts that Chinese techniques of managing people have diverged from or converged with Western or majority concepts and practices in a variety of institutional contexts and historical eras. Alongside this intellectual plot, human resource management in contemporary China is analysed to show how Eastern European and Western forms of personnel administration and scientific management have influenced local management practices. To ascertain the effect of HRM on corporate performance, this study studies Chinese-Western joint ventures and completely owned subsidiaries across the People's Republic of China. It has been shown that employing an "elevated" HRM system and integrating HRM with business strategy have a positive effect on a company's bottom line.

Keywords: Administration, Western HRM, Chinese HRM, Human Resource Information

BM-19:

A Research Investigation Aimed at Assessing the Efficacy and Influence of Online Marketing in Comparison to Traditional Marketing, Specifically Targeting a Specific Audience Based on Socio-Demographic Factors Such as Age and Gender

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Abstract

This thesis discusses current and future marketing trends. The content is updated to reflect business events and publications. This study employed secondary sources. This investigation uses the internet and published literature. Digitization has increased dramatically. Searches on the internet are replacing traditional methods of getting lower vendor prices in India. SEO, SEM, influencer marketing, marketing through content, content automation, e-commerce marketing, effort marketing, social networking advertising, social media optimisation, e-mail marketing, banner advertisements, e-books, optical discs, or video games can benefit businesses, according to researchers. WhatsApp and Facebook have proven how intertwined our lives have become, and their popularity has created new avenues for companies seeking online customers. Understanding customer motivations is essential to understanding why they post brand or merchant content online. Digital marketing offers a high ROI and cheap acquisition cost. This study also reveals that knowing which social media channels a company's target audience uses is crucial to online marketing success. The effectiveness of online advertising may be assessed across sectors. More study may analyse the effectiveness of internet marketing methods for more firms.

Keywords: Online Marketing, Conventional Marketing, Internet, Electronic Gadgets.

BM-20:

An Analysis of The Effects of Organizational Strategies and Human Resource Management on The Quality of Life for Chinese Dementia Patients

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Abstract

The purpose of this research was to investigate if depression and Parkinson's disease (PD) independently increase the risk of dementia or whether the two disorders together increase the risk more significantly. Methods. Between January 2001 and December 2008, random selections from the Taiwan National Health Insurance Research Center's database of Parkinson's disease patients and healthy controls were made. Those with PD who did not experience depression were classified as controls, as were those with PD who did experience depression. It's possible that individuals who received a placebo were experiencing clinical depression. We were able to determine the hazard ratios and dementia incidence rates for each group using Cox's regression analysis (HR).

Keywords: Community supports; HRM; Dementia; Equity; Telehealth.

BM-21:

Factors Affecting Job Satisfaction of University Academics: An Exploratory Study of Chinese Universities

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Abstract

Staff members at educational establishments of higher learning all across the globe are beginning to experience the consequences of a tough transition process. As a direct consequence of this, members of the academic staff at universities are now expected to function well in an environment that is both more difficult and more complex. Happiness at work is becoming an increasingly important consideration for universities since it has significant implications for product quality. In the West, a number of studies have been conducted on the topic of occupational contentment; nevertheless, in the context of China's academic environment, it is still a mystery as to why academics are so satisfied. This study analyses the concept that cultural influences have a role in job happiness in China. It also fills a gap in the existing research on work satisfaction in China.

Keywords: Lecturer, Investigation, Job Satisfaction; Academics.

BM-22:

A Case Study of The Economic and Socio-Cultural Effects of Tourism Growth in China's Fenghuang County

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Abstract

The problem of "poor in Fenghuang County, like in other places in China, is attributed to the country's inadequate modernization of its official narrative. Foreign direct investment and the commercial integration of the rural economy with external markets are only two examples of how the tourism industry is expected to contribute to the development of Fenghuang. They hired planners from Beijing to map out the county's urban expansion over the next 18 years ("CACP and PGFC 2005). The locals are stuck with no other choice "to comply with this arbitrary rule enforced by the privileged.

Keywords: Tourist Development, Scale of Resources, Economical Markets.

BM-23:

A Study to Analyse Management as ‘A Dynamic Function and The Way It Evolves and Adapts to Changes in Its Environment, That Are Economic, Socio-Political, Or Technological’

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Abstract

The method of dynamically managing a workplace in a way that encourages the sharing of knowledge is presented as an option. A dynamic approach to management involves molding the working environment in the here and now. The workplace is organised into fluid clusters of interconnected tasks, each of which has its own schedule for getting things done. Two ways to make sure that information is easily shared are to organise activities in such a way that tasks are grouped together, and members of the group are located as close to one another as physically possible in terms of the availability of data that is relevant to the intra-group task, and to coordinate the timing and Organisation of activities. The dynamic nature of the environment is reflected in a number of different ways, including changes to the composition and structure of task sets and task groups, the order in which these groups occur, the temporal characteristics of tasks, and the naming conventions for data that is relevant to these tasks. A mathematical formulation of the problem is then used to accomplish this goal. In order to solve problems, researchers came up with a clustering strategy. In order to provide a comprehensive explanation of the process, numerous examples are provided. The strategy that was suggested could potentially be put to beneficial use in the dynamic management of various sorts of resources that are necessary to carry out the duties, which is an extra plus.

Keywords: Dynamic Management, Economic, Socio-Political, Technological.

BM-24:

The Effect of Perceived Usefulness of Online Teaching Platforms on Users' Willingness to Continue Using Them

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Abstract

Online teaching is an important way and tool of modern teaching. Most of the previous research objects chose online teaching platform independently for learning, and their learning purpose is very clear, but there are few studies on the continuous learning willingness of such large-scale centralized online teaching platform. Based on this, this paper takes 750 college students as the research object, and adopts questionnaire survey, SPSS software, Process plug-in software, Amos software and other methods to analyze the influence mechanism of perceived usefulness of college students' online teaching platform on their willingness to continue during the epidemic. The results show that the perceived usefulness of online teaching platforms has a significant positive impact on students' willingness to continue using them, and the perceived usefulness of online teaching platforms indirectly affects students' willingness to continue using them through subjective norms and satisfaction, respectively, indicating that subjective norms and satisfaction are two important mediating variables in which perceived usefulness affects users' willingness to continue using them.

Keywords: Online Teaching Platform; Perceived Usefulness; Subjective Norms; Satisfaction; Continuance Intention.

BM-25: A Study on Discussing the Impact of Strategic Knowledge Management from the Performance Viewpoint of a Manufacturing Firm

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Abstract

The friendship between KM and pharmacy is a very important part of the progress of every society. The long-term accomplishment of a school's approach to intangible assets depends on how well it creates details and finds things that might be able to predict how experts will act. Some people think that managers could enhance the productivity of healthcare centers like hospitals by using KM practices. The goal of this paper is to give a consistent and precise survey of KM in hospital settings. With help from health officials and a thorough review of the literature, they make a new understanding survey. By doing more research, we were able to distill the AKMI readings to their most important parts and confirm that they had successfully identified the items. Lastly, the way the new instrument sounds are talked about. The envisaged survey seems to be valid, reliable, and a good way to look at the nine parts of KM that have been identified: views of KM, internal and external motivations, information processing and circulation, collaborative effort, statesmanship, organizational values, and barriers. The proposed question could help improve the performance of health systems by giving lawmakers and health workers information about how KM is used in healthcare institutions.

Keywords: Strategic Knowledge Management, Manufacturing Firm, Knowledge Implication, Business knowledge.

BM-26:

A Study on an Exchange Where People Can Trade Financial Securities and Derivatives at Low Transaction Costs is Referred to as a Financial Market

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Abstract

Using a survey instrument, they learned that there is diversity in the ownership structure of derivatives exchanges, that exchanges are regulated either directly or indirectly by a government law, and that the most common, though not exclusive, market-making system is based on open outcry with daily mark-to-market and gross margining. The use of electronic technologies, however, is becoming more commonplace in the marketplace. Some marketplaces have said that they own their clearing houses and use netting settlement processes. Yet, this format is common throughout markets. The findings confirm the researchers' hypothesis that central financial system operations work similarly regardless of time or location, although institutional arrangements vary greatly. The purpose of this research was to better understand the structure, aspects of market design, and traded goods of derivatives exchanges all over the globe. Facilitating the transfer of risk among economic players is a derivatives exchange's primary duty. This is accomplished via the exchange's techniques for increasing liquidity and improving the rate of price discovery. The hypothesis that different market contexts need distinct organisational configurations to carry out this role is investigated. The researchers also looked at how new derivative exchange products were released. The advent of the derivatives market is a remarkable achievement in financial engineering because it addresses the issue of risk inherent in the unpredictability of the underlying asset's price in a cost-effective and efficient manner.

Keywords: An Exchange, Trade Financial Securities, Derivatives, Low Transaction Costs, Financial Market.

BM-27:

Green Loans, Improved Risk Management, and Expanded Business Opportunities in China: A Case Study of Financial Institutions

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Abstract

Mandatory reporting requirements for green loans made by Chinese banks have been set up, and the infrastructure for conducting green finance operations has been built. China's Green Credit Policy is what's really getting things moving in the green finance sector in the country. China's Green Credit Policy is a leading empirical example of green finance due to its massive scale (8.08 trillion RMB) and numerous participants. Another great thing about the Green Loans Policy is that all the major Chinese banks use the same standards when issuing green loans. Since the CBRC assessed the bank's Green Credit Policy in 2013, its performance may be directly compared to that of other banks. Others may learn from the mistakes made by China's government with its Green Credit Policy. Western financial organisations have a number of approaches when it comes to green finance. Western bank regulators do not often mandate that their institutions engage in environmentally friendly financing strategies. In contrast to the lack of standardizations in green finance, China's Green Credit Policy includes both established and emergent procedures. The definition of "green financing" is not universally accepted, even among Western institutions. There are just too many interchangeable phrases that may be used in its place (discussed in section 2.1). While the UNEP, EP, and UNGC guidelines all contribute toward establishing a foundation for green finance, they do nothing to foster its development. When it comes to green financing, Western banks are led by the knowledge of their decision-makers in areas like sustainable development and corporate social responsibility, whereas in China, green financing is led by government mandates. Regardless of the motivations of China's policymakers, the country's green financing sector grew from zero to 8.08 trillion RMB in 2015. The rapid expansion of green financing suggests that financial institutions are responding favourably to incentives.

Keywords: Credit policy, financial institutions, sustainable development

BM-28:

A Study on the Purchase Intention of Consumer Groups in China's Luxury Consumption Market

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Abstract

With the end of the epidemic, the global economy did not experience the expected rebound in 2023, but instead showed a more complex and challenging scene. The International Monetary Fund (IMF) predicts in its latest World Economic Outlook report that the global economic growth rate will slow from 3.5% in 2022 to 3.0% in 2023, lower than the historical average of 3.8% between 2000 and 2019, and is expected to further decline to 2.9% in 2024. Charles Schwab's analysis suggests that the global economy may exhibit a gradual U-shaped recovery in 2024, which means that the future economy may enter an era of low growth. At the same time, the Chinese economy has bid farewell to high-speed growth and entered a period of medium to low-speed development. However, the consumer group in Chinese society has shown a trend of rapid growth and continuous expansion of the middle class and the affluent group, which has also had a significant driving effect on the consumption demand for luxury goods. In addition, from the distribution of new luxury consumer groups, Chinese luxury consumers have shown a clear trend of youthfulness, and consumer purchasing behavior has also undergone significant changes, shifting from cautious consumption to impulsive and quality-oriented consumption. At the same time, the convenience of online shopping and live streaming has given rise to a large number of "impulsive" consumers, while "quality oriented" consumption has promoted the "normalization" development of China's luxury goods market. In view of this, this article is based on the Chinese luxury goods consumption market, taking Chinese luxury goods consumers as the research object, collecting official statistical data, analyzing and summarizing the main characteristics and consumer motivations of the Chinese luxury goods consumption market, and studying the purchasing intentions of the consumer groups appearing in the Chinese luxury goods consumption market.

Keywords: Luxury Goods; Consumer market; Purchase intention.

BM-29:

A Qualitative Investigation of The Challenges Faced by Novice Principals in The School Management Process and The Solutions They Come Up With

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Abstract

The purpose of this research is to identify the challenges that new school administrators confront in their first year on the job and, using those challenges as a guide, come up with potential solutions. The formulation of the study relied heavily on the use of qualitative research methods, and the data were examined using a methodology known as content analysis. According to the data that was gathered, the challenges that were encountered by school administrators were classified into five different categories. The conditions of the school buildings were the most significant challenge among those problems. The issues pertaining to school stakeholders, education policies, administrative concerns, and financial concerns followed in that order. The principals of the schools each proposed their own unique remedies to these issues. In order to find solutions to the issues, principals have proposed the following solutions: the school facilities should be upgraded, the school budget should be increased, training programmes should be established for principal candidates, principals should be given the opportunity to pursue master's degrees, and formal mentoring programmes should be arranged for principal candidates.

Keywords: Qualitative Research, Inexperienced School Administrators, Administrative Issues, Administrative Issues.

BM-30:

Empowering Leadership and Its Impact on Employees' Performance: An Exploratory Study Based on Employees' Innovation Skill and Leadership Theories

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Abstract

The concept of leadership empowerment was initially offered as a set of management practices leaders may use to increase their staff's sense of agency. One non-traditional kind of leadership is empowering leadership behaviour. A leader's empowering behaviours towards a subordinate highlight the leader's role in a power-sharing dynamic with employees, fostering an environment in which those workers may learn to regulate their own behaviour and complete assignments without constant supervision. Employees' intrinsic motivation and the growth of both the organisation and its workers are boosted when leaders delegate authority and make them feel like they have a voice in decision-making. Leadership's empowering conduct boils down to a set of managerial actions that boost workers' agency by increasing their access to knowledge, rights, and judgement possibilities, as well as their confidence in their own abilities and pride in their output on the job. They shift from encouraging workers to "participate in decision making" to "information sharing" as a means of equitable communication and from "top-down" decentralisation to "bottom-up" decentralisation. Using a grounded theory approach, this study analyses the link amongst leadership empowering behaviour on employees' innovative behaviour across the domains of personal improvement support, participative management, and delegation of authority.

Keywords: Leadership, Empowerment, Leadership's Empowering, Environment.

BM-31:

A Comparative Study on Students' Perceptions Regarding the Humanistic Approach to Teaching and Learning in School

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Abstract

Many pedagogical approaches have affected and continue to affect classroom practise. Each approach considers the strengths of the others while pursuing its own goals. Although it's true that effective teaching strategies are important, the relationship between such a teacher and student is much more so. Miracles may be achieved via a mutually beneficial exchange of knowledge and skills when outstanding professors, or even better, great teachers, are paired with equally capable students. Exceptional instructors, no matter what approach they use, foster a caring atmosphere in the classroom. Therefore, students can become more autonomous in their learning when provided with a supportive and nurturing atmosphere. Everyone should be very worried about the state of education in right now. This study tries to explain how a humanistic approach to education may look. The paper may be broken down into three sections. In the first section, the researchers examined philosophical and theoretical foundations for this mode of instruction. Specifically, this section focuses on how a student's educational experience may foster the development of a wide range of personal strengths and interests. In the second section, we talked about how this strategy might be used in the classroom to foster the all-around growth of children. The final section was investigating the changes in students' development and perspectives because of this new pedagogical approach. Here, we'll analyse how students respond to this kind of instruction and look at some of the ways in which it falls short.

Keywords: Students, Teachers, Teaching, Learning, Education, Humanistic Approach.

BM-32:

Entrepreneurship May Benefit from Effective Organizational Transformations by Finding the Causes of Low Employee Retention Rate and to Identify the Ways to Increase Productivity

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Abstract

Although if the term "entrepreneur" is all the rage these days, it does not imply that everyone who gives business a go is going to be a successful businessperson. This article explores the topic of company ownership and entrepreneurship from three distinct vantage points: In order to acquire the skill sets necessary to manage a successful business, it is needed to cultivate a number of entrepreneurial attributes. These traits include perseverance, determination, self-confidence, and the drive to achieve. Before an entrepreneur can create a successful company, there has to be a favourable opportunity in the market. It is crucial to be able to recognise possibilities in the economic sector. In addition to this, it is essential to acquire resources such as money and people. In the end, but certainly not least, in order to manage a successful business, an entrepreneur has to find a balance between the opportunities, resources, and teams at their disposal.

Keywords: Entrepreneurship, Human Resources Management (HRM), Employee Retention, Increase Productivity.

BM-33:

The Relationship between Human Resource Management Practices and Strategic Sales in Business-to-Business Marketing and Firm Performance: Evidence from Telecom Industry in China

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Abstract

Researchers analysed SHRM and HR practises in the PRC to see how they affect business outcomes and the morale of workers. The impact of company ownership on the associations was also investigated. There was a significant gap in the increasing adoption of strategic human resources management (SHRM) and Human resources practices across SOEs and FIEs and privately held firms in a sample of Chinese companies operating across different industries and regions (POEs). SHRM and HR practises have been shown to have immediate positive impact on financial performance, operational effectiveness, and the climate of cooperation and respect among employees. In contrast, ownership type was shown to be a moderating factor in just one sort of performance indicator. China Telecom, China Unicom, and China Mobile are three state-owned telecommunications giants that control most of the market in China. In May of 2008, the Ministry of Information Industry (MII), the National Development and Reform Commission (NDRC), and the Minister of Finance oversaw a reorganisation initiative that resulted in the foundation of the three firms. As of right present, all three businesses have obtained permits provide the corrected and phone telecommunications services from China. With receiving national 5G licences for all three in 2019, there are currently just three telecom firms. A new regulatory framework was implemented because of China's entrance toward the WTO in 2001, and international businesses were only permitted restricted market access.

Keywords: Human Resource Management, Strategic Sales in Business-to-Business Marketing, Firm Performance, Telecom Industry in China.

BM-34:

A Study to Understand the Impact of Progress in Social Media Theory and Methodology and The Effects on Tourism

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Abstract

The conversations that people have on social networking platforms might end up influencing their selections about where they want to go. Before they can plan their vacations, potential tourists need to decide where they want to travel, what activities they want to participate in, when they want to go, and how they will get there. The decisions that are taken before to departure are influenced in part by both the image that is formed of the location to be visited and the expectations that are formed about the experiences that will be enjoyed there. People form their ideas based on what they read about online or on what they overhear from friends and family members who have experienced the same thing in the past. Following Crompton's model of travel motivation set, this study investigates how the use of social media influences the decisions made by international students about their enrollment at Umea University.

Keywords: Destination Choice, Social Media Platforms, Choice Set Model, Travel Expectations, Experiences and Perception.

BM-35:

A Case Study on Approaches for Enhancing Employee Engagement and Developing Business-To-Business Collaboration for Increase Revenue for the Organization

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Abstract

This case study explores approaches for enhancing employee engagement and developing business-to-business collaboration to increase revenue for an organization. The study aims to examine the impact of initiatives aimed at improving employee engagement and developing business-to-business collaborations on revenue generation. The study finds that initiatives aimed at enhancing employee engagement, such as training and development programs, recognition and reward programs, and communication tools, have a positive impact on employee motivation and engagement. Moreover, initiatives aimed at developing business-to-business collaborations, such as joint marketing initiatives, cross-functional teams, and regular communication, have a positive impact on revenue generation. The study also identifies challenges in implementing initiatives aimed at enhancing employee engagement and developing business-to-business collaborations. These challenges include resistance to change, lack of resources, and communication barriers. However, the study finds that overcoming these challenges is crucial to achieving success in enhancing employee engagement and developing business-to-business collaborations. The case study highlights the importance of enhancing employee engagement and developing business-to-business collaborations for increased revenue generation. The study recommends that organizations adopt a systematic approach to enhancing employee engagement and developing business-to-business collaborations, including conducting a needs assessment, developing a strategy, implementing the strategy, monitoring progress, recognizing and rewarding employees, and continuously improving.

Keywords: Employee Engagement, Marketing Initiatives, Reward Programs, Revenue Generation, And Business-To-Business.

BM-36:

Sustainable Progress: Exploring the Interplay of Energy Consumption, Carbon Footprints, and Economic Expansion in Ghana

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Abstract

The significance of sustainable progress lies in its potential to contribute to inclusivity, social stability and equity, environmental preservation, promote resilience, and longevity in economic expansion. This paper explores the interplay between energy consumption, carbon footprints, and economic expansion in Ghana. The study covers the period 1981 – 2022, and data used for the analysis were sourced from World Bank (WDI), Macrotrends, United Nations database, Ghana Statistical Service, Energy Commission of Ghana, International Energy Agency (IEA). The variables time series data were found to be integrated of order $I(0)$ and $I(1)$ after stationarity tests. Various analytical techniques such as descriptive statistics, boxplots, VECM analysis, Granger causality tests, forecasting analysis, and Thresholds regression were utilized to explore the interplay between the variables of the study with the aid of EViews software application. The results of the analysis reveal the growth patterns/trends of the variables, and highlight their significance in driving economic expansion in Ghana. Based on the analysis, the study recommends a multi-faceted approach for sustainable economic expansion in Ghana. First, the government should implement fiscal and monetary policies to address economic imbalances, and recovery from the impact of structural defects and COVID-19. Second, focus on energy sector reliability and sustainability is indispensable, highlighting the need for cleaner and renewable energy sources. Third, strategy to balance the trade-off between economic expansion and environmental sustainability, while mitigating and adapting to the effects of climate change is needed. Fourth, effective management of population growth through investing in human capital, education, and social welfare is key for demographic dividend. Fifth, ensuring a credible and consistent monetary policy is vital for tackling inflation, and achieving long-term stability. Finally, the government should attract foreign direct investment that is aligned with economic goals, improve institutional quality, and address impediments hindering foreign capital inflows.

Keywords: Energy consumption, Carbon footprints, Economic expansion, Ghana, VECM/ Threshold Analysis.

BM-37:

The Determinants of Purchase Intention of Work-Based Learning Courses Through Online Learning Platform in Malaysia

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Abstract

This research studies the determinants of purchase intention for online courses designed for work-based education through platforms in Malaysia. This research spawns as the result of emerging online learning market in Malaysia and the aim is to provide insight on the factors that influence individuals' decision to purchase online courses for work-based learning. The study employs a mediation and moderation framework to examine the relationships between time and space autonomy, course-free trial, perceived usefulness, perceived ease of use, perceived risk, perceived cost, perceived value, and electronic word of mouth on purchase intention. This paper outlines the applied design in regard to the variables used, the data collection method and its measuring measurement. This paper highlights the implication of the emerging online learning market in Malaysia and contribute to the understanding of determinants of purchase intention of the online courses.

Keywords: Online Learning, Work-Based Training, Purchase Intention.

BM-38:

Research on the Path of Collaborative Management of Scientific Data and Research Archives for Resource Building – Based on the perspective of micro-subjects

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Abstract

The article aims to enhance the management level of scientific and technological information resources and strengthen the ability of scientific and technological innovation, and explores the realization path of promoting the collaborative management of scientific data and scientific research archives. It utilizes literature research method, field research method, network research method and comparative analysis method, to understand the practice overview of the collaborative management of scientific data and scientific research archives, and summarize the policy requirements for the resource construction of scientific data and scientific research archives and scientific research archives, and summarize the policy requirements for resource construction of scientific data and scientific research archives. Define the micro-subjects and analyze their management orientation. It is found that among the micro subjects, the data management department, the archive management department and the scientific research team work in synergy, management department and scientific research team is the basis for optimizing the construction of scientific and technological information resources, and the management process should strengthen the synergy of the main body, business synergy, resource synergy and guarantee synergy to develop the trinity. In the process of management, it is necessary to strengthen the synergy of subjects, business, resources and protection, develop the working mechanism of the Trinity, strengthen the mutual understanding of the concepts of scientific data and scientific research archive management, promote the business linkage, and jointly plan the protection elements.

Keywords: Scientific and Technological Information Resources; Scientific Data; Research Archives; Collaborative Management; Micro-Subjects.

BM-39:

Management in the Application of Technological Progress in Chinese Enterprises

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Abstract

Technological progress plays an important role in management. Through the application of advanced technologies and tools, enterprises can optimize management processes, improve work efficiency, reduce costs, promote innovation and other aspects of improvement and promotion. Technological progress provides more tools and means for management, such as enterprise resource planning (ERP), customer relationship management (CRM), office automation (OA) and other systems, these systems can help enterprises to achieve the rapid transfer and sharing of information, improve management efficiency. It has also changed the way of management: technological progress has also brought about changes in management. For example, technologies such as telecommuting, online collaboration, and cloud computing make team collaboration more convenient and efficient, and also provide more flexibility and choice for enterprises. It improves the level of decision-making: technological progress provides management with more data and information, so that managers can more accurately understand the market and customer needs, to make more scientific and reasonable decisions. It also promotes organizational change. The impact of technological progress on management is profound, it not only improves management efficiency and management level, but also changes the management mode and organizational structure. As technology continues to evolve, management also needs to constantly adapt and innovate to better respond to future challenges and opportunities.

Keywords: Management; Technological Progress; Chinese Enterprises; Intelligence and Automation; Cloud Computing and Big Data.

BM-40:

The Mediating Role of Perceived Brand Authenticity in the impact of Personal Media Promotion on Business Development of TikTok

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Abstract

In the swiftly changing economic landscape, the role of personal media marketing, exemplified by platforms like TikTok, has become a critical driver of corporate development. This research explores the transformative impact of personal media promotion, focusing on TikTok, and its implications for businesses. Social media influencers and personalized marketing strategies have ushered in unprecedented opportunities for businesses to engage deeply with their target consumers. The findings underscore the strategic benefits for businesses in identifying influential individuals within their target audience, forging lasting relationships, and effecting enduring changes in consumer behavior. By examining the interplay between influencer marketing and consumer trust in brands, the study illuminates the approaches for companies seeking to broaden their customer base and enhance communication with end-users. Beyond economic implications, the research opens avenues for academic exploration into self-promotion in media, brand authenticity, and corporate growth in the Internet-dominated era. The theoretical framework outlines the relationships between personal media marketing, consumer trust, and company growth, forming hypotheses that guide the investigation. The research methodology section details techniques like interviews, questionnaires, and content analysis. Results indicate correlations between self-promotion on social media, consumer perceptions of brand authenticity, and corporate growth. The discussion evaluates findings, aligning them with existing research and offering practical applications for businesses. Recognizing study limitations, the researchers suggest potential future research pathways, emphasizing the study's significance in shaping commercial growth.

In conclusion, the study highlights the importance of social media self-promotion and brand authenticity, particularly on TikTok, within a concise framework. Researchers express gratitude, with appendices serving as a repository for supplementary materials. A well-structured study encompasses methodology, results, discussion, limitations, and future research areas, providing a comprehensive overview.

Keywords: Perceived Brand Authenticity, impact, Personal Media Promotion, Business Development, TikTok

BM-41:

Innovation Leadership: How Enterprise Management Shapes and Optimizes Organizational Efficiency

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Abstract

Background: In a fiercely competitive business environment, this study aims to delve into how enterprise management under the leadership of innovation shapes and optimizes organizational efficiency to respond to constantly changing market challenges.

Method: This study comprehensively applies mixed research methods and combines detailed empirical data analysis to explore the impact mechanism of enterprise management on organizational efficiency under the leadership of innovation, providing a comprehensive and reliable research framework for in-depth understanding and practical application. This method aims to reveal the key factors of innovative management in shaping and optimizing organizational efficiency, providing substantive guidance for management practice.

Sample: Through a detailed case study of Company A, this study deeply explores how enterprise management strategies under the leadership of innovation can successfully shape and optimize organizational efficiency, providing strong reference and inspiration for practical business. These cases not only highlight successful experiences, but also provide specific and feasible implementation paths for management decision-makers.

Results: The research results clearly demonstrate the effectiveness of implementing enterprise management under the leadership of innovation, significantly improving organizational efficiency and creating substantial results for business success.

Conclusion: Overall, research has shown that effective enterprise management led by innovation plays a crucial role in shaping and optimizing organizational efficiency, providing strong support for addressing competitive challenges. This conclusion provides practical guidance for enterprises to achieve outstanding performance in a constantly changing business environment.

Keywords: Enterprise Management; Optimization; Organizational Efficiency.

BM-42:

A Study to Analyse the Influence of The Entrepreneurial and Innovation Ecosystem on University Based Startups: A Case Study of Chinese Universities

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Abstract

Universities are now thinking about developing innovative and entrepreneurial environments. Students or the university at Chinese University have built an innovative and entrepreneurial ecosystem (E&I) with human, social, intellectual, and financial capital to bring prosperity to the ecosystem and its surroundings, potentially benefiting the Finnish economy. This study examined university entrepreneurship, especially the Chinese University innovation and entrepreneurship ecosystem. The findings show that student entrepreneurs were predominantly motivated by pull motivational variables, particularly improvement driven incentives. Learning, personal progress, and independence were the causes. Push factors had no influence, and unlike earlier research, these case entrepreneurs did not see more income as a motivator. The research results led to three model changes: adding positive entrepreneurial experience as an influencing factor, adding entrepreneurial motivation, and dividing entrepreneurial alertness into passive and active search for entrepreneurial opportunities. Prior knowledge and a favourable entrepreneurial experience influenced entrepreneurs. In addition, this research emphasises teamwork. The case entrepreneurs' thoughts inform the study's final recommendations for improving the Chinese University E&I ecosystem. All ecosystem factors were employed in venture formation, although some were more important. The data show that the External E&I community was utilised far less than the rest of the ecosystem, which was used evenly.

Keywords: Entrepreneurship, Innovation, Ecosystem, Opportunity Development, Startup, Entrepreneurial Motivation.

BM-43:

The Transformative Influence of the Pandemic on Smart Cities in Malaysia

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Abstract

The Covid-19 pandemic has significantly altered people's daily routines. They exhibit heightened levels of productivity and engagement through the utilization of information and communication technologies (ICT). The global spread of COVID-19 in late 2019 has had significant repercussions on the lives and socio-economic conditions of millions of people. Throughout the course of the pandemic, numerous communities have relied on inventive measures to mitigate the transmission of the virus and enhance their response capabilities. The utilization of emerging technologies and the interconnectedness inherent to smart cities has increased significantly during the pandemic. A considerable portion of the populace engages in remote work, attends virtual concerts and other social events, hosts online gatherings, and communicates with friends and family through virtual means. These changes necessitated the establishment of a more extensive and reliable infrastructure, substantial investments in the creation of software applications designed for remote operations, and the incorporation of subsystems utilized in smart cities. Therefore, this paper investigates the profound impact of the pandemic on Smart Cities in Malaysia. This paper conducted a content analysis to emphasize the practical use of smart technologies in Malaysia for tackling the COVID-19 pandemic. This study aims to enhance comprehension of how smart cities respond to the private sector and contribute to the progress of this research domain.

Keywords: Artificial Intelligence (AI), COVID-19, Internet of Things (IoT), Smart City.

BM-44:

Changes in Consumer Behavior and Habits in China During the Post-Pandemic Era, as Well as the Development Difficulties and Transformation of the Retail Business

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Abstract

Since the COVID-19 broke out at the end of 2019, the Chinese government has taken a series of strict prevention and control measures such as blocking cities, restricting personnel mobility, and closing commercial facilities and so on. These measures have had a huge impact on consumer behavior and consumption habits. From December 2022, the Chinese government began to loosen the control of COVID-19. Since 2023, after three years of prevention and control measures to the COVID-19 epidemic, the consumption era has been habitually called the "post-epidemic consumption era". In the "post-epidemic consumption era", although the epidemic has been over for over one year, its long-term impact is still evolving. In this era, consumer's awareness of the savings crisis is increasing, and people are becoming more cautious and concerned about various consumption behaviors. Changes in consumer purchasing decisions, changes in consumption scenarios, changes in seller behavior, and changes in government behavior are happening. While The COVID-19 pandemic has had a negative impact on the economy, it has also brought new development opportunities to the retail business. This article conducts qualitative and quantitative analysis on the changes in consumer behavior and habits in China in the post-pandemic era, explores the environment for the development of the retail business in the post-pandemic era, and studies how to adapt to the trend of the times, resolve unfavorable factors, overcome business difficulties, and do a good job in innovation and development of the new retail business.

Keywords: Consumer Behavior; Post-Pandemic Era; Development Difficulties; Transformation; Retail Business.

BM-45:

The Role of Literacy and Attitude in Personal Financial Management for Working Women

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Abstract

The emergence of personal financial management behavior is the impact of the desire to meet the needs of life according to ability. A person will tend to make a personal financial budget in order to make savings in financial spending wisely. With a budget every day convenience and long-term needs are met. Consumers who carry out personal financial management behavior well tend to behave in financially responsible ways. People who have sufficient knowledge of finance will have a way of allocating their income. This knowledge will bring benefits to individuals who know and implement it. The purpose of this study was to determine and analyze the effect of financial literacy and financial on personal financial management behavior either directly or through locus of control. The data used is primary data obtained directly from respondents totaling 232 people. This research uses path analysis method with the help of Smart PLS program. The results of this study financial literacy have a positive and insignificant effect on locus of control. Financial attitude has a positive and significant effect on locus of control. Financial literacy and locus of control have a positive and significant effect on personal financial management behavior. financial attitude has a positive and insignificant effect on personal financial management behavior. Financial literacy has no effect on personal financial management behavior through locus of control. Financial attitude has no effect on personal financial management behavior through locus of control.

Keywords: Financial Literacy; Financial Attitude; Locus of Control; Personal Financial; Management Behavior.

TECHNOLOGY

- 1- Faculty of Engineering & Built Environment
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ET-01:

Investigating the Environment's Health-Promoting Compounds in Food Bioactives

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Abstract

In the Study, the author looks into the intriguing world of bioactive compounds that can be found in a variety of foods and discusses the crucial role that these chemicals play in improving human health. This abstract offers a concise summary of the most important ideas and topics discussed in the following article: The subject of food bioactive is presented first in the abstract, with an emphasis placed on the natural origin of these compounds as well as the essential role they play in maintaining good health. It explores their potential for helping avoid or lessen the severity of chronic illnesses, contribute to general well-being, and enhance the immune system. The abstract emphasizes that bioactive compounds may be found in a wide variety of foods, ranging from vegetables and fruit to grains and spices. These foods can all be considered potential sources of these compounds. Exploration of Science The article emphasizes the scientific investigation of food's bioactive components. It highlights how chemists have been looking into these chemicals to learn more about the mechanisms of action these compounds use and the possible therapeutic uses of these processes. The abstract argues that, in accordance with scientific discoveries, dietary recommendations may be modified to integrate a range of bioactive-rich foods, giving a natural or holistic approach to nutritional and health issues. This idea is supported by the premise that dietary prescriptions can be tailored in order to include a variety of different bioactive-rich foods. The essay could provide some insight into the potential directions in which study in this area might go in the future. It might highlight existing research as well as upcoming trends connected to bioactive compounds found in food. The conclusion of the abstract emphasizes the relevance of food biologically active substances in the process of improving health and encourages more research into and implementation of these chemicals in dietary recommendations for enhanced well-being.

Keywords: Natural Compounds; Food Science; Nutritional Biochemistry; Functional Foods; Preventive Health.

ET-02:

Development of Risk Management Framework Through Validation of SPTD Model for the Issue of Delay for Government Building Construction Projects in the Klang Valley

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Abstract

Risk management in government building projects is aimed at ensuring that the level of risk and uncertainties as well as the opportunities that exist are managed effectively so that the project is completed successfully in a timely manner, within allocated cost and required quality. Thus, risk management is able to increase the likelihood of the project achieving success if implemented effectively. However, there are only few contractors implementing risk management guidelines for government building construction projects. Therefore, the main objective of this study is to identify the risks in government building construction projects. The method used is Relative Importance Index to develop a risk factor framework based on a literature review of government building project delays against contractors. In fact, it validates the Drewin Open Conversion System (DOCS) developed through reliability testing, correlation and multiple linear regression. This can also confirm the contractor's compliance with applying risk management guidelines for government building projects. Factors that influence the impact of risk were identified as reliability levels, namely internal factors equivalent to 97.7%, internal environment equivalent to 99.1% and external to 92.2%. The research instrument was tested by measuring the risk impact on 36 items in total and was distributed face-to-face and online to 132 contractors on each government building project developed in the Klang Valley area. The discoveries show that the factors in the DOCS are vital in defining the viability of a contractor risk management system. With the results of the correlation test, the internal factor got 0.679 risk impact, the internal environment of 0.734 impact and 0.659 impact for external. For the total square of the regression analysis by showing the value of R^2 is 0.112 of the risk impact on government building project delays in the Klang Valley, this means the study hypothesis is accepted as the risk impact has a significant influence on government building project delays faced by contractors. The DOCS can be used by contractors and project participants in general as an improvement strategy in risk management for government office building projects.

Keywords: Construction; Risk; Management; Factors; Project.

ET-03:

Classification of Topology for the Internet Autonomous Systems: A Study Based on the Implementation of Internet Autonomous System

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Abstract

The collection of BGP route measurements is very important to the inference of AS relationships. Two examples of how these efforts have been used are the Routing Information Service (RIS) in Europe that is provided by RIPE and the Route Views that are provided by the University of Oregon. Vantage Points are the meeting places where route collectors from all over the world keep their BGP peering sessions with other autonomous systems (VPs). The VPs AS numbers always appear first in the AS pathways that are gathered by these collectors. Daily archiving of routing table data from these VPs is performed by the Route Views as well as the RIPE route collectors. The amount of research that is being done on the AS-level topology of the Internet has witnessed a substantial growth over the course of the last several years. There is a great deal of knowledge on the operation of Internet ASes as a whole, but there is a great deal less information regarding the operation of Internet ASes individually, since these are the entities that make up BGP aggregation units. AS numbers are used by service providers, corporations, and educational institutions alike in order to establish a connection to the Internet via the use of BGP. There is currently no all-encompassing research available on the organizations that make use of AS numbers. It is necessary to have statistical information about Internet ASs in order to characterize the structure of the Internet and its progression as a topology. This information is essential for determining the types of Internet ASs that contribute to the depletion of AS numbers. This paper kicks off the process of establishing an Internet AS taxonomy by proposing a first classification system that is based on changes in AS features that have been empirically discovered.

Keywords: Autonomous System; Route Collectors; BGP.

ET-04:

Examining The Latency Performance of Distributed Storage System: An Analysis Based on Amazon S3 Through Using Real Service Simulation Methods

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Abstract

Current erasure codes rely heavily on data nodes to generate the parity nodes. The greater the tolerance for error, and the more "If we can increase the number of parity nodes, we may increase our chances of restoring the original data. As the number of parity nodes grows, the storage overhead will rise, and the repair burden on data nodes will rise as well, because data nodes are queried often to help in the repair of parity nodes. If a global parity node fails in LRC [25, 26], for instance, all data nodes must be fixed. It will take more time to process read requests for data nodes as a result of the "increasing demands on the network's data nodes. An application where frequent data retrievals are unwelcome is a Google search. In an effort to cut down on waiting time, "produces both data and parity nodes, the latter of which can take over part of the repair work normally done by the former. In other words, the number of data nodes that may be accessed remains constant, regardless of whether or not a parity node is functioning. It would appear that parity nodes incur additional storage costs. Generating parity nodes using parity nodes can assist decrease access latency without raising or decreasing the storage requirements if the architecture is sound. In this research, we'll compare and contrast the effectiveness of "Hierarchical Tree Structure Code (HTSC) and High Failure-tolerant Hierarchical Tree Structure Code (FH HTSC)."

Keywords: Hierarchical Tree Structure; Data Retrieval; Data Nodes.

ET-05:

Design And Implementation of an Intelligent Monitoring System Based on the New Age Cloud Technology

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Abstract

In order for real-time monitoring to work, security employees must be present in order to monitor the screen and take action when an odd occurrence occurs. At a very short notice, amid a vast number of surveillance films, it is exceedingly difficult to locate the proof required. Another problem with traditional video surveillance systems is that they have a hard time getting surveillance footage from one location to another, and this wastes a lot of time and money. This study focuses on intelligent monitoring system based on the new age cloud technology. The Research objectives are to locate enough cloud storage space for a surveillance system's video feed, to use a cloud-based video surveillance system with a push notification, to use NVA's computer vision functionalities in this cloud-based visual surveillance system, as required. Microsoft's ASP.NET platform offers three different methods for verifying a user's identity: Windows authentication, form authentication, and passport authentication. Authentication based on cookies are used in this system, in which, each time a user visits a website, cookies track the user's requests and the sites they visit. There are six steps in this study design. First, designing of system architecture. Second, determining of system operation process. Third, designing of subsystem. Fourth, designing of system modules. Fifth, setup of experimental environment, and finally test system.

The fundamentals of software engineering are applied to create an innovative cloud-based intelligent surveillance system in this thesis. It is possible for us to provide our customers with access to surveillance monitoring and visual information via the terminals that have been built. The capability of the cloud-based surveillance system does not matter where the users are located as long as they are linked to the Internet. Integration with the Computer Vision (CV) module is possible with the cloud-based intelligent surveillance system (CISS). A face detection module will be installed to certain cameras in the event that facial identification is required. The automobile plate recognition module will be activated and the parameters for car plate identification will be set up to capture license plates in real time while taking pictures of them. In contrast to the majority of surveillance systems, our innovation merely uses motion detection. It is possible to use the same system to handle numerous cameras, but each camera has its own CV module, thus the CV module may be changed for each camera.

Keywords: Cloud-Based Services; Cloud Computing; Intelligent Monitoring System.

ET-06:

Storage of Latent Heat and Thermal Energy for Controlling the Indoor Comfort Level: A Study to Identify Techno-Economic Feasibility

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Abstract

One of the first methods of energy storage was the collection of ice for the purpose of preserving food (London Canal Museum, 2013). A new era is here when energy storage holds great promise for improving overall system efficiency and dependability by smoothing out fluctuations in the flow of energy, particularly intermittent renewable resources, and providing control over energy demand management at peak times. When it comes to embedding storage technologies into the physical environment, the design phase is essential to establishing a stable and functioning system in order to meet the requirements. In most cases, engineers determine the size of storage units based on their previous experiences "and sanctioned methods, supposing that the storage unit's characteristics and load profiles have been accurately recorded. The outcomes of created systems, however, usually exhibit inconsistencies between the projected outcome and the actual performance of the system when they are put into practise. Insufficient design analysis is commonly cited as the root cause of the problem. A flawed comprehension of latent heat-based thermal energy storage systems (LHTES) is frequently the root cause of flawed designs.

A more in-depth understanding of PCM is necessary since accurate phase change process prediction still has to be improved by the use of improved modelling approaches and the input of more exact material data. To provide reliable PCM characteristics, engineers need to be able to employ straightforward yet exacting measurement techniques. It is necessary to research the optimal method for employing phase change modeling in the LHTES component design process. After the predesign, requirements have been satisfied, the next step is the "It is possible to evaluate the system's transient behaviour. In conclusion, the enhancement of the entire system as well as the decrease of its impact on the environment may be assessed.

Keywords: PCM, Latent Technology; Ambient Temperature.

ET-07:

A Case Study of Hong Kong's High-Rise Building Construction Methods

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Abstract

Anthony et al. (1992) highlights the scarcity of structural systems and construction materials in Japan, a trend mirrored in the United States. This scarcity necessitates the identification and refinement of materials and methods, a practice also observed in Hong Kong through similar incidents, albeit with limited tools available. Ioannou and colleagues (1993) emphasize the rising construction costs as a critical issue impacting the American economy. These escalating costs have undermined the competitive stance of the construction industry, leading to diminished capital investments and heightened manufacturing activity. Consequently, numerous projects have been either delayed or abandoned due to financial constraints.

Vanegas (1987) underscores the significance of integration in the design and construction process, noting that its strategic application substantially influences the efficiency of the end product, a sentiment echoed by Halpin (1989). In response to these financial challenges, Hong Kong's construction industry is increasingly embracing innovative technologies to enhance cost-effectiveness. For example, adopting a top-down construction approach as opposed to traditional bottom-up methods. Additionally, the utilization of high-strength concrete has been instrumental in reducing the dimensions of structural elements like columns and walls.

Keywords: Cost Effective Design; Marketplace; Category Wise Deployment.

ET-08:

A Study Based on Chinese Construction Engineering That Involves the Integration of Building Data Modeling, Lean Structures, and Quality Control

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Abstract

As a result of the "because of the country's poor standards for construction, China's construction industry has suffered significantly"(which refers to existing defects, not deliver value to the customer and not meet the expectations of the customer). Increasing the quality of Chinese construction is hindered by the question of how to do it. Research has revealed that both BIM and lean construction have the potential to improve building quality. On the other hand, Lean and BIM aren't panaceas for all construction defects. Utilizing lean construction and building information modelling together is more effective than using each method separately. There is a paucity of quality-based links between lean construction and building information modelling (BIM) during the construction phase. The design management, integrated framework, and visual management of BIM and lean construction are currently the subject of academic inquiry. Nonetheless, it's certain that quality is ignored, especially in the development. It's difficult to find much research on this topic. The combination of lean building methods with building information modelling (BIM) has been proven in certain research to improve building quality. Especially in the context of China's current construction boom, studies on how lean construction and BIM might improve construction quality are still missing. If we can improve our understanding of quality-based interactions, lean construction and BIM might be used to raise the bar in Chinese building. Therefore, further research must be done to fill up the gaps in our understanding. These considerations drive the need for studies of the synergistic effects of lean construction and building information modelling on project quality. Before now, interactions during the construction phase been identified as the focus of this investigation, and the study will stop here.

Keywords: Design Management; Lean Construction.

ET-09:

Challenges of Environmental Modernization in China: A Study Based on the Lesser Plateau Watershed Rehabilitation Project

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Abstract

Since the industrial "revolution, Western-style modernization has been the dominant development narrative, focusing on economic growth as a result of intensive industrialization. Instead, than treating nature as an equal partner with humans, it views "nature as a force to be harnessed" and seeks to "master nature via technical innovation" in the process. There are negative consequences for the environment as a result of this practice. Since the Maoist era (1949–1966), according to China has begun to modernize in the Western model. Rending sheng Tian ("Man Must Conquer Nature"), a famous Maoist slogan, endorsed this modernizing mindset, resulting in human misery and environmental catastrophe. The modernization process in China over the last three decades has resulted in fast economic expansion, but it has also sparked major ecological issues and widespread pollution. Following the worldwide trend toward environmental conservation for long-term growth, China is presently making the transition from traditional" modernization to ecological modernization. Chinese authorities are making an effort to "bring ecological rationality into modernization rhetoric, policymaking, and practise in China," according to the 'China Modernization Report 2007: Study on Ecological Modernization'. China's aim 4 for ecological "modernization was formally outlined in the report, which advocated a technocratic solution to critical environmental challenges. China's ecological modernization began in 1998, according to the research, even though the development plan and goal for ecological modernization have been formally stated and made public since that time.

Keywords: Revolution; Resulting; Dominant; Solution.

ET-10:

A Quantitative Remote Sensing Study of Ecohydrology in Water-Precious Habitats with a Focus on China's Heihe River Basin

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Abstract

To explain (1) how hydrological processes affect the distribution and structure of biological systems, and (2) how biological systems influence the water cycle," as stated by ecohydrologists, is the primary "goal of ecohydrology" (Baird and Wilby, 1999; Rodriguez-Iturbe, 2000; Bonell, 2002; Eagleson, 2002; Kundzewicz, 2002; Nuttle, 2002; Zalewski, 2002; Bond, 2003; Hunt and Wilcox, 2003; Newman et al., 2003; Van Dijk, 2004; Hannach" et al., 2004; Breshears, 2005). Consequently, the study of the ecological impacts of hydrology is known as ecohydrology. " One of the first steps in developing an ecohydrological approach to water resources management is gaining a deeper understanding of and a means of quantifying the relationship between plants and water. Managing watersheds in arid regions continues to attract attention in the face of dwindling water supplies (Hibbert, 1983). If accurate correlations can be established between groundwater recharge, runoff, hydraulic variables, and the change in vegetation, then these operations can be used as proxies for water demand (Walvoord and Phillips, 2004; "Kwicklis et al., 2005). Vegetation is known to have a significant role in the dynamics of groundwater recharge and outflow in arid regions, and this has been studied using remote sensing techniques (Cayrol et al., 2000; Kerkhoff et al., 2004b). To foretell surface flow and groundwater recharge, vegetation mapping can be utilised instead of surface and subsurface sampling and analysis. Predicting the vegetation's response to changes in water input and the vegetation's impact on water fluxes requires ecohydrological approaches and models that make use of remote sensing technology "and stowing away Improving satellite remote sensing capabilities may help us learn more about the vegetation's response to shifts in hydrological processes. Understanding ecohydrological processes requires integrating remote sensing methods with hydrology.

Keywords: Groundwater Recharge; Remote Sensing Methods.

ET-11:

Nano-Sized Iron Oxide for Ecological Uses: Production and Identification

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Abstract

In recent years, the consumption of dyes and pigments has increased rapidly. Dye waste is a well-known environmental pollutant, some of which are toxic and even carcinogenic. These colors are noticeable even at low concentrations in water and should be avoided. Ball milling and annealing are simple methods to produce a large number of different nano-powders. The magnetic and catalytic nanoparticles were prepared by this method. There has been no breakthrough in understanding the mechanisms behind this process. Nanomaterials are of great interest because their unusual physical properties make them very different from ordinary coarse materials. Nano-phase and nano-structured materials due to their ultra-small size, large surface area, useful interface defects and interface dominant properties, they are essential in many fields, including electronics, as well as in optics, pharmaceuticals, coatings, coatings, superconductors, semiconductors and catalysis. To investigate "the feasibility of using 1D Fe₂O₃/Al₂O₃" nanomaterials for removal of toxic "metal ions such as Cr, Pb, Ni, Cu, As, Hg and also organic dyes from aqueous solution by chemisorption / adsorption" process.

Keywords: Semiconductors Nano-Structure Materials; Atoms; Molecules.

ET-12:

Ai-Driven Smart-City Research for On-Demand Vehicle Automation Systems

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Abstract

Automated vehicles (AVs) have the potential to positively affect transportation and smart cities in many ways. Vehicle platooning in which one automobile follows closely after another might benefit from AV technology, which could reduce the amount of space between vehicles. However, well-made AVs have the potential to have a far larger impact. Currently designed roads and highways will need to be modified when AVs gain popularity. We need to start planning now to make the most of AVs' potential in smart transportation networks. Researching and capitalising on the distinctive features of AVs holds great promise for advancing technology and creating AV systems with various additional advantages. This is because there are the following three major categories of research topics: Traffic data management including autonomous vehicles and road infrastructure.

Vehicle-to-grid use cases for autonomous vehicles (V2G). A battery is a typical source of energy for AVs. When there is a mismatch between supply and demand in a smart grid, electricity production prices might go up. One solution is to leverage the enormous battery capacity of AVs to maintain and balance the power grid. If the amount of energy produced exceeds the amount of energy needed, we may utilise the surplus to charge the AVs. Similarly, we may discharge the AVs to deliver extra power to the grid if demand exceeds supply. Parking garages equipped for vehicle-to-grid services were made available to AVs through a centralised scheduling system. To solve the ILP version of the coordinated parking problem, we shall employ a decentralised approach. However, V2G services are limited in their adaptability since AVs are confined to a single parking location. Only by counting automobiles can V2G services be recognised, but this issue also has to account for the power exchanged and voltage effect caused by these vehicles. Therefore, the actual power flow of AVs must be considered while scheduling charging periods. As a result, figuring out parking spots for autonomous vehicles is crucial for both vehicle-to-vehicle and vehicle-to-pedestrian interactions rebalancing, and it's an important field to research.

Keywords: Automated Vehicles; Smart Transportation Network; V2G.

ET-13:

Enhancing Our Knowledge of Haze Emissions in The North China Plain Via Atmospheric Modeling and Data Assimilation

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Abstract

This study aimed to assess the effect of atmosphere pollutants such as SO₂, NH₃, NH₄⁺, BC, and CO₂ on PM_{2.5} concentrations in The North China Plain Via Atmospheric Modeling and Data Assimilation. Based on the one-month meteorological data assimilation and simulation experiment conducted by the WRF-Chem model, the influence of meteorological conditions on PM_{2.5} concentration in North China in winter was discussed. The results show that High emissions of primary atmosphere pollutants, stagnant weather, regional pollution transport, and fast gas-to-particle transformation have all been implicated as the primary causes of this event. In a stagnant and wet atmosphere, primary gaseous pollutants quickly transform into aerosols, which is assumed to be the internal cause of the increase in PM_{2.5} levels. as well as the fact that sulphur dioxide (SO₂) conversion to sulphate is a large contributor to the growth of fine particles.

Keywords: Data Assimilation; PM_{2.5}; Atmosphere; Pollutants.

ET-14:

Use of Biodiesel Fuel in Traffic Safety Evaluations: A Hong Kong-Based Study

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Abstract

Because of the impending implementation of new emission regulations, the car industry is hard at work perfecting new engine management systems and pollution control technology. The European Regulation for Heavy-Duty Diesel Vehicle Emissions Limits was the inspiration for this concept back in 1992. (Euro-I). The Euro-II standard was introduced in 1996, while the Euro-III standard was implemented in 1999. As new energy sources and technologies become available, stricter standards are expected to be implemented in 2005 (Euro-IV) and 2008. (Euro-V). Poor vehicle maintenance is a common cause of excessive emissions from automobiles. Inspection and maintenance (I&M) programmes are the most reliable method for identifying high emitters within a fleet of currently operating vehicles. In addition, civic and vocational education are essential for promoting safe driving practises and increasing employment rates "automobile maintenance and repair shop

Over in Japan and the US, "In most U.S. states, diesel vehicles, whether new or old, are subject to comparable restrictions, but testing procedures vary. HKEPD has mandated that all vehicles in Hong Kong comply with an emission and noise standard. In addition to preventing the spread of smoke, annual inspection and testing of emissions is also a part of "Projects in Instruction and Management.

Cars, trucks, and buses currently on the road "fleets' emissions are tracked and analysed. These mandated rules do more than only reduce pollution from cars' exhaust systems; they also help save a lot of money by promoting more efficient car design "combustion.

Keywords: Emissions; Exhaust Systems; Pollution Control; Technology.

ET-15:

A Quantitative Evaluation of the Relationships Between Ground and Surface Water in the Hailutu River Basin, Erdos Plateau, China

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Abstract

As for the Erdos Plateau, "Since surface water and groundwater are so intricately connected, hydrological processes are notoriously difficult to understand. The more we learn about hydrology, the better we can manage the water sources that are accessible at the same time. Long-term economic growth and poverty reduction depend on a thriving ecosystem and the responsible use of water supplies. There haven't been many studies done here to determine if groundwater withdrawal affects stream flow, and that's likely because of how intricate the water systems here are. To maintain the long-term viability of water resources management, a deeper understanding of the interconnections between groundwater and surface water is required. This study seeks to further our understanding of the groundwater-surface water exchange occurring on the Erdos Plateau "with regards to how the Erdos Plateau's groundwater and surface water interact with one another.

Keywords: Plateau; Groundwater; Water Resource Management.

ET-16:

Sustainable High-Rise Construction and Its Mechanism: A Study Based on Shanghai Tower from Engineering Perspective

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Abstract

This study focuses on green construction policies as well as a number of other strategies that can be used to decrease the impact that high-rise buildings have on the environment in their immediate vicinity. However, despite the fact that the case study is located in Shanghai, the environmentally friendly practises that are presented in this thesis have the potential to be adopted in other cities that have a subtropical monsoon climate, provided that some adaptations are made. This is the case even though Shanghai is the location of the case study. These methods include a type of architecture that reduces the number of materials used, ice storage heating and cooling; integrated cooling, thermal, and generating systems; a double-skinned curtain wall; wind power; a ground-source heat pump; integrated cooling, thermal, and generating systems; BIM; the recycling of rainfall and wastewater that has not been treated, and an elevator that is efficient with energy. By implementing these strategies, an individual is able to lessen their impact on the environment by cutting their carbon footprint, as well as their emissions of greenhouse gases and their consumption of natural resources "in contrast to other types of skyscrapers, throughout the entirety of the building's life cycle and in comparison, to other types of skyscrapers.

Keywords: Mechanism; Shanghai Tower; Engineering; Technology.

ET-17:

Stud Based on Huawei Telecom's International Mobile Network to Analyze and Forecast Deployment

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Abstract

This study aims to demonstrate the processes by which criteria are born as standards, including the identification, categorization, and implementation of these processes. The initiative is also motivated by a desire to make a useful contribution to business and industry by shedding light on the complexities of the standardisation process, in this case as it pertains to mobile communications. There will be significant advancements over the current 4G services in the next generation of mobile technology, including faster speeds, lower latency, more devices, and new capabilities like machine-to-machine communication, Device-to-Device communication (D2D), and Internet of Things architecture. It is crucial for networking experts and developers to examine how the ITU establishes specifications that are then followed by telecommunications corporations because doing so will help them better understand the development of mobile communications and the various standards that have accompanied it. The fifth generation of wireless networks (5G) has already been deployed and tested in the wild. The improvements enable a stable connection 14 times better than the current 4G, as shown by tests conducted by telecom carriers and manufacturers of 5G equipment. Smartphone makers are starting to provide 5G-capable devices, and this trend will continue over the next several years. After all the hype around 5G and increased data transfer rates, it's time to examine how the new standard stacks up against older ones, as well as how various implementations and solutions compare to the IMT-2020 standard. There is also a shortage of data on how the main telecom firms participate in standard-setting and what sort of effect they have "on advancement. Therefore, it is necessary to assess the level of development made by each company in the field of 5G.

Keywords: Networking Experts; Mobile Technology; IOT; Telecommunications.

ET-18: *Research on Detection Algorithms Based on Pedestrian Features*

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Abstract

Support By Key Projects of Guangzhou Panyu Polytechnic in 2021, numbered: 2021KJ07, project name: Research on Key Technologies of Pedestrian Detection Based on Deep Learning. The key to pedestrian detection is to find the typical features of pedestrian targets. This is also one of the hot issues that the field of machine vision focuses on. This summary will introduce several common pedestrian features, such as Edgelet features, Haar features and HOG features, and then based on These pedestrian characteristics are tested and tested to summarize their advantages and disadvantages.

Keywords: Algorithms; Feature; Extraction; Detection.

ET-19:

A review of Various Fuel Injection Systems in Scramjet Combustor

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Abstract

Scramjet appears to be one of the most promising propulsion systems in the future, attracting the attention of many researchers and experts. The major concern is the complicated air/fuel mixing phenomena inside the combustor. The supersonic flow inside the combustor causes improper air and fuel mixing in scramjet engines. The flame in stabilizes due to less air resident time, affecting output efficiency and resulting in fuel energy loss. The primary purpose of previous researches is to increase the performance of scramjet engines by improving supersonic mixing and combustion. In addition to the prior research studies on various fuel injection methods within the supersonic combustor, this paper will explore the concept of numerous fuel injection designs to increase the air and fuel combination. It will also illustrate the reacting flow characteristics of different ramp positions in a scramjet combustor with strut injection. Reduced fuel consumption in the combustor also has a significant influence on the efficient use of fuel energy in the aviation field. A strut-based injector is one of the most promising designs for a supersonic combustor. In contrast, the scramjet combustor is a complicated aero-thermodynamic system with high-speed flow, compression waves, and a thermochemical process. Many aspects, including the inlet Mach number, fuel type, combustor pressure, and temperature, influence the performance of a supersonic combustor.

Keywords: Scramjet; Strut Injector; Cavity Flame Holder; Hyper Mixers.

ET-20:

A Study to Help China's Water Resources Through Advanced Water Management Using Hydrodynamic Modeling

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Abstract

Hydroeconomic "A quantitative and systemic framework for assessing the interplay between hydrologic, engineering, environmental, and economic activities in water resources systems is provided by analysis, which may aid in the training of IWRM professionals (Harou et al., 2009). Competition among water uses is reflected in terms of a common currency. This simplifies complex management problems into more manageable single-objective ones, letting us weigh the costs and benefits of different water-use strategies (Harou et al., 2009). Hydroeconomic modelling has helped resolve issues with water management "across numerous spatial scales, from local to regional to national to international.

Keywords: Hydroeconomic Model; Water Management; Water-Use Strategies.

ET-21:

Project Management for Construction Services Engineering: An In-Depth Study Based on Hong Kong

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Abstract

Construction in Hong Kong is characterised by a few significant local contractors, a huge number of foreign contractors, and a high level of subcontracting, with a considerable number of enterprises being both builders and contractors. Smaller construction firms are the norm in Hong Kong. 86% of the sector is made up of firms whose annual gross value of construction activity is less than HK\$10 million (US\$1.3 million). Larger contractors tend to employ a large number of smaller enterprises as subcontractors. In addition, a number of large construction firms are extending their operations across the area, some of which are equipped to handle projects requiring

complex technology and substantial financial support. In general, the contractors in Hong Kong have a great deal of experience and expertise. Entry into Hong Kong's contracting industry is unrestricted. Contractors from both domestic and foreign countries alike are authorised to bid on local public sector contracts. Multi-discipline contractors are increasingly awarded big and complicated construction contracts as a single package because of the increasing complexity of building projects. Value engineering has gained widespread recognition in other countries, but Hong Kong's construction sector has been slow to embrace it. In spite of Hong Kong's relative immaturity when it comes to value engineering, in both the commercial and governmental sectors, value engineering is already being applied.

Keywords: Construction; Hong Kong; Engineering; Management.

ET-22:

A Case Study of China's Leading River in the Face of Water Shortages, Climate Change, and Urban Reactions

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Abstract

Flood "Although loss assessment and flood adaptation are becoming more important areas of study, their relationship in flood management remains largely unexplored. The effectiveness of such preventative interventions is uncertain due to the lack of information on the effects of such an interaction. Losses that are hard to put a figure on include things like human life, disruption, emotional distress, and environmental degradation. These losses aren't often factored into predictions of how much a disaster will cost, but they're important enough to warrant investigation. It is also important to remember that it is impossible to get an accurate picture of the entire extent of the effects of a natural catastrophe if one only considers the expenses of immediate losses. As a result, it is crucial to conduct flood loss assessment studies using dynamic response simulations in order to provide a comprehensive understanding of flood damage processes and pinpoint the weak points in flood adaptation in order to better mitigate flood damage "management.

Keywords: Adaptive Management; Decision Making process; Environmental Degradation.

ET-23:

Implications of Transportation for Sustainable Energy Through Liquid Biofuels: A China-Based Research

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Abstract

This study, part of the Global Subsidies Initiative, examines China's government funding for biofuels in the context of the global push for liquid biofuel commercialization. With a primary goal of ensuring a secure energy supply, China is considering a domestic biofuels industry to address rising oil imports, increased vehicle use, and smog-related costs. The subsidy of biofuel production since 2006 has reached significant levels, but challenges include the absence of formal subsidies for biodiesel and the potential underestimation of total government funding. The Ethanol Development Program, initiated in 2002, has shifted focus to tax breaks and low-interest financing. The study highlights tensions between renewables and food supply, addressing challenges in land use, economic sustainability, and environmental impact. Recommendations include reevaluating subsidies and ensuring site-specific assessments for biofuel development. Additionally, the study suggests accelerating the liberalization of gasoline costs in alignment with international markets to enhance energy security and reduce urban pollution. Further exploration on the topic included Sustainability and Environmental Impact, Technological Innovation and Research & Development, Policies and Regulations, Socioeconomic Impact, International Trade, Energy Security and Strategy, Social Awareness and Acceptance, International Collaboration by comprehensively researching these aspects, a more holistic understanding of various facets of the biofuel industry can be gained, providing valuable insights for its sustainable future development.

Keywords: Transportation; Sustainable Energy; Liquid Biofuels; China-Based.

ET-24:

A Study on the Effects of Urbanization in China: Configuring Optimization of Weather Research and Forecast Model – Chem

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Abstract

This research looks at how land use change affects pollution concentrations in two rapidly developing areas of China: the Yangtze River Delta and the Jing-Jin-Ji (Beijing-Tianjin-Hebei) region, using both direct and indirect feedback. Predictions of air quality in rapidly developing areas require more recent land use data. The US Geological Survey's (USGS) Advanced Very High-Resolution Radiometer (AVHRR) data from April 1992 to March 1993 at 1 km spatial resolution is used as the default land use data collection in WRF-Chem (Loveland et al., 2000). This study modifies WRF-Chem to allow for the updating of land use data sets, and the method is demonstrated with data from the MODerate resolution Imaging Spectroradiometer (MODIS) in the mid-2000s. The US Geological Survey (USGS) and NASA's Terra and Aqua satellites (MODIS) land-cover maps are used to analyze land-use data in order to simulations of the atmospheric and chemical fields in these two regions during the 1990s and investigate the influence of urbanization.

Keywords: Land Use Change; Radiometer; Chemical Fields; Aqua Satellites.

ET-25:

Analysis and Development of an Equalisation Approach for Reducing Data Error Rates by Studying the Different Types of Mistakes

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Abstract

The development of an equalisation approach for reducing data error rates is an important area of research, as data errors can have significant negative consequences for organizations. This article focuses on studying the different types of mistakes that can occur in data processing and developing an equalisation approach to address them. The authors begin by identifying the two main types of errors that can occur in data processing: random errors and systematic errors. Random errors are errors that occur due to chance and can be reduced through increased sample size or improved measurement techniques. Systematic errors, on the other hand, are errors that occur consistently and can be caused by a variety of factors, such as equipment malfunction, calibration errors, or bias in the data collection process. To address systematic errors, the authors propose an equalisation approach that involves identifying and correcting for the specific sources of error in the data. This approach involves analyzing the data to identify patterns or trends that may indicate the presence of systematic errors, and then applying appropriate correction techniques to mitigate these errors. The authors demonstrate the effectiveness of their equalisation approach through a series of experiments using both simulated and real-world data. In these experiments, the equalisation approach was able to significantly reduce the error rates in the data, leading to more accurate and reliable results. Overall, this article provides valuable insights into the different types of errors that can occur in data processing and proposes an effective equalisation approach for addressing them. By reducing error rates, organizations can improve the quality of their data and make more informed decisions, ultimately leading to improved performance and success.

Keywords: Random Errors; Correction Techniques; Sources of Error; Systematic Errors; Equalisation Approach.

ET-26:

A Study about Role of Computers in Digital Forensics for Business During Disaster and Cyber Crisis: A Comprehensive Study

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Abstract

Digital forensics is a crucial tool for companies to use in mitigating the repercussions of cyber crises and natural disasters. This research provides an overview of how computers are used in digital forensics during catastrophes and cyber crises, as well as the importance of having a thorough disaster recovery strategy and business continuation plan in place. Forensics involves gathering and analyzing evidence, using specialised tools and procedures, and drawing conclusions from those efforts. It also delves into the difficulties and restrictions of Digital forensics inside the context of cybercrimes and other calamities affecting businesses. Digital forensics is essential for businesses to protect themselves in times of crisis. This article examines the various methods and standards that have been developed for different aspects of digital investigation, such as the collection, processing, and preservation of digital forensic evidence or the custody chain for cyberattacks. The Computer Forensics System in Digital Ecologies (CFMDE) is a condensed framework for many kinds of technological settings that includes sharing information, working together across borders, adopting best practices, and implementing new electronic forensic tools, methodologies, and techniques. It is important for companies to create solid digital forensics plans to safeguard themselves and mitigate security risks, fight pro practices, and indict cybercriminals in order to successfully battle cybercrime and penalize those involved.

Keywords: Cybercrime; Digital Evidence; Digital Forensic Methodologies; Digital Forensic Procedures; Digital Investigations.

ET-27:

A Study to Evaluate the Use of Computers to Analyse the Advancements in Patient Care in Hospitals

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Abstract

This thesis presents a study that evaluates the use of computers in order to analyze the advancements in patient care in hospitals. The purpose of this study is to investigate how computer technology can be leveraged to improve patient care in hospitals. The study begins by reviewing the literature on the use of computers in healthcare, including electronic health records, clinical decision support systems, and telemedicine. The benefits and challenges of these technologies are discussed, along with their impact on patient outcomes and healthcare costs. The study then presents a case study of a hospital that has implemented a computerized patient care system. The system includes electronic health records, clinical decision support, and telemedicine capabilities. The study evaluates the impact of the system on patient care, including improvements in the accuracy and efficiency of diagnoses, better coordination of care among healthcare providers, and increased patient satisfaction. The results of the study suggest that computer technology can play a significant role in improving patient care in hospitals. The benefits of computerized patient care systems include improved accuracy and efficiency of diagnoses, better coordination of care among healthcare providers, and increased patient satisfaction. However, the study also highlights the challenges of implementing these systems, including cost, training, and resistance to change. Overall, this study provides valuable insights into the potential of computer technology to improve patient care in hospitals and offers recommendations for healthcare providers who are considering implementing these systems

Keywords: Clinical Decision Support Systems; Computerized Patient Care System; Improving Patient Care; Telemedicine; Electronic Health Records.

ET-28:

Use of Machine Learning tools in identifying early symptoms of Parkinson's disease by facial emotion analysis

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Abstract

Facial emotion analysis through machine learning is widely being adapted in many fields today, from entertainment to defence and medicine. This research plans to explore the viability of these ML tools to detect early signals of neurological impairment which may be a symptom of Parkinson's disease. The ML model will be trained on facial images of people with various emotions and classify them into 10 different categories numbered from 1 to 10, once trained and tested the model is given continuous facial images of a person between fixed time intervals and the classification is logged. This data is then analysed to find patterns of long constant facial expressions in the person which may indicate motor dysfunction of facial muscles in the person which is often an early sign of Parkinson's disease.

The model is based on a Convolutional neural network with 8 layers, 1 input layer with 64 neurons, 6 Hidden layers to filter and flatten the data, and 1 dense output layer. The images sent to this model are filtered first through a haarcascades object detection algorithm to isolate the face from the entire image before classification. At this stage the model has 92% accuracy for correct classification, this is to be improved as the scope of the training dataset increases and the model structure is refined. The research also compares the accuracy and other parameters of the model with similar preexisting models and suggests an improvement over them.

This tool is built not just as a standalone test for Parkinson's disease but as an additive test that can be used alongside already existing methods, furthermore, the research includes analysis of the use cases where such an Image-based model can be used as an entry point to start discovering early signs of Parkinson's disease.

Keywords: Emotion Classification; Convolutional Neural Network; Haarcascades; Neurological Defect; Motor Impairment.

ET-29:

The Part Design of a Novel Bussed Electrical Center for China Electric Vehicle Traction Battery

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Abstract

For Battery Electric Vehicle (BEV), fire risk in connection with the traction battery is one of the biggest threats to vehicle safety. One effective means of attenuating battery fire risk is to decrease the possibility of battery thermal runaway which is caused by overcurrent through battery high voltage (HV) circuitry. The Bussed Electrical Center (BEC, also known as Battery Disconnect Unit, BDU) is one of the key modules inside the traction battery which has the potential to prevent overcurrent events. This research paper presents the design of a novel BEC that builds on the existing BDU technologies but expands these contents by incorporating Automotive Safety Integration Level (ASIL) C-rated current sensor, active & passive pyrotechnic fuse and anti-welding HV contactors. The novel BEC is designed to prevent overcurrent events. The novel BEC geometric structure and 3D model are created and designed by means of the software CATIA which stands for Computer Aided Three-dimensional Interactive Application. All the subcomponents of the novel BEC are digitally assembled together in CATIA and the design details like part wall thickness, bending radii, gap between subcomponents, electrical clearance, creepage, and so forth are checked and optimized. Eventually, a file in ".step" format is generated. This file can be further used by other software for analysis of mechanical and thermal performance. The finding shows that the novel BEC design brings some positive effects on BEV battery technologies. It may reduce the frequency of BEV fire incidents by preventing battery thermal runaway that arises out of overcurrent events. Furthermore, the warranty cost related to BEC for both automakers and consumers would be reduced as the novel BEC is more reliable. Finally, more battery cells could be loaded into the pack to increase BEV range because the novel BEC is more compact and the battery pack's internal space is saved.

Keywords: Battery Electric Vehicle; Traction Battery; Fire Risk; Bussed Electrical Center; Battery Disconnect Unit.

ET-30:

The Application of Carbon Fibre Reinforced Polymer (CFRP) Cables in Civil Engineering

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Abstract

With the ongoing evolution of the construction industry, the demand for innovative materials has become indispensable in civil engineering. Carbon Fiber Reinforced Polymer (CFRP) cables stand out for their remarkable properties, including lightweight construction, exceptional strength, corrosion resistance, and fatigue endurance. These qualities position CFRP as an ideal alternative to steel cables, particularly in constructing expansive bridges and prestressed spatial structures. This study delves into the extensive application of CFRP cables within civil engineering, focusing on their utilization in anchoring systems, bridges, and large-span spatial roof structures. Notably, it presents a comprehensive analysis of recent experiments and numerical simulations investigating the mechanical properties and environmental impact factors of CFRP cable anchoring systems. Moreover, this paper details the classification, pivotal research findings, and practical engineering applications of CFRP cable-supported bridge structures. Additionally, it highlights theoretical analysis, experimental research, and real-world engineering implementations of CFRP cables in constructing large-span spatial roof structures. Finally, some problems to be solved in the application of CFRP cable are prospected. The primary aim of this paper is to offer fresh insights into the industrial development of CFRP within the realm of civil engineering.

Keywords: CFRC Cable; Anchoring Form of CFRP Cable Bridge Structure; Prestressed Structure.

ET-31: *Sensorless Control Techniques of Electric Vehicle Motor Drives: A Review*

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Abstract

By standardising products while ensuring high performance at low cost, there is a constant drive to improve electric vehicle motor drives. The key to realising motor control is to detect the rotor position or speed. Considering the problems of conventional mechanical position or speed sensors, such as large size, high cost, inconvenient installation, and low reliability in special applications, sensorless control technology is widely used in the field of electric motor drives. Avoiding the above-mentioned problems caused by mechanical sensors, this paper gives an overview of the main sensorless control technologies. They are divided into four categories based on the motor running process under different operating conditions of electric vehicles: start-up control strategies (including initial position identification methods with rotor at standstill and inductance matrix measurement), low-speed control strategies (high-frequency rotating signal injection method and high-frequency pulsating signal injection method), mid-high-speed control strategies (including Back-EMF method, sliding model observer, model reference adaptive system, extended Kalman filters, Luenberger observer and artificial intelligence method) and full-speed control strategies. The basics of these strategies, the advantages and disadvantages of the control algorithms and their application to different types of permanent magnet synchronous motors are detailed. Finally, it is concluded that the stable start-up, the parameter sensitivity problem and the smooth switching technology are the hot research directions and the development trends of the sensorless control techniques of electric vehicle motor drives.

Keywords: Permanent Magnet Synchronous Motors; Sensorless Control; Review; Electric Vehicle.

SOCIAL SCIENCES

SS-01:

Observational Methods, Such as Sitting in on Demonstration Classes and Lectures, Provide Aspiring Educators with Useful Feedback on Their Methods

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Abstract

According to studies, educators may make a significant difference in the lives of their pupils. It is unclear, however, if these impacts change across academic and "non-cognitive" results, or whether certain characteristics of teaching practise explain these associations. I use information provided by educators in four urban school districts to show how different educators affect the math achievement, confidence, and conduct of their pupils. I also evaluate the correlation between the instructional domains covered by two observation instruments and the results I'm interested in measuring for students. Finally, I analyse data from a sample of instructors who were randomly allocated to class rosters within schools to determine the reliability of teacher impact estimates on students' attitudes and behaviours. Besides academic achievement, I discover that instructors in the higher grades of primary school have significant impacts on kids' attitudes and behaviours. The predictive validity of these estimations of the teacher impact ranges from modest to high. And the teaching practises that are closest to these metrics (such as the correlation between instructors' math mistakes and students' math performance, or the correlation between teachers' classroom organisation and students' behaviour in class) are the best predictors of student results. Teachers who are successful in one area are not always successful in another. These results provide crucial supporting evidence for long-held theories about the multifaceted character of education and the consequent necessity for policies that recognise and reward this diversity in teaching and learning.

Keywords: Social Constructivism; Learning Theories; Problem-Solving; Teacher; Student; Constructives Criticism.

SS-02:

Online Collaborative Learning: Are There Cultural Differences in Student Satisfaction, Knowledge Construction and Academic Performance?

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Abstract

Recent research with Western students has shown that online collaboration improves student learning outcomes. However, there aren't many empirical studies that examine how cross-culturally online collaboration affects student achievement, satisfaction, and knowledge construction. In connection to online collaborative learning, this study focuses on three key issues: student satisfaction, knowledge construction during asynchronous group discussions, and student characteristics that affect online performance and academic success. For a group of first-year Chinese students from Beijing Normal University in China and a group of first-year Flemish students from Ghent University in Belgium, an online collaborative learning environment with parallel instruction was introduced. Analyzed and discussed are the differences and parallels between students' levels of accomplished knowledge construction and their happiness and dissatisfaction with online collaborative learning. In this research, associations between student characteristics, online performance, and scholastic achievement were discovered.

Keywords: Cultural differences; Student satisfaction; Knowledge construction; Academic performance.

SS-03:

The Effect of The World Trade Organization on English Language Teaching in Chinese Universities: A Study Based on Learner's Perspective

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Abstract

The educational system is being profoundly altered by globalization's social and economic trends. China has overhauled its education system since it joined the WTO in 2001 to better prepare its learners for the difficulties of globalisation. China needs even more better English speakers in the post-WTO age because it opens doors to cutting-edge research and development and allows its citizens to connect with the rest of the world. In response to this shift, the Chinese government has made improvements to the English curriculum a top priority in schools throughout the country. When seen in this light, the recent shift in policy regarding the teaching of foreign languages is cause for alarm. This study explores students' perceptions of English language instruction (ELT) in Chinese universities in light of the ongoing globalisation trend in order to inform the ongoing reform of ELT. This study is innovative because it takes students' perspectives as the most important stakeholders and direct participants of English language education (ELT) in China and examines ELT against the backdrop of the rising relevance of English competence with advancing globalisation. This study relied on contemporary perspectives of cultural imperialism and its impact on educational pedagogies, policy, and politics. This study claims that social and political forces that define Chinese reactions to globalisation greatly impact ELT curriculum acceptance through time. China's economic globalisation prompted the 2004 College English Academic Requirements in ELT. The Global English approach, which emphasises communicative ability and performance, should be Chinese universities' ELT priority to satisfy globalization's communication expectations

Keywords: English language; Chinese universities; Economic trends; Curriculum.

SS-04:

Examining the Chinese government's Rules and Policies for Recruiting and Supporting International Students

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Abstract

Increased national competition in the global economy boosts the need for highly qualified people within the context of globalisation. Higher education in particular has emerged as a potent source of national competitive advantage. IHE is a by-product of globalisation that has helped speed up the process of globalisation. As a result, IHE has become a nationally recognised leader in the expansion of higher education. China's reliance on globalisation increased as the country developed. Internally and externally, the IHE plays a crucial role in China's economic growth, soft power in Asia, and links with the West. Very few research have focused on China's IHE and ISM, especially the inward ISM. The topic of this article is one I explore in my study of ISM in China. By combining national and institutional perspectives with the first-hand accounts of international students, this research offers the Chinese government, universities, and policymakers valuable information for improving the country's internal ISM policies. Because of my studies, we can evaluate the ISM phenomenon in China in relation to the OECD countries, which have received far more attention. IHE and ISM in China may be evaluated by comparing them to the practises of more traditional host countries, such as the West.

Keywords: Globalisation; Higher education; Competitive advantage

SS-05:

An Exploratory Study of Organizational Culture and The Personal Experiences of TEFL Instructors in Chinese Colleges and Universities

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Abstract

There are four areas in which this study will help improve education in China. Students' success is proportional to their teachers' enthusiasm, which in turn affects students' sense of competence, pride, and optimism about their own educational futures. Teachers have a deep understanding of their subjects, and they foster an environment where students feel comfortable asking questions and contributing to class discussions. Dinham and Scott's (1996) research on teacher happiness, motivation, and health found that two major sources of satisfaction were the success of their students and their own professional development. Student motivation, teacher motivation, curriculum design, and curriculum implementation were all determined to have a high degree of association). Language teachers can use motivating strategies to boost their students' skill development, classroom cooperation, and overall atmosphere. It has been shown via studies such as the one done by Filak and Sheldon in 2008 that the level of autonomy granted to teachers has a direct impact on student motivation. The study is an empirical investigation of a well-known but under-researched phenomenon: the lack of intrinsic desire among Chinese academics to educate (Lu, 2004). The purpose of this study is to contribute new data to the growing body of literature on the subject of lecturer motivation in China. As a third reason for the study's significance, educational administration must implement regulations that provide the most conducive environment for work. The energy and interest of teachers are vital to a successful classroom. These results might inform policymakers in China on the question of whether or not academics should have more autonomy in their professional lives. Since the study's driving theory, Self-Determination Theory (SDT), will be implemented in a cultural context distinct from the one in which it was first conceived, it also has theoretical value. It was developed in the United States and has had widespread application in studies of cultural differences. However, the cultural assumptions behind the theory aren't necessarily applicable to the situation in China. Buddhism, which has been widely practised in China for over a thousand years, and Confucianism, which was introduced to China from India during the Tang Dynasty, are two examples of the tacit principles that have had a profound effect on Chinese history and culture (Lu, 2001). To create their own unique perspectives on life and work, contemporary Chinese culture has merged the three major philosophical traditions with Western ideas. Since this study focused on the cultural features of SDT, we now have a better grasp on them.

Keywords: Motivation Factors; Self-Determination Theory; Contemporary Issues.

SS-06:

A Study of Teachers' Experiences of the Integration of Educational Technology into the New English Language National Curriculum of China

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Abstract

Despite the fact that teacher experiences have a significant impact on students' willingness to acquire a second language, the motivation of EFL instructors has received less study, especially in the Chinese setting where English is a vital language. Researching the EXPERIENCES of Chinese university-level English instructors lays the groundwork for future suggestions on how to motivate teachers, which in turn boosts classroom instruction and student achievement. EFL instruction and student performance in mainland Chinese elementary and secondary schools have recently seen several shifts and challenges. There have been continuous shifts in the approach to teaching English as a second language in China throughout the last several decades. The new English Curriculum Standards (ECS) have been the primary force behind the most extensive and far-reaching shift in educational philosophy and practice during the past decade. This shift has occurred in both the context of classroom theory and practice. Initiated in 1999 by the Chinese Ministry of Education (MOE), the new ECS is a component of the broader reform of basic education in China. Developing new benchmarks for all academic disciplines was anticipated to supersede the conventional curriculum, making it a key component of this reform. The name "standards" was used instead of "syllabus," and many people didn't give a hoot since it was just another round of syllabus rewriting.

Keywords: New English language education; Teachers' experiences; National curriculum of China; English teachers' experiences; EFL instructors.

SS-07:

Taking A Cross-Cultural Perspective on Education and Psychology, A Comprehensive Study of Student-Teacher Relationships and Their Effects on Student Learning is Presented

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Abstract

This research used a single-case study approach to look at the emotional aspects of teacher-student interactions in the classroom. Findings from a single case study allowed researchers to suggest strategies for educators to build strong relationships with their pupils. What followed was an investigation and interpretation of the most popular theories on how to foster positive relationships between educators and their students, as well as the specific components of such interactions that were considered vital to the student's learning. The findings of this study provide a detailed account of strategies that help educators build and maintain rapport with their students. Based on the data, four primary categories may be distinguished, each with its own set of traits. These four clusters illustrate various facets of the classroom's social hierarchy. The study employs a constructivist method of qualitative research to fully understand the dynamics between this particular set of instructors and their pupils. Contributing real-world examples and actual data to the existing literature on the development of teacher-student relationships was my primary goal in doing this study. Knowing what factors are associated with teacher-student interactions would benefit an educational community. We take into account the potential implications of these findings for educational contexts.

Keywords: Student-teacher relationship; Student learning; Education; Psychology.

SS-08:

A Study to Efficacious of Education for Young Children with Disabilities in Primary Schools Depends on the Student's Ability to Make Informed Decisions about the Provision of Appropriate Support Services

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Abstract

Education for children with disabilities is a critical area of focus within the field of education. The current condition was delineated via the utilisation of previously published studies, as well as further research carried out by other universities. Based on the available data, significant advancements have been made in this particular domain, as seen by the emergence of new research endeavours aimed at enhancing comprehension and providing support to those with impairments. The period after the global initiative of Education for All (EFA), which adopted a rights-based approach towards disability, has seen substantial advancements in the breadth and depth of study topics. My research interests encompass the facilitation of learning through diverse instructional approaches, the examination of the interplay between social and psychological factors in the process of growth and development, the enhancement of academic achievement, the influence of significant individuals on developmental trajectories, and the creation of educational materials to support learning. The data also indicates that academics still see disabilities as a constraint, highlighting the pressing need to transition towards a capacity-based approach that prioritises the strengths and inherent worth of individuals with disabilities. There is a scarcity of studies undertaken from a crucial perspective that could serve as both an informative resource and a driving force for transformative action. In order to address this insufficiency, further empirical research is necessary to specifically examine the proactive actions undertaken by students with disabilities to optimise their social, personal, and academic capabilities.

Keywords: Education; Young children; Disabilities; Decision making.

SS-09:

The Impact of The Internet on Students' Moral, Social, And Spiritual Values, As Seen Through the Eyes of Their Educators

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Abstract

The internet has both positive and negative consequences for those who utilise it. Excessive internet usage is problematic, as shown by research by Griffiths (2013) and Rispawati, Sumardi, and Dahlan (2020). One of the negative outcomes is addiction, which not only affects people's ability to communicate and work together but also their general level of worry. In addition, research suggests that excessive internet usage might have negative effects on one's character and well-being. Another bad consequence of the internet is time wasted by those who spend at least five hours a day online or even the whole day. It also has an impact on students' academic processes, making them more realistic and reliant on such systems. Internet use is detrimental to people's health, relationships, and employment prospects, among other areas of their life. Negative effects on one's mental, physical, psychological, and social health might result from using the internet for various unchecked purposes. All of the negative repercussions of the internet that have been detailed above are regarded to be instances of problematic internet usage. The most obvious illustration of an issue with internet use in schools is the difficulties pupils have while trying to do their homework without resorting to online sources. Their mental and moral development is being stunted as a result of their addiction to the internet. The explanation offered above makes it quite obvious that people may be impacted in both positive and harmful ways by the internet. It is ultimately the mindset and goals of internet users that determine whether or not they will benefit from using the internet. The Internet is only a medium via which people may communicate and share information; how it is used is ultimately up to them. The results, positive or unfavourable, will be judged by the users.

Keywords: Internet; Students, Impact, Moral-value disorder.

SS-10:

A Curriculum Analysis of The Tactics Needed and the Content Area Subjects Addressed by Successful Teachers and Educational Educators Depicts to Show Off Their Skills

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Abstract

The Soviet-era secondary school curriculum, which was widely criticised for not equipping students with 21st-century abilities, is now undergoing significant changes in China. This issue was discovered in 2014 when the Organisation for Economic Co-operation and Development (OECD) examined secondary education. The OECD panel proposed curricular modifications as a solution to the problem. Beginning with the current year, the proposed improved curriculum has been put into practise. Finding out how teachers at a typical public school felt about the new curriculum revamp was the aim of this study. The factors supporting and impeding the implementation of the new curriculum were also looked at. The researchers thoroughly examined the viewpoints of instructors by using a qualitative research approach. This strategy gives the participants' replies to additional context by using qualitative data from a subset of the participants. Diverse participants provide distinct perspectives to the discussion. Looking more closely at these comments, the qualitative element of the study found that compared to their less experienced peers, senior instructors were less excited about the new content and approach of the upgraded programme. Their enthusiasm for putting the new ideas into practise is, however, dampened by the obstacles presented by a lack of funding for education, diversity, and the sheer quantity of children, limited parental involvement, memory, and pressure from the top.

Keywords: Upgrade Curriculum; Curriculum Reform; Teachers' Development; Teaching and Learning; Teachers Education; Professional Development.

SS-11:

Opportunities, Challenges, and Directions for an International English Language Teacher in China Within the Context of Educational Internationalisation

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Abstract

Internationalisation has risen from the status of a peripheral concern to that of a primary reform agenda item in the field of higher education throughout the past thirty to forty years. As it has evolved and progressed in new ways, some of its earlier principles and goals have been supplanted. Despite the increasing weight of economic factors, internationalisation needs to be steered by the Sustainable Development Goals (SDGs), a set of objectives put out by the United Nations that describe the most critical problems and hopes that the globe is experiencing right now. The design used quantitative and qualitative approaches in its framework to help overcome these difficulties. To kick off the process of collecting quantitative data on the adoption of CE in educational contexts, a survey instrument was constructed based on CE features identified in the literature. In order to gauge the perspectives of both English instructors and their students on CE, the survey utilised 18 linguistic examples spanning a wide range of topics.

Keywords: International language; Teaching English in China; Opportunities; Challenges; Directions; Context of educational internationalization.

SS-12:

The Impact of Chinese Calligraphy on Anxiety and Comorbid Depression in Life-Threatening Disease Patients in Hong Kong

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Abstract

In both developed and developing nations, breast cancer is the most frequent cancer among women. Many women's emotional morbidity fluctuates as they progress along their disease trajectory. Among the many symptoms of breast cancer, anxiety is the most common psychological issue felt by patients. Chinese calligraphy is a form of brush meditation that may bring about bodily and psychological calm and "harmony". Patients with breast cancer who will be participating in this study had their psycho-physiological arousal parameters (measured by blood pressure, heart rate, and respiratory rate) recorded at the beginning and end of each session of Chinese calligraphy handwriting. The eight-week Chinese calligraphy intervention program will be expected to reduce anxiety and comorbid depression in breast cancer patients. Using SPSS, we conducted repeated measures analysis of variance and paired samples t-tests on physiological arousal markers (heart rate, respiratory rate, and blood pressure) and psychological measurements (total scale and subscale scores on the STAI and the DASS 21). Frequency statistics will be used to characterise demographic information such as age, education, marital status, handedness, medical information, and "treatment mode". Chinese calligraphy has been shown to have considerable impacts on the cognitive activation, perception sharpening, physiological slowing and emotional stability of authors. In terms of anxiety and concomitant depression reduction, it may be a useful therapy for breast cancer patients. The goal of this study is to see if Chinese calligraphy may help breast cancer patients in Hong Kong lessen their levels of anxiety and concomitant "sadness".

Keywords: Chinese calligraphy; Anxiety; Disease; Breast Cancer; Relaxation Techniques.

SS-13:

A Study in China Concerning the Attitudes of Secondary School Students Towards the Study of English as a Foreign Language

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Abstract

Abstract: English has become a global lingua franca and plays a significant role in international communication, trade, and cultural exchange. As a result, the study of English as a foreign language (EFL) has gained immense importance worldwide, and China is no exception. In recent years, there has been a growing emphasis on English language education in China, with a focus on secondary schools as a crucial stage in students' language development. This study aims to investigate the attitudes of secondary school students in China towards the study of English as a foreign language. Understanding students' attitudes towards learning English is essential for educators, policymakers, and curriculum developers to enhance the effectiveness of English language teaching and make it more enjoyable and meaningful for students. The study on the attitudes of secondary school students towards the study of English as a foreign language in China attempts to provide valuable insights into the perceptions, experiences, and factors influencing students' attitudes toward learning English. The research findings shed light on the crucial role that attitudes play in shaping students' language learning outcomes and overall language proficiency. By recognizing the impact of attitudes on language learning, educators and policymakers can design more effective and learner-centered language education programs. Implementing engaging teaching methods, relevant curriculum content, and providing support for teachers will contribute to creating a more enjoyable and meaningful language learning experience for secondary school students, ultimately equipping them with valuable language skills for success in a globalized world.

Keywords: English language, Secondary School; Students; Attitudes.

SS-14:
*Creating Sustainable Artistic Homestay: Approaches to Design
Weizhou Island into an Ideal Tourist Attraction Homestay*

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Abstract

This article explores the development of sustainable artistic homestays in Weizhou Island, China, a burgeoning tourist destination rich in cultural and ecological heritage. The study integrates these aspects to enhance the island's appeal while preserving its unique identity. It assesses the current state of homestays, identifying key challenges such as environmental sustainability, cultural erosion, and economic viability. The article proposes innovative strategies for sustainable development, emphasising ecological conservation, cultural preservation, and community involvement. It also discusses the potential benefits of these homestays, including promoting local arts, fostering cultural exchange, and generating economic opportunities for residents. The findings suggest that a balanced approach, combining sustainable practices with cultural authenticity, can transform Weizhou Island into an exemplary sustainable tourist attraction, setting a benchmark for similar destinations worldwide.

Keywords: Sustainable Tourism; Homestay Development; Infrastructure Challenges; Ecological Conservation; Weizhou Island.

SS-15:

The Effectiveness of the Educational Psychology Report: An Exploratory Study Taking into Account the Perspectives of Stakeholders Across the Youth, Caregiver and Educational

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Abstract

The function of the Education Psychologist (EP) is diverse and provides a unique contribution to those who receive their services. The importance of a complete written psychological report in the field of educational psychology is well recognised. However, there is a scarcity of research that substantiates the effectiveness of such reports in providing a thorough and meaningful analysis of the work conducted by educational psychologists. In broad terms, the psychological report seeks to: (a) Enhance the comprehension of individuals about children and young people (CYP), (b) effectively convey intervention, hypothesis, and guidance in a manner that ensures comprehension, recognition, and execution. (c) Ultimately, the purpose of support services is to assist users in enabling change. Regrettably, research suggests that reports can provide challenges in terms of readability, especially for those who are not psychologists. These documents are prone to including technical language and ambiguous terminology, providing unclear or unsuitable suggestions, prioritising numerical data over explanations, and being of an unsuitable length. Furthermore, these texts are prone to being written at a challenging reading 2 level, which poses a challenge since they are read by diverse audiences with varying educational backgrounds.

Keywords: Educational Psychology; Stakeholders; Caregiver; Youth Education.

SS-16:

Traditional Chinese Design: Exploratory Analysis of the Importance of Form, Material, and Color

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Abstract

The goal of this research is to identify viable strategies for incorporating classical Chinese aesthetics into contemporary contexts. Designers and non-designers alike, both Chinese and not, will be polled on their thoughts on several visual design elements commonly associated with Chinese design. The result is an emphasis on the following three features: We'll examine the three pillars of traditional Chinese design—handicraft, naturalism, and design with meaning—in more depth below. Using the two sets of design standards discussed in the study, designers may employ these symbols to convey contemporary Chinese culture in their work.

Keywords: Handicraft; Naturalism; Design Standards.

SS-17:

Cultivation of Aesthetic Ability in Music Appreciation Education

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Abstract

For the cultivation of musical ability, establishing students correct and reasonable aesthetic abilities can effectively cultivate their musical literacy, while also greatly expanding their thinking space and unique appreciation level for art. Therefore, incorporating music courses into the current junior high school education system has become a teaching requirement of the modern era, helping students learn basic theories and simple music skills, and cultivating their aesthetic abilities unconsciously. Due to numerous differences among individuals, their basic understanding of music may differ. In this case, it is necessary to rely on professional correction and use music appreciation schooling as a medium to help students further appreciate the infectious power of music and cultivate their correct aesthetic abilities unconsciously.

Keywords: Music appreciation; Appreciate education; Aesthetic ability.

SS-18:

The Influence of Content Produced by Users on the Formation and Distribution of News: An Examination of Social Media via an Investigation

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Abstract

In this new millennium, social media has risen to the forefront. Businesses are always trying to figure out how to use this new platform into their marketing plans in order to boost company growth. Because social media is primarily a communication and networking medium, it is critical for businesses to have a voice in order to make themselves more relatable to customers and keep them coming back. Research on the effectiveness of social media marketing for businesses is abundant, but evidence of its impact on consumers' purchasing decisions is scant. This research sought to understand how students at Northern Virginia (NOVA) Community College felt about social media marketing and how it influenced their purchase behaviour. Twenty students and faculty members from Northern Virginia (NOVA) Community College were asked to fill out a survey that asked about their thoughts on social media commercials. It was found that 95% of the people who took the poll use some kind of social media every single day. With 22.7% of participants having an account on these platforms, Facebook and Snapchat are the most utilised social media networks. Additionally, 70% of participants said that they use more than three platforms. According to the findings, 55% of the participants believe that their purchase will be influenced by how visible it is online. When it came to social media marketing, consumer interaction was king and post timing was queen bee. Additionally, just over half of respondents (55%) mention a company's goods or services while posting online. On the other hand, 95% of those who took the survey think that incorporating social media into marketing strategies would increase consumer loyalty and revenues, and 75% think that social media is the greatest method for businesses to reach their target audience. A customer's positive experience is more likely to be shared than a company's current sales or promotions, according to the research. Using social media platforms for marketing techniques is likely to have a favourable influence on purchase behaviour, according to this research. The significance of social media marketing for boosting brand loyalty, brand awareness, and foot traffic is highlighted in this final conclusion.

Keywords: News Broadcasting; Modern Journalism; Social Media; Media Globalization; Audience Participation; Interactivity; Citizen Journalism.

SS-19:

An In-depth Study on the Factors Affecting Chinese-English Translation Quality and Their Association with Cultural Sensitivity

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Abstract

Chinese and English represent two different languages, each deeply rooted in its own cultural heritage and linguistic complexities. As communication between Chinese and English-speaking societies intensifies in various domains, the need for accurate and culturally sensitive translation has been more crucial. However, ensuring the highest translation quality remains a great challenge due to the inherent differences between these two languages. This study aims to shed light on the factors that significantly impact Chinese-English translation quality, with a specific focus on cultural sensitivity and its influence on the final translated output. Despite the growing importance of Chinese-English translation in various domains, there is a lack of comprehensive research that thoroughly investigates the challenges faced by translators in the field and the existing studies neglect the unique complexities of Chinese-English translation. Chinese and English possess significant linguistic and cultural differences, making translation between them inherently complex. Translators must grapple with different syntax, vocabulary, idiomatic expressions, and cultural norms, which can significantly impact translations' accuracy and cultural appropriateness. This thesis aims to discover answers to the problems that arise throughout the process of translating from Chinese to English. For the purpose of putting the hypotheses and research questions to the test, both qualitative and quantitative research approaches will be utilized. Interviews with a semi-structured format and questionnaires are going to be utilized in order to figure out what the problems are and how they could be fixed.

Keywords: English-Chinese Discrepancy; Translation Quality; Factors; Cultural Sensitivity.

SS-20:

A Study to Understand Research into The Formation of Educator Profiles for Use by Institutions Whose Primary Mission Is the Preparation of Future Educators

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Abstract

Over the course of the next ten years, the educational system is set to see significant upheaval. The majority of these departures will be due to retirement, which is a natural consequence of ageing, and the influx of new employees will be driven mostly by this demographic shift. As a response to the challenges posed by the information society, new professional standards are being developed, and as a result, there will be more stringent requirements and greater demands placed on educators. "The challenge is to avoid generational self-renewal," according to Mayer. "The challenge is to be unconstrained by old or re-worked notions of what it means to be an Australian teacher." Focusing on teachers in their first ten years of employment in public, Catholic, or independent schools, a study of the teaching workforce was commissioned by the MCEETYA Teacher Quality and Educational Leadership Taskforce (TQELT) in March 2003 in order to prepare for these changes and to help address the challenge.

Keywords: Qualitative Research; Inexperienced School Administrators; Administrative Issues; Educational Challenges; Educational System.

SS-21:

A Study Between Online Learning and Traditional Classroom Teaching, As Well As the Use of Traditional Textbooks in Middle Schools

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Abstract

Due to its apparent centrality in several conceptualizations of how to address the digital divide, this study highlights the heterogeneous development of so-called online abilities. Three major performance evaluations look at how age, gender, educational attainment, and the effectiveness and regularity of using the Services affect results. Knowledgeable with the ways of the Internet. There seems to be a generational deterioration in one's proficiency with any given media. However, when comparing ages on content-specific talents, the older age bracket always comes out on top. Their inexperience with the medium is holding them back and will have disastrous results. Studies of digital literacy have paid little attention to this result, if they are aware of it at all. The capacity to make productive use of the Internet in technological and material settings seems to be strongly impacted by educational level. Previous research has shown that people learn digital capabilities best via a combination of classroom teaching and hands-on practise. Time spent online only benefits non-medium-specific skills. This would imply that prolonged exposure to digital media does not lead to gains in skill related to processing digital material, regardless of how long one spends doing so or how often. The latter has a smaller effect on general skill levels. The study examined the performance of male and female students in both virtual and brick-and-mortar classrooms. The research found that regardless of the kind of instruction used, there was a statistically significant variation in the GPAs of the participants based on gender. Male and female students had similar perspectives on virtual and conventional classrooms.

Keywords: Online Learning; Traditional Textbook; Traditional Classroom; Traditional Learning.

SS-22:

The Influence of iPad And Tablet Computers on The Enhancement of Oral and Listening Proficiency Among Young Students

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Abstract

Educational technology integration rises as schools rethink American school ideology and practices. Technology may be used in schools to develop modern education, but iPad integration in basic math's teaching has to be understood. In response to these challenges, this in-depth case study examined how iPads as personalised learning aids affect third graders' arithmetic performance and attitudes using nearly experimental qualitative as well as quantitative information. How did NPS School use iPads in a third-grade mathematics classroom as well as how did it influence elementary school students' math skills and attitudes? Subquestions helped fully and comprehensively evaluate the practice problem. How do iPads and textbooks compare in third-grade arithmetic? How do tablet users see math's differently from traditional students? These study questions were answered by two third-grade math classrooms. Standard education and iPad-integrated teaching were given to two groups. iPads were the only group difference. Content, lesson design, evaluations, inventories, & instructors were identical. Student learning and attitudes were assessed using both pre- and post-tests or an ATMI. The instructor & coordinating administrator were questioned for further information. Researchers also looked at teacher lesson plans to see how iPads were used. This study discovered quantitative-qualitative gaps. Although the post-test and ATMI were not statistically significant, the interviews with the participating adults suggested that students who utilised iPads for teaching had better involvement, attitudes, and productivity.

Keywords: I-pad; Tablet; Academic Achievement; Attitudes; Oral and Listening Skills.

SS-23:

Teachers and Parents Must Collaborate to Help High School Students Develop a Strong, Value-Driven Identity and Prepare for the Challenges of Adulthood

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Abstract

The purpose of this research was to determine whether middle school academic achievement was linked to parental involvement. Ethnic differences in the correlation between parental involvement and student achievement were also investigated. The study was done in an ethnically and racially diverse school with the purpose of comparing parental participation and academic achievement across groups. Forty-one adolescents and their parents participated in the study by completing a survey on parental involvement in their children's education and parental communication with the school. In addition to the survey responses, we looked at the students' final English and science grades as well as their MAP scores in English. The study's results indicated that White parents were the most involved with their children's schools and that White kids outperformed their Southeast Asian and South Asian peers in terms of academic achievement. Using the Pearson correlation test, we find that parental participation in the form of signing weekly grade reports and calling the school ($r = .586$, $p = .01$) or being called by the school ($r = .479$, $p = .01$) is positively correlated with student success. Parental involvement as measured by the Pearson correlation between grades and academic performance was not significant ($r = .202$ for checking grades and returning phone calls from school and $r = .054$ for signing weekly grade reports and reading notes, emails, and texts from school).

Keywords: Parent-Teacher Relationship; Parental Involvement; Student Achievement; Growth Mindset; Home Learning Environment.

SS-24:

Concept Mapping as Problem-Based Learning: Assessing Its Effectiveness in Teaching-Learning Processes

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Abstract

Those who are successful in the area of medicine, whether they are practicing physicians or students, have a knowledge structure that is characterised by broad integrated frameworks of related subjects. The development of this knowledge framework may have a number of possible outcomes, one of which is an improvement in clinical problem-solving and other higher-level cognitive processes. A strategy known as concept mapping allows one to see the mental representations that learners have of the foundation of the information that they have received. Concept maps, which are founded on ideas derived from the academic discipline of learning theory, may be used as an auxiliary tool for problem-solving by students (PBL). Students in classes that concentrate on problem-based learning (PBL) may create concept maps that not only center on PBL instances, but also include basic scientific and social notions. The use of concept maps in PBL tutorials may also prove to be beneficial for the purposes of fostering dialogue, identifying knowledge gaps, generating ideas for learning objectives, encouraging application across disciplinary lines, and assessing the development of individual students. Students can benefit from using concept mapping in other types of PBL settings as well, including large-scale Seminar discussions and team-based learning environments. These types of PBL settings allow for students to better understand how various ideas relate to one another and the PBL case that is currently being studied. One of the obstacles that stand in the way of the general use of concept mapping in medical education is the development of trustworthy and validity-evidence-based tools.

Keywords: Concept Mapping; Problem-Based Learning; Teaching-Learning Processes; Knowledge Structure; Student Assessment.

SS-25:

A Study After Compared the Viewpoints and Levels of Competency in Demonstration Delivery Among Teacher Educators with And Without Prior School Teaching

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Abstract

A wide range of abilities, such as the capacity to observe, communicate, collaborate, make sound judgements, and make decisions, are required in educators. Finding concrete ways that teachers might utilise to promote greater reflective thinking is the primary goal of this research. This will be accomplished by contrasting the amounts of reflective thinking abilities held by veteran educators with those of recently licensed educators. Two new tools, the Reflective Thinking Attributes (RTA) and the Profile of Reflective Thinking Attributes (PRTA) instruments, are developed to evaluate teachers' capacity for reflective thinking. The researchers set out to do just that by providing a detailed account of the choices made by both seasoned educators and those just starting out in the subject as they planned and led two different forms of PE classes. The students' natural inquisitiveness was the primary tool that inexperienced educators used to maintain order in the classroom.

Keywords: Teacher Educator; Prior School Teaching; Experienced Teacher; Non-Experienced Teacher; Demonstration.

SS-26:

Evaluating Concept Mapping's Effectiveness in Teaching-Learning Processes as Problem-Based Learning

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Abstract

The operational parameters for the evaluation and management of kids and young adults with depressive disorders are summarised in this summary. Depressive illnesses in adolescents and adults have fundamental symptoms; however, symptom manifestation varies dramatically with growth. Early detection and treatment of these prevalent, chronic, and recurring diseases may improve outcomes and reduce concomitant mental problems. Treatment planning and length vary. Successful therapy requires patient-family interaction. All depressed children and adolescents should get psychotherapy. Antidepressants are prescribed for psychotic and bipolar depression, especially severe depression. All patients need post-acute care, and some need long-term maintenance. Early intervention improves psychological outcomes. Anxiety and depression frequently occur concurrently and sequentially in young people and adolescents, increasing the risk of the other. Major depressive disorders and depression are the most prevalent depression and anxiety diagnoses in adolescents. Family clusters of anxiety and depressive illnesses span generations. This cannot include all literature on internalising comorbidity. 15.9%–61.9% of youngsters have anxiety and depression. Despite this wide range, studies agree that high comorbidity rates are clinically significant. A study shows these disorders have common phenomenology and diagnostic overlap. The scientific and medical relevance underlying concomitant depression and anxiety remains a mystery.

Keywords: Anxiety; Depression; Disorders; Adolescents.

SS-27:

The Effect of The Principal's Leadership Style on The Motivation and Job Performance of Teachers in Rural Schools in China

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Abstract

This research sought to investigate the link between Chinese rural school administrators' leadership philosophies and their employees' level of satisfaction. The researchers examined the connection between job happiness and leadership styles using a variety of ideas. To analyse the data, they utilised information from 438 instructors and 51 rural schools. The findings demonstrated that whereas passive avoidant leadership had a negative correlation with work satisfaction, transformational leadership practises raised teachers' levels of job satisfaction. Additionally, the research discovered that some relationships between leadership styles and job satisfaction were tempered by the emotional aspect of workers' commitment to the organisation. All components of national culture, with the exception of masculinity, were linked to certain leadership styles. The results imply that when putting leadership ideas into practise in rural schools, educators and legislators should take these findings into account. To fully comprehend the intricate connection between leadership philosophies and work happiness in remote schools, further investigation is required.

Keywords: Leadership Style; Job Satisfaction; Teachers Motivation; Principal Leadership; Work Motivation; Teachers Job Performance.

SS-28:

The Study of Investigate Suicide Among Adolescents in The Context of Cognitive Brain Change

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Abstract

One of the worst killers of American youth, suicide is a huge problem in China's public health system. Changes in adolescent suicide rates, especially among young women, have coincided with the current surge in the rate of suicide nationally. That's why it's so important for them to fully understand the many factors that might cause youth suicide attempts. By connecting the dots between the that underlies neurobiology and cognitive abnormalities connected to suicide behaviour and the clinical and psychosocial risk factors for suicide conduct, they may better understand the nature of the problem and perhaps develop more effective treatments. According to their hypothesis, there are many levels of explanation that might explain variations in suicidal conduct. These levels include growth-oriented biophysical (genomics, a proteome, epigenetics, immunology), and psychological/clinical. In an attempt to shed light on the connection between neurological, a genetic condition, and clinical data in the study of suicide, their model presents a unified the hypothesis to better understand this complex finding by integrating results from different fields of research on suicidality. Planning successful strategies to prevent suicide and suicidal thoughts requires an understanding of the complex interaction of biological, psychological, sociobiological, and medical risk factors.

Keywords: Suicide; Adolescents; Cognitive Brain; Adolescents Person.

SS-29:

The Effect of a Nature-Based Environmental Education of Children: The Importance of Environmental Knowledge and the Connectedness to Nature, Together, Are Related to Ecological Behavior and Environmental Attitude

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Abstract

There is a lack of rigorous research studies investigating the impact of nature-based training on environmental activism, so the outcomes remain uncertain. As a consequence, making statements regarding causation and providing suggestions for actions becomes more difficult. The authors of the paper provide a comprehensive analysis of the results obtained from an experiment that examined the influence of a nature-based environmental education (NBEE) curriculum on the environmental attitudes (EA) and behaviors (EB) of pupils. The control group included the children who participated in the course while continuing their attendance at conventional schools. The venture included seven primary schools in Spain. Classes were randomly allocated to either the NBEE programme or the regular environmental education (EE) curriculum at each school. Our study revealed that the group of youngsters who received NBEE showed a substantial increase in EA growth compared with the control group. The average incidence of EB in both groups of kids remained rather stable throughout time. The results of our research support the notion that including a nature-centered teaching approach within formal educational programme might be advantageous in cultivating students' awareness and concern for the environment.

Keywords: Nature Based Environmental Education; Environmental Attitudes; Environmental Behaviour; Environmental Knowledge.

SS-30:

Evaluation of the Effects of Mobile Phone Use on The Mental and Learning Programmes of Biomedical Students

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Abstract

We have entered the era of the mobile phone. Without knowing the hazards, which may include cancer and other health concerns, using these devices is not "quite" safe. While research on the cancers caused by mobile phone radiation is accessible, further research on the detrimental psychological and physiological effects is required, particularly for heavy users like college students. The purpose of this study was to investigate the relationship between the amount of time students spend on their mobile phones and their psychological well-being in urban educational institutions offering professional courses. Materials and procedures: We randomly chose high school and college students from urban and rural areas and gave them a survey to gauge their thoughts and feelings on the effects of mobile phone use on their well-being. Findings: Headaches were reported by 51.47 percent of patients, followed by irritation and anger at 50.79 and 50.79 percent, respectively. Apathy, poor academic performance, insomnia, and anxiety are among the frequent cognitive disorders. It is crucial to educate young people about the possible mental health hazards of excessive mobile phone usage and advise them to take precautions since they are the most likely to use cell phones often. The reason for this is because the demographic that uses mobile phones the most is the younger generation. Some suggestions include spending less time chatting and more time communicating, as well as reducing dependence on technology.

Keywords: Adolescent; Mobile Phone; Addiction; Assessment.

SS-31:

Revival of Jazz from China's Ancient Period: Yellow Music to Jazz

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Abstract

To a greater extent, the "The U.S. government is encouraging jazz in China as a means of cultural exchange and rapprochement. Educators and financial resources have been sent to a country to foster the development of jazz there. In June of 2015, Blue Note Entertainment Group President Steven Bensusan announced plans to open a Blue Note jazz club at No. 23 East Qianmen Street in Beijing, the site of the previous American Embassy from 1900 to the end of the 1930s. Jazz was chosen as a means of communication between China and the United States "States.If the Chinese "As mankind emerged from the stone age into the colour era, they were thrown into a whirlwind of ideas. This fervour didn't start to mellow until civilian life resumed its usual pace, at which point the natural desire to seek out pleasure, beauty, wealth, and comfort took over. This cultural and economic revival gave the intellectuals renewed faith, and many of them launched new careers. A long-standing debate about China's modernisation, pitting Westernization against Orientalization, was rekindled in the pivotal year of 1978. Even though it was first raised in the 1860s, at the outset of China's modernization, no satisfactory answer has ever been discovered. 4 The postmodern movement in the arts and popular culture showed signs of development "during the 1980s, suggesting a potential for future modernization in China.

Keywords: Modernisation; Arts and Culture; Economic Reforms.

SS-32:

Men and the Treatise of Emotion in Middle English Literature's Emotional Publics and Outcomes

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Abstract

Masculinity studies have been active in America in recent decades, thanks to the influence of feminism, homosexual studies, and ethnic studies. In contrast to more traditional disciplines of study like feminist studies, however, the field of masculinity studies is still in its infancy. Although several of the most progressive universities in the United States, including Berkeley, started offering courses on masculinities as early as the 1970s, the field of masculinity studies did not truly take off until the 1990s. Because of these analyses, a critical theory has emerged that actively advocates for women's rights and gender parity in the workplace. Sexist and racist and homophobic attitudes are used to reinforce the dominance of hegemonic masculinity in society. However, it is contended in this paper that masculinity may be socially deconstructed because of its cultural origin. Critical viewpoints from a variety of domains are drawn on to examine this procedure. To illustrate that masculinity is not a permanent and unchanging idea, sociologists who specialize in the subject have used a variety of methods, including an emphasis on sociological approach. Diverse ethnic minorities and mainstream culture in the United States have constructed different male codes, which is to be studied from an anthropological perspective. Traditional masculinity cults have been shown to have all the traits associated with patriarchal rule. The psychology of hegemonic masculinity has been examined to see how it affects men's behavior and relationships, including friendships, fatherhood and violence. It has also been shown to influence relationships between men and women.

Keywords: Masculinity; Gender Parity; Patriarchal Rule.

SS-33:

A Study to Understand the Theory and Practice of Educational Game as A Means to Promote Better Learning Environment and Virtual Classroom Management

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Abstract

The last several years have shown that gamification in learning organization has become a vital component of both conventional schooling and distance education throughout all levels of academic study. Because of the beneficial benefits that successful gamification tactics have on the motivation of students and the effectiveness of the learning process, more and more schools are adopting and implementing these strategies. This article provides a game-based teaching-learning environment, a method for integrating digital games into the learning-teaching process. The environment is built on e-learning of accounting skills, with a focus on the experiential learning approach. Because gamification is becoming increasingly popular at this level of education, the article's game-based virtual classroom has been utilized effectively in higher education for several years, and the number of students actively participating in the classroom has been growing semester after semester.

Keywords: Learning-management; Gamified teaching-learning environment; Gamified classroom, Learning management systems; Virtual classroom management.

SS-34:

A Study to Analyze the Artistic and Professional Development of Teachers

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Abstract

In the recent decade, programmes in the United States focused at enhancing the skills of general education teachers have included arts education to a larger level. Nonetheless, there is a paucity of research about how educators respect the arts and use creative approaches into their classes. The findings of this research including 423 K-12 teachers indicate that they have a high appreciation for the arts but seldom include them into their curriculum. They are hampered on two fronts: there are insufficient possibilities for professional development, and there is an excessive amount of pressure to cover all of the important content. Teachers' stated objectives for incorporating art into the classroom varied from increased cultural understanding to increased student involvement and enjoyment. The amount of time teachers spent exposing their students to the arts in the classroom was inversely proportional to their confidence in their own creative skills. Surprisingly, classroom arts integration was not substantially connected with teachers' field experience, personal enthusiasm in the arts, or creative practise.

Keywords: Arts in teaching; Arts-based professional development; Arts in the classroom; Teacher attitudes; Teacher education; Arts in education partnerships.

SS-35:

A Study to Analyse Various Reflective Techniques in The Teaching of English Language by Teachers: A Survey on Graduate Students

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Abstract

Language educators have been looking for techniques to ensure improved results in the classroom since the turn of the 20th century. A variety of approaches were utilized, but they were most prevalent in the first half of the century. A small but dedicated group of linguists eventually looked beyond traditional instructional approaches in pursuit of more substantial outcomes. Some language instructors, for example, adopted a strategy now known as reflective teaching (RT). To guarantee that instructors understand their own activities in the classroom and can make improvements when appropriate, RT calls for continuous self-observation and self-evaluation on the part of educators. Teachers engage in RT when they take stock of their own practices in the classroom and use that reflection to amass and examine descriptive data that might reveal areas for improvement. Professionalism among educators and more adaptability in the classroom as a consequence of RT. The purpose of this study is to describe the use of RT in language classes.

Keywords: Reflective Techniques, Teaching, English Language, Graduate Students, Reflective Teaching.

SS-36:

The Structural Basis of Interindividual Differences in Conservation and Human Behaviour with Relation to Social Psychology and Cognition: A Comprehensive Evaluation Study

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Abstract

Even though non-governmental organizations, universities, and governments have been working harder to protect species over the last few decades, many threats still cause species to become less common or even go extinct. Increasing human demands on the planet's resources are a major cause of biodiversity loss; hence, it is important for conservation experts to study what motivates people to behave in certain ways. Social psychologists who are interested in how people make decisions know that mathematical theories have already been used to explain how people make decisions, but they also know that people are not financially rational and that their choices can be affected by things like their attitudes and how much pressure they feel to act in a certain way (personal factors). They examine the application of social-psychological theories of behaviour to the fields of sustainability and natural resource management. Several studies only examine broad attitudes about conservation rather than particular attitudes towards conservation-related behaviours, which limits their use in developing treatments to alter such behavioural patterns. Conservation-relevant behaviours can be better understood, and thus better interventions can be made to influence them, if the behaviour of interest is defined more narrowly and attitudes are investigated in the context of other social-psychological indicators of behaviour (such as consumer attitude, the appearance of facilitating factors, and moral obligation).

Keywords: Attitude; Human Behaviour; Decision-Making; Social Norms.

SS-37: A Study in China Concerning the Attitudes of Secondary School Students Towards the Study of English as a Foreign Language

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Abstract

Studying how Chinese empty words are rendered into English is the focus of this study. A parallel corpus of Chinese literary works and their English translations was established for this research, and their use to uncover translators' strategies for handling empty words is the initial step.

In this study, a total of eight distinct translation processes are identified, including (but not limited to) (1) Match, (2) Paraphrase, (3) Shared Match, (4) Implication, (5) Amplification, (6) Grammatical Conveyance, (7) Borrowing, and (8) Omission (Mismatch). Grammatical Conveyance is being heralded as a groundbreaking scientific breakthrough.

As a further step, it will be shown how widely adopted various procedures and non-procedures are (Shared Match and Borrowing). Two other major insights may be drawn from this research besides the translation of Chinese empty words into English. First, the researcher takes a comprehensive inventory of all Chinese empty words and analyse how translators deal with them. Second, the results demonstrate that the most challenging to deal with empty phrases are found in the adverbial and particle categories.

Keywords: Grammatical Conveyance; Amplification; Distinct Translation.

SS-38:

The Magic of Books: A Discourse Historical Approach Towards Medieval Learned Magic and Literature

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Abstract

This study offers a novel approach to the study of religion's "critical categories," which is receiving greater attention: How can researchers handle flexible or polyvalent ideas that lack commonly agreed-upon conceptualizations and often elicit misconceptions or even intense disagreements over their correct use? Instead of unilaterally lowering the semantic depth of these categories by "definitions," the essay proposes recognizing polysemantic as a key characteristic or unavoidable aspect of many, if not every, essential category in the study of religion. Similarly, the study offers a new methodological tool called "polysemantic analysis," which has two parts: narrative analysis and intellectual reverse engineering that deconstruct a contested category into a semantic matrix, or "net of conceptions," which can then be used to analyses religious data. This method applies a polysemantic notion to religious data without losing its analytical usefulness, enabling more sophisticated and fine-grained analysis. The study applies such a method to "religious individualization," a process classification that has garnered increased academic interest. "Polysemantic analysis" shows a matrix with category conceptions in four domains. This "net of conceptions" is then used to "magic" conceptual history, both polemical and positive. a number of certain ambiguities, the written text history of "Western taught magic" activates a broad variety of "religious induced cognitive" ideas and might serve as an especially notable example of these kinds of dynamics.

Keywords: Magic; History; Medieval Learned; Magic and Literature; Magic Book.

SS-39:

A Study on Identifying the Inequalities in Education and Finding the Solution with Implications of Curriculum, Instruction, and Student Interaction

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Abstract

Even though the Constitution of the United States talks about equality, it is clear that it is not always followed. Education is a big place where it is not. Thomas Jefferson wrote in the Declaration of Independence that people have the right to live freely and do what makes them happy. Both educational adequacy and educational equality draw connections between these two conceptions. According to a large corpus of comparative studies, the extent of disparity in educational results varies throughout Western cultures. Researchers have proven that the varied degrees of educational disparity across nations are impacted by the structure of education in those countries, in addition to investigating the implications of socioeconomic variations within specific countries. According to our research, central examinations (1) encourage schools to distribute students to tracks based on more objective measures, and (2) make it probable for institutions to invest more than that in lower-track students by making them more responsible for their performance. So, in monitored educational systems, the effect of paternal involvement on children's performance is mitigated through central assessments.

Keywords: Inequalities in Education; Implication of Curriculum; Implication of Instruction; Implication of Student interaction.

SS-40:

Taking A Fresh Look at Internet Skills: The Importance of Gender, Age, Education, Internet Experience, and Number of Hours Spent Online in Relation to Medium-and-Content-Related Internet Abilities is Being Reconsidered

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Abstract

The purpose of this research is to examine how demographic factors including age, education level, time spent online, and internet expertise vary by medium and content. With the internet's growing role in people's everyday lives and the rate at which technology is advancing, it's important to learn what influences people's familiarity with and comfort using the internet. The results show that there are significant disparities across demographic variables such as gender, age, educational levels, internet experience, time spent online, and proficiency across different mediums and content types. The previous skill framework of operational, formal, information, and strategic abilities was expanded with the addition of communication Internet skills thanks to this research. They looked at the ways in which individuals cope with having insufficient skill levels by identifying different types of assistance. In addition, they studied whether Internet skills genuinely important for achieving positive outcomes related to the use of the internet, as well as whether the use of support sources might attenuate the benefits of these abilities. Three distinct support patterns were identified because of the findings of a large-scale survey: independent voters, social support seekers, and formal aid seekers. The newly gained communication skills appear to be a significant addition as they have an influential effect on productive Internet usage. This makes them a valuable addition. Independent Internet users reaped the benefits of using the Internet to a greater extent than those who sought institutional assistance, and much more than those who sought social support. Online messaging skills can compensate for a lack of knowledge skills, allowing users to get positive results from their time spent online. This would allow users to gain a considerable amount of autonomy while using the Internet.

Keywords: Internet literacy; Internet proficiency; Online competence; Online safety and privacy; Internet experience.

SS-41:

Case Study on "Bullying is A Toxic Learning Environment in the Classroom" and It's A Consequence of Its Impact on the Educational Quality of Students

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Abstract

At the core of that very same approach to preventing bullying is the presumption that bullying is a systemic problem that needs intervention aimed at the student as a whole rather than at individual bullies and victims. This assumption is at the basis of the whole-classroom approach. A recent class that looked at a number of anti-bullying strategies from different countries found that whole-classroom interventions to combat bullying had extraordinarily little impact on reducing the incidence of bullying. The present study was conducted with the purpose of gaining a deeper understanding of the specific aspects of the classroom atmosphere that are linked to the problem of bullying. Bullying occurs when a person, group, or institution is subjected to frequent, intentional, and harmful behaviours by another person, group, or organisation in which the perpetrator has a significant power advantage over the victim. Name calling, telling lies or falsehoods, deliberately isolating, taunting, pushing, shoving, striking, kicking, slapping, stealing, and other unpleasant activities are all forms of bullying. In recent years, cyberbullying has emerged as a major issue. Bullying has been shown to serve no positive purpose, and studies indicate that all parties engaged, even bullies, have negative psychological and social consequences.

Keywords: Bullying; Classroom; Psychological and Social Consequences.

SS-42:

Digitalisation of Education Drives Change in Higher Education

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Abstract

Background: The flourishing digital technology has profoundly affected the pattern of higher education development, and comprehensively innovated the logical connotation and practical direction of higher education development, and the digitalisation of education, digital education and artificial intelligence + education have become the important issues of higher education reform in the new era. However, while digital technology provides new ideas and methods for the reconstruction of higher education ecology and the reshaping of higher education concepts, it also brings many challenges. *Method:* How the digitalisation of education promotes the change of higher education, we have to return to the origin of education issues. Closely focusing on the learning subject, teaching subject, teaching environment, teaching strategy, teaching resources, teaching evaluation and other core elements in the intelligent teaching scenario, we can systematically break through the theory of AI-enabled teaching and learning. At the same time, we can also make use of the new discovery of the cognitive mechanism and law of human learning to deeply deconstruct the mechanism of machine intelligence-assisted teaching, so as to promote the sustainable development of digital technology for higher education. *Results:* Higher education is strongly driven by digital technology to find the key influencing factors that effectively drive change in higher education, in order to reveal the deep cognitive mechanisms of human learning and develop adaptive teaching strategies. Digital technology in education provides the technical basis and practical effectiveness for multivariate causality, breaks the bottleneck of traditional pedagogical research, and provides the research basis for the development of personalised learning strategies. *Conclusion:* The digitalisation of education is driving change in higher education, and researchers can rely on digital technology to collect evaluable and measurable data resources from multiple dimensions, and gradually bring new opportunities for students' personalised learning and teachers' differentiated teaching in the course of continuous revision and improvement.

Keywords: Higher Education; Digitisation; Transformation.

SS-43:

Smart Phone Devices for Classroom Instruction in Traditional Chinese Undergraduate Education: An Explorative Study

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Abstract

Mobile learning is the most current IT-enabled educational breakthrough that has spread rapidly throughout the world. One of the most common forms of mobile technology that may be utilised for learning on the move is the smartphone. Education practitioners and scholars should pay attention to how Chinese undergraduates are using mobile phones for educational purposes within the context of China's conventional undergraduate curriculum. Despite this, there are hardly any examples of Chinese universities actively promoting mobile-phone integrated learning as part of the standard undergraduate curriculum. These results shed light on the fact that opportunities and challenges often reside alongside one another in every endeavour. While both students and instructors made use of their mobile devices in a variety of ways to assist in classroom activities, the teachers' and students' opinions on this usage differed. Students had a greater level of excitement for the possibilities that may be realised via the use of mobile devices in education and were more willing to utilise their phones while in the classroom. On the other hand, educators and administrators have indicated more conflicted sentiments towards mobile phone integrated learning and greater concerns about how it will be implemented. After that, the institution was given recommendations for a number of measures that it should take in order to promote learning integrated with mobile phones. At the end, we discussed potential new lines of inquiry as well as their implications.

Keywords: Smart Phones Devices; Traditional Chinese; Undergraduate Education; Mobile Learning; Factor Analysis.

SS-44:

A Study to Examine the Effective Learning Rooms Within the Expedited Classroom Projects Listen in to Teachers: An Investigation of Integrated School Reform's Impact on Teachers' Daily Work

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Abstract

This study delves into the multifaceted landscape of expedited classroom projects, with a specific focus on the effectiveness of learning environments within these accelerated educational initiatives. Central to our investigation is the active involvement and perspectives of teachers, who serve as critical agents in shaping the educational experience. The research aims to unveil the intricacies of expedited classroom projects, shedding light on the dynamics that contribute to effective learning spaces. Employing a qualitative approach, the study utilizes listening sessions to capture the firsthand experiences and insights of teachers engaged in expedited classroom projects. By tuning in to the voices of educators, we seek to understand the nuances of these learning environments, identifying factors that enhance or impede effective teaching and learning. The study not only examines the external changes brought about by integrated school reform but also delves into how these changes resonate within the daily routines and professional lives of educators. Ultimately, this research aspires to contribute valuable insights to the ongoing discourse on educational reform and expedited classroom projects. The findings of this study are anticipated to foster a more nuanced understanding of the intricate interplay between educational initiatives and the daily realities of teaching.

Keywords: Effective Teaching and Learning; Educational Reform; Expedited Classroom Projects; Educators.

SS-45: *Analysis of General Education in Universities Based on the Concept of "OBE"*

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Abstract

At present, general education in Chinese universities is facing many difficulties, which come from both the management of university systems and the level of teaching practice. How to resolve this dilemma has become a concern for many education researchers. Overall, the "OBE" education concept provides a very suitable methodology for resolving this dilemma. Introducing the "OBE" education concept into general education in universities can improve the embarrassing situation of general education in China at the current stage from the perspective of institutional management and practical teaching, thereby promoting the development of general education in Chinese universities.

Keywords: Chinese; General Education; Universities; OBE.

SS-46:

Exploring Trends in Piano Education and Music Literacy Across China From 20th To 21st Century: A Case Study of Guangdong Province

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Abstract

A society's culture and intelligence are shaped by music, a universal language. The 20th and 21st centuries saw tremendous social, economic, and cultural developments in China. These revolutionary times have had a big impact on music education, particularly on music literacy and piano training. There is a dearth of study on Chinese piano education in spite of these notable developments. Therefor the present study was conducted to explore how piano education and music literacy evolved from the 20th to 21st century in Guangdong, China. The participants in the study were eighty piano teachers and one hundred and fifty students in Guangdong province. The teachers were recruited from various settings, including public schools, private music schools, and conservatories. Data analysis was undertaken by finding patterns and themes in teaching techniques, pedagogical approaches, and learning results in observation data. The quantitative data from the questionnaire was analyzed using descriptive and inferential statistics. The qualitative data from the interviews was analyzed using thematic analysis. The outcome of the research revealed that piano literacy in China has seen a significant increase in the present scenario. Music education, now an important aspect of Chinese society, has promulgated piano lessons in schools at both primary and secondary levels. Moreover, after the analysis of responses it is proved that dedication for expanding music education and nurturing piano talent exist in the society and have also contributed to prolific growth in piano literacy. To make music and piano study more relevant to the general population, piano teachers in China are encouraged to evaluate their own teaching backgrounds, study newer teaching materials

Keywords: Chinese Piano; Professional Education; Music Culture; Teaching Research.

SS-47:

Philosophy is a Tool to Measure the Meaning of Individual Survival

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Abstract

Social philosophy is a tool to measure the significance of the survival of regions, nations and countries. Philosophy and social sciences are tools to measure the significance of human beings as a whole in space-time. It is a tool to guide the progress of national civilization. Internationally, philosophy and social sciences in a broad sense not only include philosophy, but also cover many related liberal arts subjects, such as economics, psychology, law, art, education, management, history, Chinese language and literature, sociology, anthropology, foreign language and literature, political science, religion, logic, ethics. The interdisciplinary subject of learning and other disciplines.

Keywords: Chinese Language; Literature; Philosophy; Individual Survival.

SS-48:

A study on the Cross-media Communication of Chinese Variety Shows in Malaysia

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Abstract

With the global integration of media technology, the global transmission of television and the Internet has gradually become the mainstream communication trend. In the global transmission of the "Belt and Road" initiative, the cultural exchanges between China and Malaysia are increasingly close, and the transmission of Chinese programs as one of the mass media has gradually deepened. This study takes Chinese variety shows as the breakthrough point, combines with the 5w model of communication science, and discusses the promotion strategies of Chinese variety shows in Malaysia in five aspects: transmission channels, transmission subjects, transmission content, transmission characteristics and transmission objects. Through qualitative analysis, questionnaire survey, in-depth interview and other research methods, the cultural awareness, transmission differences, limitations and deficiencies of Chinese variety shows in Malaysia are analyzed and summarized, and the corresponding improvement strategies and suggestions for the common communication guiding concept of Chinese variety shows in external communication and co-creative transmission characteristic channels are put forward. This will help improve Malaysia's cultural awareness of Chinese shows, and promote the exchanges and communication between the two peoples in terms of local customs, life aesthetics, media technology, program production and so on. The research shows that there are certain limitations in the communication effect of Chinese variety shows in Malaysia. Chinese variety shows should adhere to the common communication concept of external communication, create communication channels, enhance the cultural recognition of Chinese variety shows in Malaysia, and promote exchanges and communication between the two countries in humanistic customs, artistic aesthetics, scientific and technological means, sound and light of program production, etc. It breaks through the boundaries of language and culture, achieves the communication and exchange of "commonness" and "empathy", and produces the common cultural significance in the different cultural Spaces of China and Malaysia.

Keywords: Variety Show; Communication; Empathic Communication; Universal Communication.

SS-49:

Innovative Development of TV Character Feature Films under VLOG Vision

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Abstract

In the current environment, the development of self-media platform is rapid, and with the development of the Internet and the interaction of information, short videos are widely popular, which has caused a certain impact on the traditional media, especially in the traditional media as a kind of TV film with strong preaching meaning and long time, feature films bear the brunt. TV feature film is a highly propagandized and thematic television film, with obvious utilitarian color, reflecting a current social phenomenon or a certain kind of life subject. People can get a profound understanding from it after watching. The main content of the character feature films is the various characters in the social life, such as artists, advanced models, thinkers and other feature films, dedicated to promoting their outstanding contributions and moral sentiment. From the early 1990s to the present, the reason why TV character feature films began to rise and decline is the lack of innovation to keep up with the needs of the times. This study will innovate the old TV character feature films from the form, the theme is divided into "days" as the time line combined with the current popular VLOG (video blog). Video blogs are completed respectively around the same entry point of the theme, the combination of video blogs can become a complete TV character feature film, which can also become a separate short video separately. This form can not only meet the broadcast needs of various platforms, but also increase the audience groups. This study will create practically combined with the theory basis of the integration of host editing and broadcasting. Because video blog is the product of the integration of editing and broadcasting in the new media era, the integration of editing and broadcasting is very necessary for feature films of characters. The moderator should know the role of the protagonist in this period whether from the aspect of shaping character or script creation, and making the whole program by the moderator ensures the integrity of the program to the greatest extent, which can also be as close as the pre-effect of the program.

Keywords: Character Feature Film; VLOG; Integration of Gathering; Editing; Sowing.

SS-50:

Navigating the Challenges: Female Sports Moderators in a Male-Dominated Industry

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Abstract

The field of sports broadcast is currently heavily dominated by men, with a lack of female presence, especially in positions such as athletics moderators. This paper elucidates the obstacles encountered by experienced female sports moderators and underscores the need for structural transformations within the athletics broadcasting sector. By cultivating a welcoming and encouraging atmosphere, the organization may significantly improve the athletic event reporting scene by tapping into the diverse perspectives and expertise of female athletics moderators. This dissertation examines the distinct difficulties encountered by women sports moderators, providing a thorough investigation of the dynamics, barriers, and possibilities within this particular setting. In the historically male-dominated arena of sports broadcasting, female representation has been notably sparse, especially in influential roles such as sports moderators. The pervasive underrepresentation of women in sports media, particularly in roles commanding authority and visibility like sports moderators, necessitates rigorous exploration. The objective of the study is to capture the narratives, perceptions, and strategies employed by these professionals as they navigate an industry historically dominated by their male counterparts. Thematic analysis and narrative inquiry methodologies are applied to extract meaningful patterns and unveil the untold stories within. The findings expose a myriad of challenges faced by female sports moderators, including ingrained gender stereotypes, limited career trajectories, encounters with microaggressions and subtle gender bias, and ongoing struggles for visibility within an industry historically prioritizing male voices. However, amidst these challenges, the study uncovers instances of resilience, empowerment, and adaptive strategies employed by female sports moderators to surmount adversities. A meticulous review of existing literature contextualizes the historical trajectory of gender bias in sports broadcasting. The evolution of female representation and the persistent challenges faced by women entering this sphere are critically examined. Theoretical frameworks, including feminist media studies and organizational communication theories, guide the exploration of these entrenched issues.

Keywords: Female Sports Moderators, Gender Bias, Women in Sports Media, Equal Rights For Women, Media Representation, Inclusive Practices, Sports Broadcasting, Media Representation.

HEALTH SCIENCES

- 1-Faculty of Medicine
- 2-Faculty of Dentistry
- 3-Faculty of Pharmacy
- 4-Faculty of Nursing
- 5-Faculty of Applied Science

HS-01: *Underreporting Tuberculosis Cases in Private Health Sector: A Scoping Review*

Suryanti

Abstract

Background: Tuberculosis (TB) remains a formidable threat to human civilization, with several factors contributing to its increasing burden. Challenges such as inconsistent case finding and diagnosis procedures, inadequate reporting, underdiagnosing, unreliable drug supply, and substandard monitoring and recording practices collectively exacerbate the problems associated with TB. A major hurdle in effective TB control, especially in high-incidence countries where the private sector is heavily involved, is the significant underreporting of cases. We conducted this scoping review to learn more about underreporting in the private health sector. *Methodology:* We screened articles related to underreporting in the private health sector in PubMed, Google Scholar, and Science Direct electronic databases. *Result:* We included 36 studies of 95 screened records, of which observational (26), experimental (9), and qualitative (4) studies. Underreporting is influenced by various factors, including patient characteristics (such as being male, pediatric, or over 65 years old), health worker issues (unqualified or overworked personnel, staff shortages, lack of awareness, and insufficient incentives), and health systems (poor supervision, accountability, and a lack of support for hospital notification systems or complex health information management systems). Addressing these multifaceted issues is crucial for improving TB control efforts worldwide.

Keywords: Private Health Sector; Tuberculosis; Underreporting.

HS-02:

The Relationship Between Social Media Dependency, Mental Health, and Academic Performance Among Adolescents in Indonesia

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Abstract

The use of social media has both positive and negative impacts on mental health and academic performance. However, there is little information in Indonesia regarding the effect of social media dependency on mental health and academic performance among adolescents. Thus, this study aimed to explore the relationship between social media dependency, mental health, and academic performance among adolescents in Depok, Indonesia. A cross-sectional study was carried out among adolescents aged 15-18 years and studied senior high school students in a subdistrict in Depok, West Java. The scales used were the Social Media Addiction Scale-Student Form (SMAS-SF) Questionnaire scale, The Depression Anxiety Stress Scale (DASS), and the social media and academic performance of students (SMAAPOS). The mean age of 200 adolescents in the intervention group was 16.37 (SD+2.55), 60% male. Respondents showed a moderate level of social media dependency, with an average score of 88.43 (SD=24.53). Mental health score decreased from 21.37±7.78 and respondents showed moderate level of academic performance, with an average score of 90.21±37.24. social media dependency ($r=0.241$) and depression ($r=0.405$) were significantly associated with academic performance. Moreover, social media dependency ($r=0.334$) was negatively associated with mental health problems. Interventions for mental health promotion and prevention attempt to improve an individual's ability to regulate emotions, increase alternatives to risk-taking behaviors, foster resilience for coping with challenging events and adversity, and foster supportive social contexts and social networks.

Keywords: Adolescent; Social Media Addiction; Mental Health; Academic Performance.

HS-03:

Determinants of Caregiver's Knowledge of Infant's Early Nutrition in Indonesia

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Abstract

The knowledge of early nutrition for infants is fundamental for mothers and caregivers. This study aimed to investigate the determinants of caregiver's knowledge of Infant Early Nutrition in Indonesia. This study used secondary data from the World Bank, Indonesia High-Frequency Monitoring of COVID-19 Impacts in 2023. Infant early nutrition in this study was measured by opinions about colostrum and duration of exclusive breastfeeding. The total sample of this study was 4,098 caregivers for children under five years old. The results of the study revealed that 9.69% of caregivers had the opinion that colostrum should be thrown away, and 49.54% had the opinion that the duration of exclusive breastfeeding is not 6 months. According to the colostrum, the factors associated are the kid's age, for age one the AOR is 2.08 (1.30 – 3.33), caregivers are not the main family members/ others, AOR 2.56 (1.65 – 3.99), and did not know about stunted children, AOR 3.29 (1.63 – 4.11). The knowledge about exclusive breastfeeding duration revealed that kids' age was correlated, for age one, the AOR was 1.53 (1.21 – 1.93). Moreover, not knowing stunting is also significant, AOR of 1.78 (1.56 – 2.02), caregivers age 55 years or older with an AOR of 0.76 (0.62 – 0.93), caregivers' education level with tertiary revealed an AOR of 0.53 (0.44 – 0.65). Surprisingly, it was also found that grandmothers as caregivers had AOR 1.69 (1.08 – 2.64). Three predictors are correlated with infant early nutrition, including the infant's age, relationship with the head of household, and knowledge about stunted children. There is a need for collaboration among stakeholders to increase the knowledge of caregivers about infant early nutrition.

Keywords: Early Nutrition; Children under two; Nutrition; Caregivers.

HS-04:

Systematic Literature Review: The Effect of Pulmonary Tuberculosis (TB) Education Using Video Methods on Knowledge, Attitudes and Treatment Adherence in Pulmonary Tuberculosis Sufferers

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Abstract

Tuberculosis (TB) of the lungs is a potentially serious infectious bacterial disease that primarily affects the lungs. Treating pulmonary TB in communities at risk is an important and challenging cornerstone of eradicating tuberculosis. The impact of non-compliance with pulmonary TB treatment increases the possibility of resistance to anti-TB drugs. By providing learning about pulmonary TB through video media, it is hoped that pulmonary TB sufferers will be compliant in undergoing treatment. The aim of learning via video is to facilitate access for pulmonary TB sufferers to refresh themselves about the disease and treatment of pulmonary TB. In addition to the ease of learning using the video method, sufferers can do it anytime and anywhere. The research plan utilized may be a Writing Survey utilizing the Prisma strategy. Web-based searches were conducted in PubMed and CINAHL. Studies describing the use of digital technologies with specific reference to keywords such as pulmonary tuberculosis, digital health, and eHealth were also included. A total of 33 relevant studies were identified from 391,658 studies published between January 2018 and November 2023. Overall, the research focused on levels of knowledge, attitudes, and treatment adherence. There are 15 articles showing analysis results with a significance of $p = 0.000$ ($p < 0.05$), so it can be concluded that there is an influence of video education on knowledge, attitudes, and treatment compliance in pulmonary TB patients.

Keywords: Tuberculosis; Video; Knowledge; Attitude; Compliance.

HS-05:

The Impact of Situational Awareness and Self-Efficacy on Postpartum Depression Among Women in Indonesia

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Abstract

Background: Depression is a common mental health problem, especially in postpartum mothers, which is associated with the difficulty of adjusting to motherhood. The high incidence of postpartum depression is a serious global public health problem, as this condition affects not only the health of the mother but also the health of the baby. The seriousness of the impact necessitates concern in dealing with the problem. This study aims to see the impact of situational awareness and self-efficacy on postpartum depression.

Methods: The research design used was quantitative with a cross-sectional study, the sample size was 310 postpartum mothers in the first week to 3 months after giving birth, living with their husbands, giving birth to babies with the criteria of gestational age and normal birth weight, mothers did not have mental disorders and a history of mental disorders in the family. The instruments used were SAS (situational self-awareness), PMP S-E (Perceived Maternal Parenting Self-Efficacy) and BDI II (Beck Depression Inventory-II) questionnaires.

Results: The results showed that the majority of respondents (44%) experienced mild depression, and 36% did not experience depression. Situational awareness is associated with postpartum depression with $r=0.437$, $p<0.05$. Self-efficacy showed a significant relationship with postpartum depression with $r=0.501$ and $p<0.05$. Situational awareness (β (SE)= -0.431 (2.109), $p=0.001$) and self-efficacy (β (SE)= -0.308 (1.349), $p=0.001$). Self-efficacy mediated the relationship between situational awareness and postpartum depression.

Keywords: Postpartum Depression; Situational Awareness; Self-Efficacy.

HS-06:

Qualitative Research on Obstacles and Hesitation of Nursing Students Before Public Speaking for Health Promotion

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Abstract

Background: Health promotion is a skill that should be mastered by nursing students. Public speaking is an important ability for health students as educators for the community. However, students lack confidence in their ability to deliver education in public. Students also experience anxiety before becoming a public speaker. **Aim:** The study aims to identify common barriers that hinder students from feeling comfortable while speaking in public. **Methods:** This qualitative research study uses a phenomenological approach. The sample in this study was 12 nursing students to explore experiences related to barriers in preparing for public speaking. Data were analyzed using thematic analysis. **Results:** Through thematic analysis, it was observed that the participants encountered physical and psychological obstacles. The findings revealed six themes, including physical anxiety, traumatic experiences, lack of technical methods and practice, the importance of personal branding, self-actualization, and the impact of social media. **Conclusion:** Self-actualization, a deeper understanding of personal branding, and the combination of EFT techniques emerge as effective ways to address the obstacles and hesitations faced by nursing students before public speaking.

Keywords: Obstacle; Hesitate; Healthcare Students.

HS-07:

The Relationship of Hemoglobin Levels and Learning Achievement of Rafflesia Depok

Stikes Students

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Abstract

Background: Low hemoglobin (Hb) levels known as anemia can reduce concentration learning and power in the body. Anemia has no direct influence on the Index Performance results. Aim: to determine the connection between Hb levels and Study performance of Rafflesia STIKes students.

Method: In the research, we used a quantitative design study via a cross-national study approach the data were analyzed using univariate analysis, bivariate analysis, and the chi-square test statistical test with degrees significance $\alpha = 0.05$. The population of the students of STIKes Rafflesia was as many as 234 female students, with a sample amounting to 167 respondents

Results: it showed that 34 (20.4%) female students who experienced anemia performed well, and 7(4.2%) students who experienced anemia performed very good, whereas the 54 (32.3%) female students who did not have anemia performed well, and 72(43.1%) students did not have anemia have performed very good.

Conclusion: There is a significant relationship between the rate of hemoglobin and the study performance of students.

Keywords: Hemoglobin levels; Anemia; Performance Study.

HS-08:

Factors Related to Incidence of Hypertension at Posbindu Melati Harum in South Bekasi City Indonesia in 2023

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Abstract

Background: Hypertension is an increase in blood pressure that exceeds normal and is a degenerative disease that appears without any symptoms and attacks the elderly and young people. Hypertension is one of the causes of death globally. Many factors influence the occurrence of hypertension such as age, gender, heredity, fat intake patterns, sodium intake patterns, stress, activity patterns, smoking and obesity. The purpose of this study was to determine the factors related to incidence the of hypertension at Posbindu Melati Harum South Bekasi City Indonesia.

Methods: This study uses quantitative methods with a cross-sectional research design. Samples were taken from as many as 90 elderly with the sampling method using purposive sampling. Analysis of the research data using the chi-square test. **Result:** bivariate analysis using a chi-square test obtained factors related to hypertension incidence as heredity ($p=0.007$) and activity patterns ($p=0.039$). **Conclusion:** factors that affect the incidence of hypertension are heredity and activity patterns.

Keywords: Hypertension; Posbindu Melati Harum; South Bekasi; Indonesia.

HS-09:

Relationship Between Hemodialysis Adherence and Blood Pressure in Patients with Chronic Renal Failure

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Abstract

Background: Medication adherence is important for people with chronic renal failure (CRF) undergoing hemodialysis. Lowering blood pressure can reduce symptoms and improve the long-term health of hemodialysis patients. Hypertension is more prevalent and harder to control in patients with chronic kidney disease, and can also be a cause or result of the condition.

Aim: This study aimed to investigate the association between blood pressure and hemodialysis therapy adherence in patients with renal failure in a government hospital in Sukabumi, West Java, Indonesia.

Methods: This study employed a descriptive correlation method to examine patients with CRF who are currently undergoing hemodialysis therapy and have a history of hypertension. In this study, 31 respondents were selected using purposive sampling. Data on medication adherence were collected by questionnaire, while blood pressure readings were used to examine the prevalence of hypertension. A chi-square statistical test was used for data analysis.

Result: A majority of the respondents were adherent to hemodialysis therapy 71%, and when blood pressure was measured, most were not hypertensive 54.8%. P-values of 0.044 were found in the results of statistical tests that used the Exact Fisher test with the chi-square correlation calculation.

There is a relationship between hemodialysis therapy compliance and the incidence of hypertension in patients with chronic renal failure who undergoing hemodialysis therapy.

Conclusion: In patients with chronic renal failure receiving hemodialysis, there is a significant positive correlation between blood pressure and treatment adherence.

Keywords: Chronic Renal Failure; Hypertension; Hemodialysis

HS-10:

Development of Web-Based Educational Media on Preventing E-Smoking Behavior at Muhamamdiyah University of East Kalimantan, Indonesia

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Abstract

Consumers who have access to more expensive inhalers are more likely to use electronic cigarettes on a regular basis. The percentage of residents aged 10 years old who smoke electronic cigarettes is highest in the Special Region of Jogjakarta Province, which accounts for 7.4% of the total, followed by East Kalimantan, which accounts for 6%, South Kalimantan, which accounts for 4.9%, and Bali, which accounts for 4.2%. A number of posters and educational materials have also been shown on campus; nevertheless, there is currently no media coverage of electronic cigarettes. The objectives of this research are to develop web-based media about preventing e-smoking behavior at Muhammadiyah University of East Kalimantan. The type of research used in this study is Qualitative research to develop web-based educational media to prevent e-smoking behavior. This research was carried out using data collection techniques using Focus Group Discussion (FGD) and in-depth interviews with informants. FGD participants are experts in the field of health promotion, practitioners and researchers in the field of cigarettes, heads of the Device Zero Tolerance Tobacco, Alcohol, Narcotic Health Promoting University division, student associations of the Faculty of Public Health, students, and Information experts in Technology. The results of this research that the development of web-based education was chosen as a strategy to prevent e-smoking behavior on campus. This development was chosen because it is internet-based which is easy to access, practical, and free of charge, with no need to download. Before and after education there is an evaluation form to assess knowledge, attitudes, and behavior of e-smoking. In conclusion, web-based educational development is easy to access, and free, with no need to download and use the internet.

Keywords: Educational media; Online; Electronic cigarettes; Web-based.

HS-11:

The Effect of Balanced Counseling Strategies (BCS) on Knowledge, Attitudes, and Decisions in Selecting Modern Contraception

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Abstract

Counseling is the most essential part of family planning services. The Balanced Counseling Strategy (BCS) is one of the additional family planning counseling methods in Indonesia, which has been adopted since August 2016 to improve postnatal family planning counseling services and the Family Planning Decision-Making Tool. The research aims to determine the effectiveness of the Balanced Counseling Strategy (BCS) on knowledge, attitudes, and decisions regarding choosing modern contraception. The type of quantitative research is quasi-experimental with a non-randomized pretest-posttest with a control group design. Data collection was carried out from August to November 2023. The research sample included 20 postpartum mothers in each intervention group and the control group. The intervention group was given counseling using a balanced counseling strategy method, and the control group was assigned counseling using the Maternal and Child Health Book. The sampling technique is quota sampling. The instrument of this research is a structured questionnaire to measure the knowledge, attitudes, and decisions of postpartum mothers before and after the intervention. Data analysis using the Wilcoxon test ($p < 0.05$). The research results showed that the mean increase in knowledge scores, attitudes, and decisions of postpartum mothers in the intervention group was 1.15, 0.90, and 0.65. In the control group, the average increase in postpartum mothers' knowledge, attitudes, and decisions was 1.10, 0.85, and 0.55. Wilcoxon test results of knowledge, attitudes, and decision to choose modern contraception ($p = 0.001$). The N-gain score was obtained in the high category for understanding (0.7858), attitudes (0.8189), and the medium type for the decision to choose contraception (0.6500). Counseling has a positive impact on knowledge, attitudes, and decisions regarding choosing modern contraception. The Balanced Counseling Strategy (BCS) method is effective for postnatal family planning counseling. It is hoped that health workers can use flat counseling strategy methods in providing postpartum contraceptive services.

Keywords: Balanced Counseling Strategy; Knowledge; Attitudes; Decisions; Modern Contraception.

HS-12:

Intervention to Improve Sense of Parent Competence in Caring Low-Birth Weight Infant: A Scoping Review

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Abstract

Background: Low birth weight (LBW) is a complex health issue in babies, with various causes. Parents with a sense of competence are more likely to adopt promotive parenting strategies. However, there is limited research on interventions to enhance parent competence in caring for LBW infants.

Objectives: The study aims to analyze recent data on interventions enhancing parent competence in caring for low-birth-weight infants and identify emerging issues arising from these interventions.

Methods: The study used an integrative review approach to search for articles related to parenting, competence, low birth weight, and premature birth using three online databases. The Risk of Bias in Systematic Reviews (ROBIS) method was used to evaluate the quality of the reviews. After extensive screening and full reading, 61 articles were selected, with five meeting eligibility criteria for review.

Results: Most studies used the parenting sense of competence scale to measure outcomes, with one defining parenting competence as knowledge, skill, and confidence. Five studies tested different interventions for promoting parenting sense of competence, all reporting positive impacts on improving parent sense of competence.

Conclusion: This review reviews studies focusing on interventions to enhance parent competence in infants with low birth weight (LBW), revealing the positive effects of health education programs.

Keywords: Intervention; Parent competence; Low-birth weight; Premature; Review.

HS-13:

The Differences in Perceptions of Social Support and Self-Esteem of Caregivers for People with Mental Disorders based on Gender and Age Covariate

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Abstract

A caregiver's ability to care for patient with mental disorders is determined, in part, by perceptions of social support and self-esteem. Apart from that, caregiver characteristics can also determine perceptions of social support and self-esteem. This research was a correlative descriptive study with a cross sectional approach with the sample being caregivers of patient with mental disorders. The research was conducted in Pekalongan regency with a sampling technique using purposive sampling. The sample size was 101 respondents who met the criteria of having cared for patient with mental disorders at home for at least 3 months, as the main caregiver, having a family relationship and living in the same house with the patient, and caregivers directly caring for patient with mental disorders who had relapsed at least once. Data was obtained using a characteristics questionnaire, the Multidimensional Perceived Social Support questionnaire, and the Rosenberg Self-Esteem Scale. Data were analyzed using multiple analysis of covariance. A total of 77.2% of caregivers were women with an average caregiver age of 45.5 years in the age range 18-59 years. The average perceived social support was 73.59 in the score range 61-82 and the average self-esteem was 35.14 in the score range 29-40. There is a significant difference in perceptions of social support and caregiver self-esteem based on gender after controlling for age (p value 0.037). The results of the post hoc test showed that differences in gender caused significant differences in the self-esteem of caregivers of patient with mental disorders ($F(1,97) = 4.411$; $P = 0.038$; $\alpha = 0.05$). Efforts to increase perceptions of social support and self-esteem can be focused by paying attention to gender and age factors.

Keywords: Mental Disorders; Self-Esteem; Social Support.

HS-14:

The Effectiveness of Technology-Based Social Support Interventions for Nutrition Management: A Literature Review of the Current Evidence

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Abstract

Background: Nutrition management is important in preventing malnutrition. The integration of technology into social support interventions for nutrition management has emerged as an approach to promote healthy eating behaviors and address dietary challenges. This literature review aims to gather evidence on technology-based interventions for improving nutritional status among the general population through the establishment of social support. **Methods:** This study used a comprehensive literature review by conducting a systematic search across databases such as PubMed, Scopus, and Web of Science, utilizing keywords like "technology-based intervention," "social support," "nutrition management," and "dietary adherence." Articles published between 2010 and 2022, including empirical studies, systematic reviews, and meta-analyses, were reviewed to assess the effectiveness and impact of technology-enabled social support interventions in the context of nutrition management. **Results:** Technology-based interventions for nutrition management incorporate a range of platforms and tools like mobile applications, online communities, social networks, and telehealth services. These interventions make use of social connections, peer support, and informational resources to encourage healthier eating habits, improve dietary compliance, and facilitate behavior change. Several studies have highlighted the positive impact of these interventions on improving nutritional outcomes, such as increasing fruit and vegetable intake, better adherence to dietary guidelines, and heightened awareness of nutritional choices. These technologies embed social support features, such as virtual communities, discussion forums, and personalized coaching. **Conclusion:** In conclusion, using technology-based social support interventions is essential to promote improved nutrition and dietary behaviors by leveraging social connections and information sharing. Interventions promoting positive dietary habits face challenges related to content quality, sustained engagement, and inclusivity. Future research should focus on refining intervention strategies to examine the effectiveness of the strategy on nutritional status among the general population

Keywords: Technology-based intervention; Social support; Nutrition management.

HS-15: *Nursing Handover in Hospital: A Comprehensive Review of the Evidence*

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Abstract

Background: As a transfer of patient information between healthcare providers during shift changes, nursing handover play an important role to keep the patient safety and ensuring continuity of care. This comprehensive review synthesizes the current perspective and evidence surrounding nursing handover practices. *Methods:* A comprehensive search was conducted across electronic databases, including PubMed, CINAHL, and Scopus, using keywords such as "nursing handover," "patient transfer," "shift change," and "hospital." Articles published between 2010 and 2022 were reviewed, focusing on empirical studies including cross-sectional, case control and experimental studies related to nursing handover practices in hospitals setting. *Results:* The review finding highlights the significance of effective nursing handovers in promoting patient safety, improving communication among healthcare teams, and preventing adverse events. Studies emphasize the impact of standardized handover protocols, such as the use of structured communication tools, on reducing errors and enhancing information accuracy during handover processes. In addition, several factors influencing the quality of nursing handovers were identified, including time constraints, interruptions, inadequate training, language barriers, and varying communication styles among healthcare professionals. Moreover, the use of technology and information, such as electronic health records and bedside handover techniques, has shown a positive impact on transferring the adequate information among the healthcare providers. The barriers of handover were found as an impact of various perspective from different setting. *Conclusion:* Nursing handover is important to ensure patient safety and continuity of care in hospital settings. Addressing underlying challenges such as time pressures, communication barriers, and interdisciplinary collaboration is essential for enhancing the quality and efficacy of nursing handovers. Further research is required to explore various interventions to overcome the obstacles.

Keywords: Nursing handover; Hospital; Patient safety.

HS-16:

The Influence of Drawing Therapy on Healing Psychological Trauma in Children Post Earthquake in Kajai Pasaman Barat West Sumatra Indonesia

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Abstract

Earthquake events in the world in 2020 were 1,433 earthquakes with a magnitude of five or more occurring around the world. Earthquake disasters often occur in Indonesia because Indonesia is an archipelago located at the confluence of four tectonic plates, namely the Asian Continental plate, the Australian Continental plate, the Indian Ocean plate, and the Pacific Ocean. Earthquakes are usually caused by the movement of the earth's crust or plates. Natural disasters that occur have an impact on the loss of life and property, especially on vulnerable groups, namely children. The earthquake that occurred in Nagari Kajai, Talamau District, West Pasaman after the 6.1 Mw earthquake had a psychological impact on children such as traumatic and post-traumatic symptomatic disease (PTSD). This can have an impact on growth and development so that drawing therapy is given to divert children's thoughts about the earthquake. The purpose of this study was to determine the effect of drawing therapy on healing psychological trauma in post-earthquake children in Kajai Pasaman Barat, West Sumatra. The research design used is Quasi-experiment research with One Group Pretest-Posttest design. The population in this study were all children aged 7-12 years who lived in Kajai Pasaman Barat West Sumatra, with a sample of 101 respondents. Hypothesis testing used T test analysis (Dependent Sample T-Test). The results showed that there was an effect of drawing therapy on healing psychological trauma in children after the earthquake (p-value = 0.000). Suggestions for parents who have children need to be given this drawing therapy at least twice a week in order to divert children's feelings of fear of earthquakes.

Keywords: Drawing; Trauma Healing; Children; Post Earthquake.

HS-17:

The Relationship Between Characteristics and Compliance of Pregnant Women in Taking Fe Tablets

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Abstract

Background: The high rate of anemia pregnant women is due to non-compliance of pregnant women in taking Fe tablets. Adherence of pregnant women in taking Fe tablets is the awareness and obedience in taking Fe tablets every day. Non-compliance of pregnant women in taking Fe tablets is influenced by various factors, namely maternal age, latest education, employment status, gestational age, parity, diagnosed anemia, economic status, and information sources. *Objectives:* The study aims to determine the relationship between characteristics and adherence of pregnant women in consuming Fe tablets in Cisarua Village, Working Area of UPTD Puskesmas Sukabumi, Sukabumi City. *Methods:* This type of research is correlational with a cross sectional approach. The population was all pregnant women and the sample was 72 people with total sampling technique. Data collection techniques using questionnaires. Data analysis used univariate analysis with frequency distribution tables, bivariate analysis with chi square test, and multivariate analysis with logistic regression. *Results:* The results showed that there was a relationship between maternal age, latest education, employment status, gestational age, parity, diagnosed anemia, economic status, and information sources with the compliance of pregnant women in taking Fe tablets with a p-value <0.05. There is a simultaneous relationship between maternal age, latest education, employment status, gestational age, parity, diagnosed anemia, economic status, and information sources with the compliance of pregnant women in taking Fe tablets with a p-value <0.05.

Conclusion: There is an association of characteristics with adherence of pregnant women in taking Fe tablets and there is a simultaneous association of characteristics with adherence of pregnant women in taking Fe tablets.

Keywords: Adherence; Characteristics; Pregnant Women; Fe Tablets.

HS-18:

Mobile and Web-Based Apps to Support Self-Care in Adolescents with Thalassemia: A Systematic Review

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Abstract

Background: Thalassemia affects physical and emotional well-being, necessitating long-term treatment. Empirical information on mobile and web-based applications for adolescent self-management in thalassemia is limited. *Objectives:* This research aims to evaluate the effectiveness and practicality of health applications for teenagers with thalassemia, focusing on those that encourage engagement beyond self-monitoring and their functionalities. *Methods:* This review adhered to the guidelines set out by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) statement. The databases used included Web of Science, EMBASE, PsycINFO, MEDLINE, EMBASE, and the Cumulative Index to Nursing and Allied Health Literature. This review focuses on peer-reviewed research on the use of mobile devices or web-based applications for self-care in adolescents diagnosed with thalassemia. The systematic review used Downs and Black's criteria for randomized and nonrandomized studies. *Results:* Out of 137 entries, 76 were duplicates, and six articles met data extraction requirements out of 34 full-text articles. The review includes six articles from the USA, China, Iran, and Malaysia. Four studies used feasibility, one used quasi-experimental, and one used case-control design. Studies created a self-care app for Android and web-based users, MEMS®, a mobile app-based FCC model, "Selfie" with provider-led education modules iManage, and SMART, a continuous record of clinical symptoms and treatment strategies. *Conclusion:* The study reveals insufficient evidence on the efficacy of mobile and web-based applications for teenagers with thalassemia, suggesting high costs and limited marketability.

Keywords: Mobile application; Web-Based Apps; Self-care; Adolescent; Thalassemia; Review.

HS-19:

Impact of Exemplary Wife School Program Implementation in Strengthening Family Resilience in Sawahlunto City in 2023

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Abstract

The increasing divorce rate, especially divorce suits, increasing cases of violence against women and children, drugs, LGBT and HIV and the incidence of stunting are some of the impacts arising from the low family resilience of the people of Sawahlunto City, so the Sawahlunto City Government innovated to create a program, one of which is to increase family resilience through increasing knowledge, insight and understanding related to family problems and efforts to overcome them, the innovation is Sekolah Istri Teladan Sawahlunto (SILO). This research includes descriptive research with a quantitative approach. The population in this study were all SILO participants in 2023 as many as 490 participants, and the sampling technique in this study was total sampling technique where the number of samples was the same as the population. The data collection methods used in this study are observation, interview and questionnaire. The data analysis technique uses descriptive percentage and Family Resilience index (IKK). The results showed that the Family Resilience of SILO Participants in Sawahlunto City had a score of 91.58% with very high criteria, there were three types of family resilience with their respective scores, namely physical resilience characterized by the fulfillment of the needs of clothing, food and shelter, housing, education, and health of 84.11% with very high criteria, Social resilience, namely families can be oriented towards religious values, effective communication, high family commitment (family togetherness time and fostering social relationships) of 92.12% with very high criteria, while the highest family resilience is psychological resilience, which is a family that can overcome non-physical problems and emotional control of 98.52% with very high criteria.

Keywords: Family; Family Resilience; Exemplary Wife; School; Sawahlunto

HS-20:

Understanding the Embodied Concept of Traditional Chinese Medicine Through Practitioner-Patient Interaction as Culturally Specific Constructs

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Abstract

Traditional Chinese Medicine, or TCM for short, is a medical technique that dates back a thousand years and originated in China. For years, TCM has been making its way into the Western world thanks to globalization. Despite the fact that the notion of medicine globalization is still being debated, TCM has made its way into the Western world with its strange, unfamiliar, and "unscientific" ideas. The purpose of my thesis is to investigate the embodied notions of TCM via the interaction between practitioners and patients as culturally distinctive constructions. I focus specifically on the healing, the silence, and the miracle cure, as well as how these TCM medical and philosophical concepts are embodied and co-constructed by the practitioner and the patient during acupuncture, herb prescription, and tuina massage treatment sessions. This is among the many medical and philosophical concepts that are central to TCM. My thesis examines data from video recordings of acupuncture, pulse reading, and tuina massage sessions in Kunming, China, in 2014, using a discourse analytic approach that is informed by ethnographic field notes and interviews conducted at that time. This allows me to define the embodiments of TCM discourse as feelings as healing, interacting silences, and the "miracle-minded" cure. The present thesis will provide the framework for future inter/cross-cultural TCM practitioner-patient interaction comparisons to generate alternative healthcare resources that are culturally competent. In addition to this, it offers interactional and cultural insights that may be used to further investigate how to manage the interculturality of TCM in the West to improve holistic therapy in the United States. Additionally, the study of the embodiment of TCM principles in interaction offers us interactional and cultural insights, which deepen our understanding of the interculturality of TCM, which is referred to as holistic therapy throughout the globe.

Keywords: Discourse Analysis; Health Communication; Language and Social Interaction; TCM

HS-21:

Muscle Strength, Lumbar Curve, Fear of Movement and Functional Disability Among Patients with Lumbar Disc Herniation: A Review

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Abstract

Introduction: Lumbar disc herniation (LDH) refers to the rupture of the fibrous annulus of the intervertebral discs. Lumbar curvature may lead to the occurrence of lumbar disc degeneration. Fear of movement may worsen their disc herniation and cause further pain and injury. LDH condition impacts the individual's quality of life. To explore the relationship between lumbar curve, muscle strength, fear of movement, and functional disability among patients with LDH. *Methods:* An electronic search was conducted on PubMed, Medline, Science Direct, SpringerLink, and Google Scholar and a hand search from reference lists was reviewed. Publications included human studies, patients 25-85 years of age, original studies, and published in English language journals from January 2002 to December 2023.

Result: A total of 11 potential articles were included in the present review after the removal of duplicates, titles and abstracts of the articles. Eight articles were cross-sectional, two studies were retrospective, and one experimental study.

Conclusion: Females with greater VASC may be at risk of LDH. The lumbar extensor muscles may be indicative of a localized disc herniation or nerve root pathology in patients with LDH. The fear of movement may lead to psychological consequences and reduce functional disability among patients with LDH.

Keywords: Lumbar disc herniation; Fear of movement; Functional disability; Vertical angle of spinal curvature.

HS-22:

Behind the Scenes in Chinese Economy: A Study of the Contribution of Medical Device Markets and Their Significant Growth

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Abstract

Since it began opening its doors to the rest of the world, China has seen a rise in the amount of foreign investment that it receives; nonetheless, medical device investment has had a relatively low priority. This study demonstrates that the market for medical devices in China has a significant amount of untapped growth potential. The purpose of this study is to investigate the market for medical devices in China from the point of view of the healthcare industry and to pinpoint the most important market drivers. The information included in this article may be used by international businesses and investors to have a better understanding of which subfields of medical device technology are most likely to result in profitable opportunities.

Keywords: China; Medical device market; Aging population; Investment opportunities.

HS-23:

A Research on the Impact of Management System Development on Patients in Healthcare and Nursing Institutions and Organizations

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Abstract

Human resource management (HRM) is receiving more attention from several healthcare systems throughout the globe. Human resources are just as important as material resources when it comes to running a healthcare system. In the healthcare industry, "human resources" refers to the numerous clinical and non-clinical professionals who are tasked with enhancing public and individual health. Knowledge, skills, and motivation of those providing care are crucial to the system's success and patient outcomes. The effectiveness of the system depends on a wide range of health promoters and carers, as well as a fair distribution of people and material resources. Human capital and physical capital are fundamentally different, and so need distinct methods of administration and care. Human resource management and health care are two areas that need further study. Healthcare (drugs, prostheses, and disposable equipment) expenses have the potential to explode due to the astronomical growth in the manufacturing and retail cost of healthcare products. The capacity of public services to attract and retain exceptional personnel could be strengthened by funding given here. Innovative methods of human resource management are needed in both publicly supported and employer-paid systems to establish a balance between the available workforce and the skillsets of its members. In the medical field, having the right equipment but no one to use it is the same as having a practitioner who isn't fully prepared.

Keywords: Nursing; Supervisory; Hospitals Units; Medical Informatics; Patient satisfaction.

HS-24:

An Exploratory Analysis of Headache and its Association with Insomnia, Anxiety and Depression: A Study Among Hongkong Chinese Females

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Abstract

Unfortunately, there hasn't been enough research done to fully understand the relationship between sleeplessness and headache among those who also suffer from anxiety and depression. A total of 310 Chinese women in Hong Kong, aged 40-60, who live in the community filled out a self-administered survey on headaches, sleep problems, mood swings, and impairment to daily life. In the preceding 12 months, almost 31% of the sample reported experiencing frequent headaches that were not caused by the common cold or influenza. Migraine headaches were found to affect 8.4% of women, tension headaches 15.5% of women, and headaches of unknown cause 7.1% of women. Problem getting up too early was the most common report of insomnia (29.4%) followed by trouble remaining asleep (28.0%) and difficulty falling asleep (24.4%). Insomnia was reported by substantially more women with headaches than by women without headaches. Insomnia symptoms were not significantly different amongst women who had migraine, TTH, or an unclassified headache. Women with insomnia problems, defined as an insomnia severity index total score of ≥ 8 , had a 2.2-fold greater risk of reporting recurrent headache, a 3.2-fold increased risk of reporting migraine, and a 2.3-fold increased risk of reporting TTH, even after controlling for anxiety and despair. Each symptom of sleeplessness did not stand on its own as a predictor. In participants with more regular headaches, the correlation between sleeplessness and headache was higher. In middle-aged women with a mixture of anxiety, depression, and sleep difficulties, our results imply that insomnia and related discomfort, but not insomnia symptoms alone, is an independent risk factor for recurrent headaches.

Keywords: Anxiety; Depression; Insomnia; Headache; Sleeplessness; Chinese Women.

HS-25:

Nursing Education and Counselling for COPD Patients to Improve Medication Adherence and Quality of Life in Hong Kong: An Exploratory Research

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Abstract

Patients diagnosed with chronic obstructive pulmonary disease (COPD) have a poor rate of drug adherence, which has a detrimental influence on both their chances of life and the expense of their medical treatment. No comprehensive study has been conducted to evaluate the efficacy of programmes that are intended to increase medication adherence. The author searched the electronic databases Medline and Cochrane using a mix of the MeSH subject headings and keywords. Intervention studies that were published in English and had the main or secondary objective of increasing patients' adherence to their medication regimen were considered eligible for this review. The Effective Practice and Organization of Care (EPOC) criteria were used in order to evaluate the level of methodological rigor present in the included research. Only seven research out of the 1,186 publications that were found satisfied the inclusion criteria. The studies were of varying quality in terms of their methodology. Five studies found treatments to be beneficial. Multi-component interventions consisting of self-management and care coordination were provided by pharmacists and primary care teams. Strategies included brief counseling; monitoring and feedback regarding inhaler use through electronic medication delivery devices; and multi-component interventions. Additional study is required to determine the therapies that are both the most successful and the most cost-efficient. To overcome methodological constraints, a particular focus should be placed on expanding the size of the patient sample and using a standard measure of adherence. Additional research has to be done on interventions that engage caregivers and are aimed not just at the patient but also at the healthcare provider.

Keywords: Chronic obstructive pulmonary disease; Medication adherence; Counselling; Nursing Education.

HS-26:

Knowledge and Practice of Primary Caregivers Towards Infant Oral Health

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Abstract

Background: Lack of parental knowledge and adherence to appropriate oral hygiene practices are associated with development of dental caries in children. **Objectives:** To assess the knowledge and practice towards infant oral health among primary caregivers in Negeri Sembilan, Malaysia.

Materials & Methods: A total of 220 primary caregivers with 6- to 8-month-old infants who attended the Ministry of Health Maternal and Child Health clinics (MCHC) participated in this cross-sectional study. A self-administered questionnaire was used to measure the variables of interest. The questionnaire was administered to the caregivers when they bring their child for immunization at the MCHC. The content validity and reliability of the questionnaire were established prior to use.

Results: Most primary caregivers were mothers (88.2%) with medium education (upper secondary and post-secondary non-tertiary education) (68.6%). Slightly more than half visited dentists within the past 12 months (59.5%), and about half were exposed to education on infant oral health (49.1%). Most primary caregivers knew that brushing at night is the most important (75.0%) and did not give their infant drinks other than milk or plain water using bottle (98.2%). However, almost half (43.2%) had introduced sweet foods to their infants. The knowledge score (70.9%) of the caregivers was positively and significantly associated with the practice score (76.1%). Caregivers with tertiary educational background, visited dentist within the past 12 months and were exposed to oral health education had significantly higher oral health knowledge score than their respective counterparts. Additionally, exposure to oral health education was found to be significantly associated with higher oral health practice score.

Conclusions: Most primary caregivers had correct knowledge and appropriate practice in infant oral healthcare. Exposure to oral health education was significantly associated with better infant oral health knowledge and practice.

Keywords: Knowledge; Practice; Infant; Oral; Health.

HS-27:

An In-Depth Study on the Effect of Oxidized LDL From Different Subgroups on Endothelium-Dependent Relaxation to Eliminate Coronary Heart Disease Mechanisms in Diabetes

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Abstract

Lipoprotein profiles of people with type 2 diabetes mellitus and insulin resistance show a larger percentage of smaller, denser LDL particles. The structure and content of LDL undergo qualitative alterations, including changes in electrophoretic mobility, enrichment with triglycerides and ceramides, extended retention in plasma of changed LDL, increased absorption by macrophages, and the generation of foam cells. Diabetes is linked to a higher risk of cardiovascular disease because of LDL function abnormalities. This investigation examines the structural and functional alterations in LDL particles that occur in diabetes, as well as therapeutic options that directly target LDL. Diabetes and its associated vascular problems are on the rise. As a result of endothelial cell malfunction, this formerly rare illness has rapidly spread over the world (ECs). Diabetes increases the risk of developing cardiovascular disease, a leading cause of death and disability worldwide. Increased glucose levels and the buildup of advanced glycation end products (AGE) on plasma proteins, especially lipoproteins, cause EC dysfunction (ECD) in people with diabetes.

Keywords: LDL; Relaxation; Heart Disease; Diabetes.

HS-28:

The Factors Relating to Smoking and Diabetes Mellitus Which Are Associated to Increased Mortality and Morbidity: A Study in Guandong Province China

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Abstract

Over the past few decades, the prevalence of type 2 diabetes (T2D) has skyrocketed, making it a major public health issue in China. When compared to those of European ancestry, Chinese T2D patients are diagnosed when they are younger and have a lower body mass index (BMI). Improved knowledge of it's critical to understand the root causes of the diabetes epidemic so that future prevention and intervention programmes are to be determined. In DNA plays a role in addition to environmental influences. Significantly contributed to T2D's development. There have been over 100 known susceptibility loci. Most T2D genetic variations have a relatively minimal impact on an individual's risk of developing the disease. (10–20 percent higher risk of T2D per risk allele); yet a higher risk of T2D A multi-locus genetic risk score for type 2 diabetes could predict the likelihood of developing Type 2 Diabetes and identify those who are at high risk. In addition, customized prevention of type 2 diabetes should be a key goal, which calls for a focus on fatalities and other adverse outcomes for this article, the author will consider: T2D genetic etiology and current advances in epidemiology will be discussed, as well as personalized medicine's role in the disease's therapy.

Keywords: Diabetes mellitus; Diabetic peripheral neuropathy; Risk factors; Smoking; Overweight.

HS-29: *Practical Significance of Promoting Oral Health Education*

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Abstract

In today's society, oral health issues are a growing concern, but many people are still afraid or unaware of checking their oral problems, resulting in more and more people being plagued by toothache, unattractive teeth and oral odor. Knowledge is the basis for behavioral change, and beliefs and attitudes are the driving force for behavioral change. Beliefs can be formed gradually only when people acquire relevant knowledge and think positively about it with a strong sense of identity; only when knowledge rises to the level of beliefs is it possible to adopt a positive attitude to change behavior. Oral health education may be a good medicine. Through awareness and education, people can recognize the seriousness of oral health problems and think about their own situation, making people less afraid to go to the dentist for check-ups and dental restorations thereby reducing the prevalence of oral diseases and complications. This study used Koester's "Knowledge, Belief, and Practice" theoretical model (1960s) research selected 300 Chinese adults as a survey sample, according to the three main factors identified in Koester (1960s) considered Knowledge, Attitude/Belief, and Practice for the study. The results showed that people with knowledge about oral health were much less likely to suffer from oral diseases than those who never knew anything about oral health and that oral health promotion and education play a key role in people's healthy lives.

Keywords: Oral Health Education; Disease Prevention; Health; Influencing factors.

HS-30:

A Study to Identify the Role of Nursing in Understanding the Causes of Unplanned and Unwanted Adolescent Pregnancies and Childbirths Among Young Women

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Abstract

By "teenage pregnancy," we mean pregnancies in young women between the ages of 13 and 19. These girls are still juveniles and have not yet entered maturity. The physical, social, and economic effects of adolescent pregnancy to individuals, families, and communities are substantial and well-documented. Preventative measures supported by research have broad support. Support for ending child marriage and teen pregnancy and childbirth is on the rise on a global, regional, and national scale. In many nations, non-governmental groups have been in the forefront. Large-scale initiatives are being spearheaded by governments in an increasing number of nations. For example, there is growing evidence that offering incentives to improve medication compliance is an effective technique. They may, for instance, get funds to cover the cost of transportation or mobile data to access health resources. Adolescent girls and young women may benefit from this since they may be more likely to get and regularly utilize contraception. The physical demands of pregnant teenagers are comparable to those of pregnant women of reproductive age, but adolescents also have certain specific requirements. Teenagers often need additional help and comprehensive education during pregnancy and the postpartum period. Additionally, compared to adult women, teenagers often have less life experience, making it harder for them to deal with the life upheavals that come with pregnancy and childbirth. Adolescent pregnancies need a special kind of care that includes interactions that are both nonjudgmental and age-appropriate. Although there is no agreement on a solution to undesired teenage pregnancy, this article seeks to examine the repercussions of adolescent pregnancies and childbirths, which are typically unexpected and unwelcome by many young women.

Keywords: Nursing; Teenage Pregnancy; Unplanned Adolescent Pregnancies; Childbirths.

HS-31:

The Mathematical Analysis of Classroom Teaching Methods: Results from a Study Conducted in a Preeminent Chinese Educational Community

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Abstract

Considering the, "Due to the political climate in China until the 1980s, there have been few studies on how kids learned mathematics. Second, studies on how students learned mathematics have been restricted since the 1960s (Wong, 1998; Leung, 1992), despite interest from Western scholars in understanding the causes for Chinese students' remarkable success in mathematics. Despite the fact that many Chinese math teachers have attended a wide range of international conferences in recent years, few studies on Chinese mathematics education, especially those involving students from Mainland China, have been published in foreign journals. Math lessons in Shanghai, a contemporary metropolis with strong links to Chinese culture, and those in Hong Kong, which has always been under the twin influence of long-inherited Chinese culture and imported Western values, are intriguing to compare and contrast on both a theoretical and practical level. Stigler and Hiebert (1999) argue that the act of teaching is culturally significant. The current study has the potential to shed insight on Chinese mathematics pedagogy, in addition to adding to a better understanding of mathematics classroom instruction in the two places "helpful. In a reiteration of the variation theory of education, "which has just recently been applied to studies of classroom teaching but whose original focus was on the learning process. There has never been an attempt like this before at a nationwide survey of math education in China. This idea will be enriched when its use is expanded into formal education settings. A comprehensive understanding of the practises in Hong Kong and Shanghai mathematics classrooms will be an excellent resource for the implementation of the reforms in the two cities, where "a number" of modifications have been "adopted in mathematics education "cities.

Keywords: Chinese; Mathematics; Pedagogy; Theory of Education.

HS-32:

Diseases Caused by Faulty Gene Expression. There are several Hereditary Diseases That May Be Entirely Cured if Detected and Treated Early Enough

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Abstract

Many genes and environmental factors often work together to cause a disease. The identification of significant genetic factors is useful for both medical (by aiding drug development and personalized therapy) and scientific (by shedding light on mechanistic and evolutionary aspects of illness) purposes. Linkage analysis (which joins loci that have a propensity to be inherited together) and association studies are two of the many genetic methods that have shown correlations between illnesses and particular sections of the genome (mapping correlation between alleles at different loci). Several hundreds of genes are examined in these types of studies, much too numerous to be tested experimentally as potential disease genes. The use of computer methods to assess the possibility of individual genes within a certain chromosomal area being disease genes is thus quite useful. Many diseases' susceptibilities have been demonstrated to a fair degree. changes in the rate at which genes are expressed in various cell types. For instance, if a gene or gene cluster is more common in sick individuals than in healthy people, the gene likely plays a role in illness. Microarray studies were the major method for detecting the differences in expression levels.

Keywords: Gene Expression; Hereditary Diseases; Genetic; Disease.

HS-33:

An In-Depth Research of Chinese Public Hospital Doctor-Patient Communication and Diagnostic Analysis

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Abstract

The ultimate goal of every doctor-patient dialogue should be to improve the patient's health and medical treatment. Despite the fact that many medical professionals feel that doctor-patient communication is excellent, research has revealed that patients frequently express dissatisfaction with the quality of that communication. Doctors often have an exaggerated view of their own communication abilities. According to Tongue et al., just 21% of patients were satisfied with their doctor's communication despite 75% of orthopedic surgeons believing they communicated well with patients. Patients have often expressed a need for better two-way contact with their primary care physicians in surveys and studies.

Keywords: Patient; Communication; Diagnostic; Hospital.

HS-34:

Oral Health Perception and Oral Healthcare Seeking Behavior Among Social Media Followers of The Oral Health Program Ministry of Health Malaysia

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Abstract

Background: Utilization of primary oral healthcare services in Malaysia has been consistently low at about 25% for the past ten years. *Objectives:* To assess oral health perception and oral healthcare-seeking behavior and its determinants among adult social media followers of the Oral Health Program Ministry of Health Malaysia (OHP MOH). *Materials & Methods:* A convenience sample of 269 adults participated in this cross-sectional study. An online self-administered questionnaire was used to measure the variables of interest. The questionnaire was distributed through the OHP MOH social media platforms (Facebook, Instagram, and Twitter) using a poster with an invitation link. Its validity and reliability were established prior to use. *Results:* More than half of respondents (76.6%) believed oral health is as essential as general health. However, most (91.8%) visited dentists only if they experienced oral symptoms (toothache, gum bleeding, gum swelling and facial swelling). Female respondents have 1.8 times greater odds of having a yearly dental check-up than males. Additionally, respondents with oral symptoms have 9.4 times greater odds of going for annual dental check-ups than those without, as well as respondents with excellent and good oral health perception have 2.3 times greater odds of visiting dentists at least once a year compared to those with fair and poor perception. *Conclusions:* Despite recognizing the importance of oral health, most OHP MOH social media followers had unfavorable dental visiting pattern. Sex, oral symptoms, and oral health perception were significantly associated with the respondents' oral healthcare utilization.

Keywords: Oral Health; Perception; Dental Clinic; Health Care Utilization.

HS-35:

An Exploratory Analysis of the Treatment Impact for Depression and Anxiety Adolescents

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Abstract

The operational parameters for the evaluation and management of kids and young adults with depressive disorders are summarized in this summary. Depressive illnesses in adolescents and adults have fundamental symptoms; however, symptom manifestation varies dramatically with growth. Early detection and treatment of these prevalent, chronic, and recurring diseases may improve outcomes and reduce concomitant mental problems. Treatment planning and length vary. Successful therapy requires patient-family interaction. All depressed children and adolescents should get psychotherapy. Antidepressants are prescribed for psychotic and bipolar depression, especially severe depression. All patients need post-acute care, and some need long-term maintenance. Early intervention improves psychological outcomes. Anxiety and depression frequently occur concurrently and sequentially in young people and adolescents, increasing the risk of the other. Major depressive disorders and depression are the most prevalent depression and anxiety diagnoses in adolescents. Family clusters of anxiety and depressive illnesses span generations. This cannot include all literature on internalizing comorbidity. 15.9%–61.9% of youngsters have anxiety and depression. Despite this wide range, studies agree that high comorbidity rates are clinically significant. A study shows these disorders have common phenomenology and diagnostic overlap. The scientific and medical relevance underlying concomitant depression and anxiety remains a mystery.

Keywords: Anxiety; Depression; Disorders; Adolescents.

HS-36:

Allergies: There are people who are born with allergies, and there are others who develop them after years of consuming an ailment without any problem

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Abstract

The scientific knowledge of how the lives of people is impacted by food allergies is inadequate, even though food allergies are a significant health problem. The goals of this project were to investigate the factors that have an impact on the lives of adults who suffer from food allergies; to quantify the level of impact these factors have on daily functioning; to test the role that sociodemographic factors and personality play in how food allergies are experienced; and to identify strategies to improve the quality of life of adults who suffer from food allergies. It was decided to employ a mixed-methods approach, beginning with a qualitative method, which was then put to use in informing the creation of the quantitative technique. investigated the experiences of individuals who suffer from food allergies, as well as the consequences of those experiences in terms of the vulnerability of consumers and the influence on quality of life as it relates to health. The participants encountered consumer vulnerability at various phases of their lives (such as during their path to diagnosis, the post-diagnostic adaptation period, and their continued lives with food allergies). For example, during their journey to diagnosis, the adaptation period after the diagnosis, and their ongoing lives with food allergies. Food allergy-specific factors that influenced their experience of vulnerability in different contexts included food allergy type and symptom severity (individual characteristics), stage of adaptation to food allergy and level of knowledge acquired (individual states), discrimination and stigmatization (individual states), cost and availability of allergen-free food, labelling of food, and the knowledge level of café and restaurant staff (external conditions). Issues with allergen-free eating, problems with the health care system, the expenses of having a food allergy, the consequences on well-being, external influences and internal influences were among the most important elements that impacted a person's quality of life as it related to their health.

Keywords: Allergies; Food Allergies; Allergic Rhinitis; Allergic Conjunctivitis; Angioedema; Itchy Skin; Dermatitis; Eczema.

HS-37:

An Extensive Study of Investigating the Culture and Attitudes of Medical Students Towards E-Learning in Hong Kong

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Abstract

The results of a survey of Hong Kong university students' views on the pedagogy and applied linguistics expertise of English language instructors, both native and non-native, are presented in this research. A variety of methods were used to gather the information: questionnaire surveys; interviews; field notes; classroom observations; and post-classroom-observation surveys. Between May 2001 and February 2002, a ten-month research period was used to gather data. 420 students and 22 professors of English from seven Hong Kong institutions were the focus of the study. In Hong Kong, English has always been viewed as a need for both upward mobility (climbing up the social ladder) and outward mobility (working in a new location). Most parents choose to send their children to English-medium schools because they believe that better pupils can get into English-medium institutions. As a result of the mother-tongue policy, which went into force in September 1998 in 70% of secondary schools, students attending Chinese-medium schools now have less opportunity to learn the English language. E-success learning is contingent on factors such as infrastructure, attitude, training, and the openness and motivation of the students involved. When students anticipate engaging in collaborative activities in virtual classrooms, understanding how e-learning culture relates to cross-cultural delivery challenges becomes crucial.

Keywords: Medical Education; E-learning; Culture; Behavior.

HS-38:

Biphasic calcium phosphate scaffold loaded with multi-functional gel for bone regeneration after resection of osteosarcoma

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Abstract

Osteosarcoma resection in clinical often causes large bone defects, and the residual tumor cells in the focus site can easily lead to the recurrence of osteosarcoma. Therefore, the treatment of osteosarcoma should not only repair bone defects, and kill residual tumor cells, but also avoid bacterial infection. Herein, biphasic calcium phosphate (BCP) porous scaffold was prepared by the pore-forming agent method, and the mixed gel of chitosan (CS), black phosphorus nanoparticles (BP), and copper ion (Cu^{2+}) was filled into the porous scaffold to form a composite scaffold (CS/BP/Cu-BCPs). CS/BP/Cu-BCPs were used to treat large bone defects caused by osteosarcoma. The composite scaffolds contain anti-tumor, osteogenic, and antibacterial functions, which are mainly attributed to the anti-tumor effects of BCP and BP, the osteogenic effects of BCP and Cu^{2+} , and the antibacterial effects of CS and Cu^{2+} . In vitro experiments showed tBCPst the extract of CS/BP/Cu-BCPs displayed good biocompatibility, induced osteogenic differentiation of mesenchymal stem cells (BMSCs), and inhibited the growth of bacteria. In vivo, experiments showed CS/BP/Cu- BCPs had obvious anti-tumor and osteogenic effects. Taken together, the CS/BP/Cu-BCPs prepared in this study possessed good functions such as tumor treatment, bone defect repair, and postoperative anti-infection, and were expected to become a simple therapeutic material for osteosarcoma resection.

Keywords: Osteosarcoma; Bone; Cell; Scaffold; Antibacterial.

HS-39:

Role of Health Information Technology in Long-term Care Facilities in Malaysia

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Abstract

Health information technology is now accepted as a technology that improves patient safety, quality care, and patient outcomes in various hospital settings. Evidence has shown that the impact of health information technology on patient safety is generally positive. The technology improves patient safety by reducing medical errors and aiding compliance with regulations. For instance, the technology is useful in reducing adverse drug reactions, overprescription, and medication errors. Through the use of health information technology, compliance is achieved easier and faster, improving the quality of care and safety for all patients. However, there are issues associated with the use of health information technology, such as the cost to the patient and adaptation to the technology by healthcare professionals, resulting in required training and an additional load of work. There is also the need to determine the appropriate health information technology that will fulfill the requirements and needs of the organization, as well as improve patient satisfaction. This study aims to examine the role of health information technology in long-term care facilities in Malaysia, by assessing how health information technology improves patient safety, identifying the problems that may lead to patient harm, and assessing the knowledge and perception of patients about health information technology and whether they believe it improves safety. This study therefore consists of two parts. The first is assessing the rate of medical errors and failure to meet protocols and the second is patient perception. For the first part, records of long-term healthcare facilities in Malaysia are used and part two is a survey.

Keywords: Health Information Technology; Patient Safety; Medical Errors; Long-Term Care Facilities.

HS-40:

The Effect of Pregnancy Exercise to Reduce Lower Back Pain Complaints Among Trimester III Primigravida Women

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Abstract

Pregnancy exercise is a series of body movements carried out by pregnant women to train fitness and strengthen muscles to naturally secrete endorphin hormones. Endorphin hormones provide a relaxing sensation and reduce complaints of pain during pregnancy and childbirth. The research aims to describe the intensity of pain before and after pregnancy exercise in pregnant women in the third trimester. However, data from studies investigating exercise and the quality of life of pregnant women are inconsistent and, to date. *Research design:* The method used in this literature review is to search several articles via PubMed, ProQuest, Scopus, Science Direct, and Google Scholar. Clinical trials published in English and Indonesian evaluating the impact of pregnancy exercise on pain intensity during pregnancy. *Results:* Ten studies were involved. Exercise was divided into two methods of pregnancy exercise training, and Correct posture for back care during pregnancy. The combination of pregnancy exercise training and resistance or correct posture has various impacts on the quality of life of pregnant women. *Conclusion:* This systematic review is the first to show that combined exercise group-based pregnancy exercise or physical activity is associated with significant benefits related to improving the quality of life of pregnant women. Apart from that, pregnancy exercise or resistance training has the potential to improve the quality of life of pregnant women. *Suggestion:* Medical service providers pay more attention to the importance of exercise, and develop tailored exercise programs to encourage improvements in the quality of life of pregnant women

Keywords: Pregnancy; Exercise; Lower Back Pain.

HS-41:

A Systematic Review: Recovery Models to Prevent Relapse Among Schizophrenia Patients

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Abstract

Patients with schizophrenia are prone to relapse since treatment for the disorder is costly, time-consuming, and involves constant observation. Study found that the recurrence or relapse rate schizophrenia patients in Indonesia was 70% - 82% up to five years after the patient was first admitted to hospital. Relapse prevention is one of the main goals of the recovery process for individuals with schizophrenia, however the implementation of recovery interventions is still limited to treatment protocols. This article describes how literature views the recovery model of schizophrenia patients. The purpose of this article is to illustrate the recovery model of patients with schizophrenia through literature searches on publications on the phenomenon of recovery globally. *Method:* Literature searches were conducted through BASE, PubMed, ScienceDirect and Issues in Mental Health Nursing. The literature search was carried out from 2021 until 2023 and retrieved 586 articles. *Results:* Twenty-nine studies met inclusion criteria. Several themes illustrated mental health recovery services and relapse identified in globally. Community concerns about the behavior of patients, negative labeling, discriminatory treatment from the surrounding community and limited knowledge about mental health around the patient's residence are the causes of relapse in schizophrenia patients. Therefore, integration of recovery for effective relapse prevention is recommended to improve treatment outcomes, minimize hospitalizations, and improve the quality of life for individuals with schizophrenia.

Keywords: Recovery; Relapse; Schizophrenia.

HS-42:

Evaluation of the Curative Effect of Wuling Powder Combined with Acupoint Catgut in the Treatment of Simple Obesity

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Abstract

Simple obesity can lead to an increased incidence of other diseases, such as gout, which is 2.5 times higher than in the normal population, infertility, which is 3 times higher than in the normal population, and hypertension, which is 3.5 times higher than in the normal population. Obesity is not only a high-risk factor for cardiovascular, cerebrovascular and circulatory diseases, diabetes and other chronic diseases but is also listed by WHO as the fifth most dangerous risk factor for the human body and mind.

Therefore, exploring safe and effective ways to reduce weight in simple obesity is of great significance to improve the health status of obese patients and reduce the occurrence of related complications. In this study, a total of 72 patients with simple obesity were included and randomly divided into the control group and experimental group. The control group was given health education, dietary guidance, and moderate aerobic exercise intervention along with simvastatin capsules. The experimental group was given Wuling Powder combined with Acupoint catgut. The gender, age, and height of the two groups of patients were comparable based on the statistical test of $p > 0.05$. The patients' weight, BMI, waist circumference, hip circumference, Chinese medicine symptom score sheet, and appetite visual score before treatment were compared with no statistical difference ($p > 0.05$), the data are comparable.

Keywords: Acupoint; Catgut; Wuling Powder; Chinese Medicine.

HS-43:

Current Review of the Use of Linezolid in the Treatment of Multidrug-Resistant TB: Effectiveness and Management of Side Effects

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Abstract

Introduction: In recent years, MDR TB sufferers have increased by 10% from 186,883 sufferers in 2018 to 206,030 in 2019. MDR TB treatment poses its own challenges because it is a long-term treatment, there are interactions between TB treatment, toxicity problems and patient compliance. Linezolid has demonstrated high in vitro antibacterial activity against Mycobacterium tuberculosis and has been used in several programs to treat complications of MDR-TB. *Objective:* To assess the effectiveness and management of side effects from using the drug Linezolid in multidrug-resistant tuberculosis (MDR-TB) patients. *Method:* The data sources used were the PubMed, PubMed Central (PMC), and ScienceDirect databases with a literature search without restrictions on the type of research or year of publication with the keywords "linezolid", "tuberculosis" and "multi-drug resistance". *Results:* A final journal review found that Linezolid was effective in treating MDR-TB patients. The side effect experienced by patients from using lizenolide (LZD) in all articles was peripheral neuropathy in the first three months of LZD use but this could be overcome by administering B6 at a dose of 200 mg, mecobalamin, reducing the dose of LZD and there was 1 article that stopped giving LZD. Optic neuropathy was also experienced by patients in 4 articles and could be resolved by stopping LZD use. One article stated that the side effect of using LZD was diabetic neuropathy with urine protein (+) and the patient's condition returned to normal after receiving symptomatic treatment. Hematological side effects in the form of neutropenia, thrombocytopenia, myelosuppression, and mild to severe anemia were also experienced by patients and could be treated with blood transfusions for severe anemia in 1 article, administration of erythropoietin in 2 articles to treat anemia. reducing the LZD dose from 1200 mg per day to 600 mg per day and some even stopping LZD. *Conclusion:* The results of the literature review indicate that linezolid is effective in treating MDR-TB. However, close monitoring is required regarding the side effects experienced by patients, especially neurotoxicity effects (peripheral or optic neuropathy).

Keywords: Linezolid; Tuberculosis; Multi Drug-Resistant.

HS-44:

Literature Review of Reproductive Hormone Levels in Male Smokers

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Abstract

Introduction: About thirty-seven percent of men smoke at reproductive age. Smoking has a bad impact on men's reproductive health, because of the more than four thousand compounds contained in cigarettes. Various hormones including sex steroid hormones can change, due to the effects of nicotine including the Hypothalamus - Pituitary - Gonad axis and hormone metabolism. Nicotine in cigarettes can affect the function of the central nervous system so Gonadotropin Releasing Hormone (GnRH) in the hypothalamus which stimulates the anterior pituitary to produce FSH and LH will decrease. A decrease in FSH causes the stimulation of Sertoli cells to produce Androgen Binding Protein (ABP) to decrease, a decrease in LH will cause the Leydig cells to produce testosterone to also decrease. The chemicals contained in cigarettes also cause oxidative stress. The free radicals produced can damage cells and cell membranes, including Leydig cells which are responsible for producing testosterone, thus affecting the spermatogenesis process. Smoking can cause narrowing of the blood vessels (atherosclerosis), including the blood vessels that supply blood to the testicles. *Method:* This Literature Review aims to identify male reproductive hormone levels. The researcher presented the results in the form of a narrative summary, which is usually used in systematic reviews. To identify smoking and levels of the hormone FSH, and testosterone in men, a keyword search was carried out on PubMed, PubMed Central (PMC), Google Scholar, and Web of Science. *Results:* The literature review of related articles found that FSH and LH levels increased more in smokers, although there was also a decrease in smokers, while Testosterone decreased more in smokers. *Conclusion:* Exposure to cigarettes can have a negative impact on reproductive health, which is characterized by a decrease in testosterone hormone levels as well as changes in both increasing and decreasing levels of the FSH and LH hormones.

Keywords: Reproductive; Hormone Levels; Male Smokers.

HS-45:

The Role of Polyunsaturated Fatty Acids in Primary Osteoporosis: A Review

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Abstract

Loss of muscle and bone as people age is a serious public health issue. Polyunsaturated fatty acids (PUFA), an anti-inflammatory dietary supplement, is one of the experimental therapies being used to lessen these losses. Unexpectedly, the osteoporosis community hasn't given this subject much thought. According to recent studies, PUFA regulates inflammation and bone remodeling through cellular mechanisms. Newer studies point to important functions for PUFA in slowing the ageing process of bone and muscle loss, although results regarding PUFA and fracture risk are mixed. Fewer studies point to a link between improved muscle and bone in older persons and greater omega-3 FA. This review summarizes our current knowledge of PUFA in connection to bone and muscle and highlights new research that has been conducted since 2014. Evidence from a variety of study types suggests that PUFA benefits bone. Future clinical trials and prospective studies are crucial to ascertain the long-term advantages of PUFA supplementation on bone and muscle results because data are scarce.

Keywords: Osteoporosis; Bone density; Polyunsaturated fatty acids; Omega 3.

HS-46:

Risk Factors that Influence Preeclampsia: Literature Review

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Abstract

Introduction: Preeclampsia is a health problem that occurs at > 20 weeks gestation, maternity and postpartum, characterized by increased blood pressure, proteinuria, and edema which is sometimes accompanied by convulsions to coma. Preeclampsia is also the leading cause of morbidity, maternal mortality and perinatal mortality in the world, which ranks second as a factor that endangers the mother and is at risk of causing premature birth, oliguria to death and the risk of stunted growth in the fetus. WHO in 2020 estimated that every day there are 934 cases of preeclampsia occurring in the world. About 342,000 pregnant women have preeclampsia. Thus, preeclampsia is still a serious threat to the safety of the mother and fetus during pregnancy. The condition of preeclampsia exerts new effects on fetal health due to decreased placental blood flow, vasospasm and damage to placental vascular endothelial cells. To minimize complications of preeclampsia in pregnancy, it is necessary to know the risk factors for preeclampsia as an early detection tool. *Method:* The purpose of this literature review is to identify risk factors for preeclampsia in pregnant women. Researchers conducted keyword searches on PubMed, Google Scholar, and web of science. *Results:* A literature review of related articles found that several risk factors cause preeclampsia, namely History of preeclampsia in previous pregnancies, History of chronic hypertension, History of preeclampsia, multiple pregnancies, BMI > 30, antiphospholipid syndrome, systemic lupus erythematosus, History of stillbirth, nullipara, History of placental abruption, assisted reproductive technology, chronic kidney disease, age of the mother during pregnancy >35 years, genetic susceptibility of fathers and mothers, pregnant women who do not do antenatal examinations, wrong dietary patterns, exposure to cigarette smoke, history of stress. *Conclusion:* Early detection of risk factors for preeclampsia can minimize complications that occur in pregnant women with preeclampsia. Based on the results of a review of articles conducted, it was found that a history of preeclampsia in previous pregnancies was a major risk factor for mothers experiencing preeclampsia.

Keywords: Risk factors; Preeclampsia; Pregnant Women

HS- 47:

Health Promotion Strategy Through Optimizing Youth Information and Counselling Centers (YICC) Using Web Application in Schools in Realizing a Planning Generation in Areas with High Cases of Child Marriage

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Abstract

Child marriage is still a big problem for developing countries, one of which is Indonesia. The prevalence of child marriage in Bojonegoro district in 2023 ranks seventh in East Java province. The most underlying facts are economic problems, low education, and traditional mindsets that are still maintained today. The phenomenon of child marriage is part of a social phenomenon that must be taken seriously because it dramatically influences the lives of teenagers. The impact of child marriage causes early pregnancy and childbirth, which is associated with high mortality rates and abnormal conditions for the mother because the girl's body is not yet fully mature enough to give birth. Lack of knowledge about the impact of child marriage, mastery of life skills, and efforts made by all parties are not optimal. This research aims to analyze health promotion strategies by optimizing the Youth Information and Counseling Center with web applications in schools. This research used a scoping review design to identify all articles regarding the use of youth information and counseling centers as an effort to prevent child marriage. The research results show that the school's youth information and counseling center has a role in providing health education to teenagers. The school's youth information and counseling center can be optimized using web applications, making it easier for students and teachers to access information more quickly and make the presentation more enjoyable by taking advantage of developments in technology and data. The benefits obtained are that teenagers or students are more interested in increasing their knowledge and life skills so that teenagers become a planning generation with better knowledge about reproductive health, the impact of child marriage, and the efforts made as a strategy to prevent child marriage. Efforts to prevent child marriage must be carried out comprehensively in all sectors of life. Further research should focus on using youth information and counseling centers with web applications.

Keywords: YICC; Planning Generation; Child Marriage.

HS-48:

Clinical Efficacy and Safety of Combined Treatment with Hyaluronic Acid and Botulinum Toxin Type A for Reducing Facial Wrinkles and Increases Rejuvenation

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Abstract

Objective: The study aimed to assess the safety and efficacy of combining botulinum toxin type A with hyaluronic acid (HA) fillers for facial rejuvenation. The research analyzed how these treatments worked together to provide a clinically and aesthetically youthful restoration appearance.

Methodology: To study the effectiveness of botulinum toxin type- A and hyaluronic acid filler in facial rejuvenation, we conducted a randomized controlled study between 22nd September 2022 and 28th June 2023. The study enrolled 100 patients, divided into two groups: a control group treated only with botulinum toxin type A (n=50) and an observation group receiving both botulinum toxin type A and hyaluronic acid filler (n=50). Our analysis included clinical efficacy, safety, and patient satisfaction to compare both groups.

Results: The research study discovered that patients in the group under observation exhibited a higher success rate (60.11%) and better satisfaction with their treatment than those in the control group (25.67%). In addition, patients undergoing observation received reduced doses of botulinum toxin type A, while there was no significant difference observed between groups regarding side effects such as facial swelling and congestion. However, during specific periods, the duration of effect favored the control group. Statistical differences were noted at both six-month and nine-month follow-ups.

Conclusion: A combination therapy of botulinum toxin type A and hyaluronic acid filler has been observed as a more effective option for facial rejuvenation. This treatment results in longer-lasting effects, reduced dosage requirements, and increased patient satisfaction compared to using only botulinum toxin type A. To sum up, the utilization of this combined treatment shows greater clinical benefits.

Keywords: Clinical Efficacy; Safety; Botulinum Toxin Type A; Hyaluronic Acid, Facial Rejuvenation.

HS-49:

Build Resilience Against Drugs: Key Strategies to Break the Drug Smuggling—Abuse—Addiction—Dependency Cycle

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Abstract

Drug is the number one enemy—and it continues to be the main challenge for all governments in the world. Despite many efforts, initiatives, and approaches undertaken to combat the issues, the complexity of drug-related problems is becoming more challenging due to the negative impact of the Industrial Revolution 4.0, the pandemic COVID-19, cross-border crime, demand and supply activities, and others. Malaysia is known as a popular country that is recognised as a transit hub to smuggle drugs not only from neighbouring countries such as Thailand, Myanmar, and Vietnam but also from Malaysia to Indonesia, Brunei, and other countries. The issue is becoming more serious as drugs are not only smuggled into the country, but people can also develop synthetic drugs by themselves. Therefore, this concept paper aims to critically discuss the key strategies to break the drug smuggling—abuse—addiction—dependency cycle, which disrupts harmony and peace in the country. A critical review of secondary data was employed to discuss the issues. There are four (4) key strategies identified to build resilience against drug-related problems, which are comprised of (1) developing responsive and predictive policies, programmes, and activities; (2) enhancing inter-agency cooperation; (3) educating and raising awareness of the society and; (4) empowering the community. The key strategies suggested will require the involvement and participation of the responsible parties, which begin with the policymaker, the change agent, and the target groups. Thus, continuous and sustained strategies and efforts to create a resilient population require the support of all stakeholders in the country to fight the war on drugs.

Keywords: Resilience; Drug Smuggling; Drug Abuse; Drug Addiction; Drug Dependency.

The abstract book was compiled and edited by Dr. Idris Adewale Ahmed, the organizing secretary for the 1st International Conference on Emerging Trends in Management, Technology, Social and Health Sciences (ICETMTSHS 2024).



Idris Adewale Ahmed (Ph.D.) is a life scientist with over ten years of teaching and research experience in the field of natural products R & D and biological sciences including natural products characterization, toxicology, pharmacology evaluation, and product commercialization. Dr. Idris is currently the Deputy Dean for Postgraduate Studies at the Faculty of Applied Science, Lincoln University College, Malaysia, and has published more than 40 research articles in high-impact peer-reviewed journals. Dr. Idris has also actively participated in many international and local conferences as an oral and poster presenter and has been awarded at least three times gold/best awards. Dr. Idris has written over fifteen book chapters, co-authored a book, and contributed regularly to issues of national discourse through opinion letters in national dailies such as the New Strait Times and The Star. Dr. Idris previously worked as a Visiting Research Fellow at the prestigious Universiti Malaya. Dr. Idris is passionately interested in Communicable and non-communicable Diseases; Molecular Dynamics, Terrestrial Ecology and Biodiversity; Molecular docking & Molecular dynamics; Nanotechnology & Drug delivery; Halal Products and Audit; Natural Products and Medicinal Plants (in vitro & in vivo antioxidant assays); An animal model of cardiovascular diseases research; Food Science, Bioprocess, and Biotechnology; Nutritional Biochemistry, Functional Foods, and Nutraceuticals. He is the Founder and Chairman of Pure Heart Relief Organization (<https://phrfnigeria.org>) and a Co-Founder of Mimia Sdn. Bhd (<https://mimiaskincare.com/>). Dr. Idris is also a Certified Halal Executive and a Certified Halal Lead Auditor.

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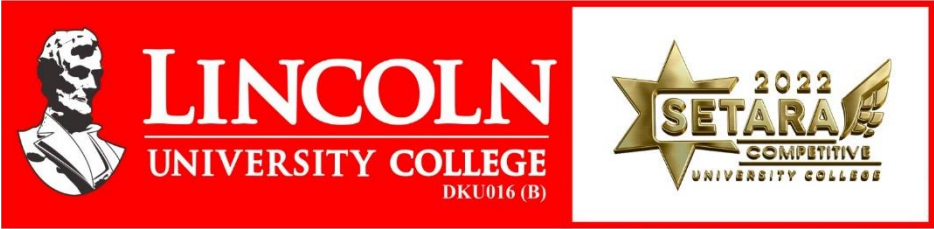
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104 Sai Heng
105 Zhou Mingwu
106 Song Ying
107 Wang Rui
108 Yan Hao
109 Que Xiaoping
110 Zhang Jinyue
111 Yang AiAi
112 Li Huiying
113 Yao Xiaochao
114 Miao Congjin
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117 Peng Jinyin
118 Han Qi
119 Yu Linling
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125 Balogun Barnabas Friday
126 Shobha Rekh
127 Du Shuguang

128 Cui Yuan
129 Supriatin
130 Irene Khor Yeow Feh
131 Yun Cao
132 Zahrah Maulidia Septimar
133 Al Oseimi Fayza Hamdan T
134 Randy Tee Eng Choon
135 Yao Yutong
136 Zheng Bei
137 Munalizaini Mukhtar
138 Siti Sholihat
139 Rahmatul Ulya
140 Sri Burhani Putri
141 Xu Ran
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143 Liu Guoxiang
144 Eli Rusmita
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146 IGA Purnama Wulan
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165 Susilawati
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173 Etty Sri Wahyuni
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