

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

Email: icetmtshs@lincoln.edu.my



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

Committee Members

Patron	Dr. Amiya Bhaumik President, Lincoln University College, Malaysia
Advisor	Prof. Datuk Dr. Hajjah Bibi Florina Abdullah Pro-Chancellor, Lincoln University College, Malaysia
Technical Advisor	Dato (Amb) Dr. Mohd Yusoff Bin A. Bakar, Vice Chancellor & CEO, Lincoln University College, Malaysia
Chairperson	Prof. Datin Dr. Hafizah Che Hassan, Deputy Vice-Chancellor (Academic), Lincoln University College, Malaysia
Secretariat	Dr. Idris Adewale Ahmed
Finance & Account	Puan Aslin Hafiza Ali
Event Management	Madam Juliana Beh
Registration & Reception	Ms Cheng Kar Mun (Carmen)
Hall Management/F&B	Ms Jia Yi (Irene)
Website Management	Associate Prof. Dr. Sreemoy Kanti Das/Dr. S. Banerjee/ Mr. Amit
Abstract Management	Prof. Midhun Chakkaravarthy
Certificates	Mrs. Sarmela
Master of Ceremony	Ms Vishalini
Technical and IT	Mr. Mizan Ur Rahman
Photography & Video	Mr. Muhammad Nazil Afiq Bin Nasharuddin
Ushers	Dr. Zaliha/ Dr. Aznira/ Karina

Program Schedule (Tentative)

23 rd January 2024 (Tuesday)	
08:00-09:00	Registration (Level 5)
09:00-09:40	<p>Inauguration Function Venue: Ball Room I & II (Level 5)</p> <p>Dua' Recitation - Assoc. Prof. Dr. Mohammad Nizamuddin Inamdar</p> <p>Malaysian National Anthem - Negaraku</p> <p>Indonesian National Anthem</p> <p>Welcome Dance—by Lincoln Students from the Faculty of Nursing</p> <p><i>Welcome Address by:</i></p> <p>Prof. Datin Dr. Hafizah Che Hassan Convener, ICETMTSHS-2024 Deputy Vice-Chancellor (Academic), Lincoln University College, Malaysia.</p> <p><i>Inauguration talk by:</i></p> <p>Datuk Dr. Hj. Bibi Florina Abdullah Chancellor, Lincoln University College</p> <p><i>Welcome note from Collaborators:</i></p> <p>Dr. Rosliana Dewi Assistant Professor IV & STIKES SUKABUMI – Indonesia</p> <p>Dr. Benny Novico Zani Head of Yayasan Raflesia Depok, STIKES Raflesia – Indonesia</p>
9:40-10:00	<p><i>Key Note Address:</i></p> <p>Prof. Dr. Amiya Bhaumik President, Lincoln University College</p>
10:00-10:30	<p>Session I: Plenary Venue: Ball Room I & II (Level5)</p> <p>AI for Businesses Mr. Raymond H'ng Group CEO & Co-Founder at Athletes for Athletes (AFA)</p>
10:30-11:00	Tea Break (Foyer)
11:00-13:00	Session II: Lead Paper Presentation:

	<p>Venue: Ball Room I & II (Level5)</p> <p>Chairpersons:</p> <p>Prof. Dr. Faridah Mohd Said Co-ordinator, Postgraduate Nursing Studies Faculty of Nursing, Lincoln University College</p> <p>Prof. Dr. Long Chiau Ming Associate Dean (Research), School of Medical and Life Sciences, Sunway University</p> <p>Five Finger Relaxation Technique as Therapy to Overcome Psychological and Physical Problems in Chronic Patients Dr. Rosliana Dewi Assistant Professor IV & STIKES SUKABUMI – Indonesia</p> <p>Biofunctional Molecules Discovery Research -Past, Progress & Way Forward Prof. Dr. Goh Bey Hing Head, Sunway Biofunctional Molecules Discovery Centre (SBMDC), School of Medical & Life Sciences, Sunway University.</p> <p>The Relationship Between Social Media Dependency, Mental Health, and Academic Performance Among Adolescents in Indonesia Dr. Benny Novico Zani Head of Yayasan Raflesia Depok, STIKES Raflesia – Indonesia</p>			
13:00-14:00	LUNCH			
14:00-17:30	<p>Session II A: Open paper Session</p> <p>Venue: Ball Room I & II (Level5)</p> <p>MC/Coordinator: Puan Fatimah Yahya</p> <p>Chairpersons:</p> <p>Prof. Dr. Santhna Letchmi Panduragan Faculty of Nursing Lincoln University College</p> <p>Ts. Assoc. Prof. Dr. Asita Elengoe Faculty of Applied Science Lincoln University College</p> <table border="1" data-bbox="337 1759 1463 1831"> <tr> <td data-bbox="337 1759 446 1831">HS-01</td> <td data-bbox="446 1759 1161 1831">Underreporting Tuberculosis Cases in Private Health Sector: A Scoping Review</td> <td data-bbox="1161 1759 1463 1831">Suryanti</td> </tr> </table>	HS-01	Underreporting Tuberculosis Cases in Private Health Sector: A Scoping Review	Suryanti
HS-01	Underreporting Tuberculosis Cases in Private Health Sector: A Scoping Review	Suryanti		

HS-02	The Relationship Between Social Media Dependency, Mental Health, and Academic Performance Among Adolescents in Indonesia	Benny Novico Zani, Faridah Mohd Said, Nisha Nambiar, Siti Sholihat
HS-03	Determinants of Caregiver's Knowledge of Infant's Early Nutrition in Indonesia	Supriatin, Regidor III Dioso, Maretalinia
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	Zahrah Maulidia Septimar, Norhashima Abd Rashid, Faridah Mohd Said
HS-05	The Impact of Situational Awareness and Self-Efficacy on Postpartum Depression Among Women in Indonesia	Siti Sholihat, Santhna Lechmi Panduragan, Nisha Nambiar, Benny Novico Zani
HS-06	Qualitative Research on Obstacles and Hesitation of Nursing Students Before Public Speaking for Health Promotion	Nenden Lesmana Wati, Asmarawanti, Iyus Yosep, Rohman Hikmat, Eli Rusmita
HS-07	The Relationship of Hemoglobin Levels and Learning Achievement of Raflesia Depok Stikes Students	IGA Purnama Wulan, Tressia Febrianti, Arnindya Kanti Prasasti
HS-08	Factors Related to Incidence of Hypertension at Posbindu Melati Harum in South Bekasi City Indonesia in 2023	Yulia Anggraeni Hidayat Putri, Jannie Aldriana Shofia
HS-09	Relationship Between Hemodialysis Adherence and Blood Pressure in Patients with Chronic Renal Failure	Yeni Yulianti, Rani Fitriani, Santi Nursari, Devi Nallappan
HS-10	Development of Web-Based Educational Media on Preventing E-Smoking Behavior at Muhamamdiyah University of East Kalimantan, Indonesia	Sri Sunarti, Tukimin Bin Sansuwito, Musheer Abdulwahid Al-Jaberi, Purwo Setiyo Nugroho, Milkatun, Muhammad Habibi, Ainur Rachman
HS-11	The Effect of Balanced Counseling Strategies (BCS) on Knowledge, Attitudes, and Decisions in Selecting Modern Contraception	Rafika Oktova, Henni Fitria, Yulizawati
HS-12	Intervention to Improve Sense of Parent Competence in Caring Low-Birth Weight Infant: A Scoping Review	Asmarawanti, Chua Siew Kuan

	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	Rita Rahayu, Nur Intan Kusuma, Tukimin, Eka Budiarto
	HS-14	The use of Smartphone as a Technology-Based Intervention on Managing Nutrition Among Adult Population: A Literature Review	Rani Fitriani Arifin, Devi Nallappan
	HS-15	Nursing Handover in Hospital: A Comprehensive Review of the Evidence	Tara Indra Dirgantara, Tukimin Sansuwito
	HS-16	The Influence of Drawing Therapy on Healing Psychological Trauma in Children Post Earthquake in Kajai Pasaman Barat West Sumatra Indonesia	Jumilia, Norhashima Abd Rashid, Jayasree S. Kanathasan
	HS-17	The Relationship Between Characteristics and Compliance of Pregnant Women in Taking Fe Tablets	Susilawati, Chua Siew Kuan
	HS-18	Mobile and Web-Based Apps to Support Self-Care in Adolescents with Thalassemia: A Systematic Review	Sri Janatri, Chua Siew Kuan
	HS-19	Impact of Exemplary Wife School Program Implementation in Strengthening Family Resilience in Sawahlunto City in 2023	Santi Hariani, Hafizah Che Hasan, Regidor III Dioso

14:30-17:30			
	<p>Session II B: Open Paper Session Venue: Pahlawan Room 6 (Level5) Mc/Coordinator: Dr. Uranus Saadat Chairpersons: Prof. Dr. Nidhi Agarwal Program Coordinator, Master of Education Faculty of Social Science and Humanities Lincoln University College Asst. Prof. Dr. Khatipah binti Abdul Ghani Faculty of Social Science and Humanities Lincoln University College</p>		
	SS-01	An Observational Approach, Such as Attending Demonstration Sessions and Listening in Lectures, Provide Student Teachers with Constructive Criticism About Their Teaching Abilities	Dong Chunyan, Emmanuel Hans
	SS-02	Online Collaborative Learning: Are There Cultural Differences in Student Satisfaction, Knowledge Construction and Academic Performance?	Tie Weifang, Nidhi Agarwal
	SS-03	The Effect of The World Trade Organization on English Language Teaching in Chinese Universities: A Study Based on Learner's Perspective	Jiang Yujiao
	SS-04	Examining The Chinese Government's Rules and Policies for Recruiting and Supporting International Students	Cheng Le, Nidhi Agarwal

SS-05	An Exploratory Study of Organizational Culture and The Personal Experiences of TEFL Instructors in Chinese Colleges and Universities	Zhang Xiaomeng, Nidhi Agarwal
SS-06	A Study of Teachers' Experiences of the Integration of Educational Technology into the New English Language National Curriculum of China	Liu Jia
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	Huang Jilei, Emmanuel Hans
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	Peng Gaoliang, Emmanuel Hans
SS-09	The Impact of The Internet on Students' Moral, Social, And Spiritual Values, As Seen Through the Eyes of Their Educators	Li Jun, Emmanuel Hans
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	Liu Haimei, Emmanuel Hans
SS-11	Opportunities, Challenges, and Directions for An International English Language Teacher in China Within the Context of Educational Internationalization	Gan Tian, Emmanuel Hans
SS-12	The Impact of Chinese Calligraphy on Anxiety and Comorbid Depression in Life-Threatening Disease Patients in Hong Kong	Zhang Tong Yuan
SS-13	A Study in China Concerning the Attitudes of Secondary School Students Towards the Study of English as a Foreign Language	Zhu Xuemin
SS-14	Creating Sustainable Artistic Homestay: Approaches to Design Weizhou Island into an Ideal Tourist Attraction Homestay	Huang Huishan, Ajmera Mohan Singh
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	Li Jin
SS-16	Traditional Chinese Design: Exploratory Analysis of The Importance of Form, Material, and Color	Zhang Lei

14:30-17:30	<p>Session II C: Open paper Session Venue: Pahlawan Room 5 (Level5) MC/Coordinator: Dr. Gunavathy Selvarajh Chairpersons:</p> <p style="text-align: center;">Dr. Rozaini Binti Rosli</p>
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Faculty of Business and Accountancy,
Lincoln University College
Dr. Syed Salman
Faculty of Business and Accountancy
Lincoln University College

BM-01	Effectiveness Of Se Advertising by Influencing Different Dimensions of Users' Cognitive Trust Emotional Trust: A Study Based on Hongkong Customers	Yuan Xiaohui, Abhijit Ghosh
BM-02	The Impact of Strategic Knowledge Management and the Internet of Things (IoT) on Chinese Innovation and Manufacturing Firm's Performance	Liu Huiyan, Abhijit Ghosh
BM-03	Impact Marketing Strategies and Promotional Components and Customer Retention: An Exploratory Study Based on Shopping Centers in Hongkong	Zhang Xianghan, Abhijit Ghosh
BM-04	Study About Hong Kong's Marketing Strategies Have Changed in Response to the Development of Information Technology	Lin Dongwu, Abhijit Ghosh
BM-05	Examine The Impact of Effective Utilization of Human Resources in Shopping Center Management	Chen Yasi
BM-06	Important Factors That Impact on Consumers' Choices of Online Shopping Versus Non-Online Shopping: An Exploratory Study Based in China	Ji Peng, Abhijit Ghosh
BM-07	Examine the Appropriate Customer Satisfaction Index Model Associated with Taiwanese International Tourist Hotel	Chen Jian, Ibrahim Mohamed Alrajawy
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	Li Meng
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	Tew Leh Ghee
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	Zhu Xuelei, Syed Ahmed Salman
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 Zhengwei, Syed Ahmed Salman
BM-12	The Impact of Leadership and Entrepreneurship on Chinese SME's Performance: Organizational Culture as A Mediating Variable	Luo Xiaoli

	BM-13	An Analysis and Proposed Conceptual Model for Researching the Value of Luxury from The Perspective of Chinese Consumers	Xiang Jianshun, Syed Ahmed Salman
	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	Wang Fanghong
	BM-15	Dive Into the Structure of Sports Management and the Association of Sports Consumer Behaviors	Jia Peng Ju, Abhijit Ghosh
	BM-16	Marketers Continuously Strive to Incorporate New Technology and Mechanisms in Their Products to Provide More Satisfaction to Customers Than Before- This Improves Quality of Life and Makes Life of Consumers Easier Than Before	Chen Zheng Hua

14:30-17:30	<p>Session II D: Open paper Session Venue: Pahlawan Room 7&8 (Level5) MC/Coordinator: Assoc. Prof. Dr. Mohd Gousuddin Chairpersons: Assoc. Prof. Dr. Mohammad Nizamuddin Inamdar Faculty of Engineering and Built Environment Lincoln University College Dr. Noraisyah Tajudin Faculty of Engineering and Built Environment Lincoln University College</p>		
	ET-01	Investigating the Environment's Health-Promoting Compounds in Food Bioactives	Dong YuQing, Noraisyah Tajudin
	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	Ts. Fatin Nur Ashyqin Binti Shamenan, Noraini Hamzah
	ET-03	Classification of Topology for the Internet Autonomous Systems: A Study Based on the Implementation of Internet Autonomous System	Cao Yuanqing, Midhun Chakkaravarthy
	ET-04	Examining The Latency Performance of Distributed Storage System: An Analysis Based on Amazon S3 Through Using Real Service Simulation Methods	Suriguge, Noraisyah Tajudin
	ET-05	Design And Implementation of an Intelligent Monitoring System Based on the New Age Cloud Technology	Li Min, Midhun Chakkaravarthy
	ET-06	Storage of Latent Heat and Thermal Energy for Controlling the Indoor Comfort Level: A Study to Identify Techno-Economic Feasibility	Zhu Dongmei, Mohammad Nizamuddin Inamdar
	ET-07	A Case Study of Hong Kong's High-Rise Building Construction Methods	Wang Zhihua, Aiman Al-odaini

ET-08	A Study Based on Chinese Construction Engineering That Involves the Integration of Building Data Modeling, Lean Structures, and Quality Control	Du HongXia, Mohammed Saleh Nusari
ET-09	Challenges of Environmental Modernization in China: A Study Based on the Lesser Plateau Watershed Rehabilitation Project	Zhou Hui, Mohammed Saleh Nusari
ET-10	A Quantitative Remote Sensing Study of Ecohydrology in Water-Precious Habitats with a Focus on China's Heihe River Basin	Xu Hongmei, Mohammed Saleh Nusari
ET-11	Nano-Sized Iron Oxide for Ecological Uses: Production and Identification	Wang Jun, Aiman Al- odaini
ET-12	Ai-Driven Smart-City Research for On-Demand Vehicle Automation Systems	Qi Le
ET-13	Enhancing Our Knowledge of Haze Emissions in the North China Plain via Atmospheric Modeling and Data Assimilation	Xu Xuefeng
ET-14	Use Of Biodiesel Fuel in Traffic Safety Evaluations: A Hong Kong-Based Study	Yang Mao Lin
ET-15	A Quantitative Evaluation of the Relationships Between Ground and Surface Water in the Hailiutu River Basin, Erdos Plateau, China	Zhang Xiao, Mohammed Saleh Nusari
ET-16	Sustainable High-Rise Construction and Its Mechanism: A Study Based on Shanghai Tower from Engineering Perspective	Zhang Yan

24th January 2024 (Wednesday)

08:30-09:00 Registration (Level 5)

9:00-10:30 Session III A: Open paper Session
Venue: Ball Room I & II (Level5)
MC/Coordinator: Dr. Tan Chun Hoe
Chairpersons:

Prof. Dr. Mohamed Saifulaman Bin Mohamed Said
Research Coordinator
Lincoln University College
Assoc. Prof. Dr. Norhashima Abd Rashid
Faculty of Applied Science
Lincoln University College

HS-20	Understanding the Embodied Concept of Traditional Chinese Medicine Through Practitioner-Patient Interaction as Culturally Specific Constructs	Liu Cong
HS-21	Muscle Strength, Lumbar Curve, Fear of Movement and Functional Disability Among Patients with Lumbar Disc Herniation: A Review	G M Jakaria
HS-22	Behind the Scenes in Chinese Economy: A Study of the Contribution of Medical Device Markets and Their Significant Growth	Chu Zhenfang

	HS-23	Research on the Impact of Management System Development on Patients in Healthcare and Nursing Institutions and Organizations	Shen Lihua
	HS-24	An Exploratory Analysis of Headache and its Association with Insomnia, Anxiety and Depression: A Study Among Hongkong Chinese Females	WU ENQI
	HS-25	Nursing Education and Counselling for COPD Patients to Improve Medication Adherence and Quality of Life in Hong Kong: An Exploratory Research	Hu Yue, Faridah Mohd Said
	HS-26	Knowledge and Practice of Primary Caregivers Towards Infant Oral Health	Munalizaini Mukhtar, Norkhafizah Saddki, Zuliani Mahmood
	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	Xiong Zizeng, Nurul Azmir

9:00-10:30

Session III B: Open paper Session

Venue: Pahlawan Room 6 (Level5)

MC/Coordinator: Dr. Rathimalar A/P Ayakannu

Chairpersons:

Asst. Prof. Dr. Chandra Mohan Vasudeva Panicker

Faculty of Social Science and Humanities

Lincoln University College

Asst. Prof. Dr. Muhantha Paramalingam

Faculty of Social Science and Humanities

Lincoln University College

SS-17	Cultivation of Aesthetic Ability in Music Appreciation Education	Wang Kexin
SS-18	The Influence of Content Produced by Users on the Formation and Distribution of News: An Examination of Social Media via an Investigation	Shi Liping
SS-19	An In-depth Study on the Factors Affecting Chinese-English Translation Quality and Their Association with Cultural Sensitivity	Jiang Cui
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	Jin Xianzhao, Nidhi Agarwal
SS-21	A Study Between Online Learning and Traditional Classroom Teaching, As Well As the Use of Traditional Textbooks in Middle Schools	Wang Xiangxu
SS-22	The Influence of iPad And Tablet Computers on The Enhancement of Oral and Listening Proficiency Among Young Students	Liu Xiao Guang

	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	Han Yuxia
	SS-24	Concept Mapping as Problem-Based Learning: Assessing Its Effectiveness in Teaching-Learning Processes	Liu Han

9:00-10:30

9:00-10:30	<p>Session III C: Open paper Session Venue: Pahlawan Room 5 (Level5) MC/Coordinator: Dr. Erlina binti Abdullah Chairpersons: Prof. Dr. Swapan Kumar Majumdar Faculty of Business and Accountancy Lincoln University College Assoc. Prof. Dr. Bexci Manual Selvaraj Deputy Dean (Postgraduate) Faculty of Social Science and Humanities Lincoln University College</p>		
	BM-17	Assessment of Effectiveness of Accounting Information as A Tool for Management Decision	Qin Hao
	BM-18	Human Resource Information and Human Resource Measurement Systems: A Comparison of Chinese and Western HRM	Ren Qing Qing
	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	Chen Rui, Rozaini Binti Rosli
	BM-20	An Analysis of the Effects of Organizational Strategies and Human Resource Management on the Quality of Life for Chinese Dementia Patients	Fan Ruijian, Amiya Bhaumik
	BM-21	Factors Affecting Job Satisfaction of University Academics: An Exploratory Study of Chinese Universities	Hu Nan
	BM-22	A Case Study of The Economic and Socio-Cultural Effects of Tourism Growth in China's Fenghuang County	Fu MaoZheng
	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'	Wu Susu, Swapan Kumar Majumdar
	BM-24	The Effect of Perceived Usefulness of Online Teaching Platforms on Users' Willingness to Continue Using Them	Li Li, Dhakir Abbas Ali, Yin Lumian

9:00-10:30

9:00-10:30	Session III D: Open paper Session		
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<p>Venue: Pahlawan Room 7&8 (Level5) MC/Coordinator: Mrs. Hemapriyaa Vijayan Chairpersons: Dr. Vivekanandam Balasubramaniam Faculty of Computer Science and Multimedia Lincoln University College Dr. P C Suriyakala Faculty of Medicine Lincoln University College</p>		
ET-17	Study Based on Huawei Telecom's International Mobile Network to Analyze and Forecast Deployment	Ma Bin Chang
ET-18	Research on Detection Algorithms Based on Pedestrian Features	Chen Huihong, Vivekanandam Balasubramaniam
ET-19	A review of Various Fuel Injection Systems in Scramjet Combustor	Muhammad Haseeb, A. Antony Athithan, Mohammad Nizamuddin Inamdar
ET-20	A Study to Help China's Water Resources Through Advanced Water Management Using Hydrodynamic Modeling	Li Na, Mohammed Saleh Nusari, Aiman Al-odaini
ET-21	Project Management for Construction Services Engineering: An In-Depth Study Based on Hong Kong	Ren Ran, Aiman Al-odaini
ET-22	A Case Study of China's Leading River in the Face of Water Shortages, Climate Change, and Urban Reactions	Zhou Mingwu, Aiman Al-odaini
ET-23	Implications of Transportation for Sustainable Energy Through Liquid Biofuels: A China-Based Research	Yan Hao, Yasmin Binti Che Ani, Mohammad Nizamuddin Inamdar
ET-24	A Study on the Effects of Urbanization in China: Configuring Optimization of Weather Research and Forecast Model – Chem	Zhang Jin Yue
10:30-11:00	Tea Break (Foyer)	
11:00-13:00	<p>Session IV A: Open paper Session Venue: Ball Room I & II (Level5) MC/Coordinator: Dr. Tan Chun Hoe Chairpersons: Prof. Dr. Satheesh Babu Natarajan Faculty of Pharmacy Lincoln University College Dr. Farra Aidah Bt Jumuddin Faculty of Medicine Lincoln University College</p>	
HS-28	The Factors Relating to Smoking and Diabetes Mellitus Which Are Associated to Increased Mortality and Morbidity: A Study in Guandong Province China	Sun Xueming, Hafizah Che Hassan

	HS-29	Practical Significance of Promoting Oral Health Education	Dong Hao
	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	Zhang Juan
	HS-31	The Mathematical Analysis of Classroom Teaching Methods: Results from a Study Conducted in a Preeminent Chinese Educational Community	Nuen Jiya, Midhun Chakkaravarthy
	HS-32	Diseases Caused by Faulty Gene Expression. There are several Hereditary Diseases That May Be Entirely Cured if Detected and Treated Early Enough	Dai Yongxia
	HS-33	An In-Depth Research of Chinese Public Hospital Doctor-Patient Communication and Diagnostic Analysis	Fu Jing, Afreen Banu
	HS-34	Oral Health Perception and Oral Healthcare Seeking Behavior Among Social Media Followers of The Oral Health Program Ministry of Health Malaysia	Munalizaini Mukhtar, Norkhafizah Saddki, Jamaliah Omar
	HS-35	An Exploratory Analysis of the Treatment Impact for Depression and Anxiety Adolescents	Tian Li
	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	Wang Huiqin
	HS-37	An Extensive Study of Investigating the Culture and Attitudes of Medical Students Towards E-Learning in Hong Kong	Sai Heng, Nurul Azmir bin Amir Hashim
	HS-38	Biphasic Calcium Phosphate Scaffold Loaded with Multi-Functional Gel for Bone Regeneration After Resection of Osteosarcoma	Cao Yun
	HS-39	Role of Health Information Technology in Long-term Care Facilities in Malaysia	Aloseimi Fayza Hamdan T
11:00-13:00	<p>Session IV B: Open paper Session Venue: Pahlawan Room 6 (Level5) MC/Coordinator: Dr. Rathimalar A/P Ayakannu Chairpersons: Prof. Dr. Khadijah Rohani bt Mohd Yunus Faculty of Social Science and Humanities Lincoln University College Assoc. Prof. Dr. Emmanuel Hans Faculty of Social Science and Humanities Lincoln University College</p>		
	SS-25	A Study After Compared the Viewpoints and Levels of Competency in Demonstration Delivery Among	Liao Zhongxia

	Teacher Educators with And Without Prior School Teaching	
SS-26	Evaluating Concept Mapping's Effectiveness in Teaching-Learning Processes as Problem-Based Learning	Song ChunYan
SS-27	The Effect of The Principal's Leadership Style on The Motivation and Job Performance of Teachers in Rural Schools in China	Wei Lingmin
SS-28	The Study of Investigate Suicide Among Adolescents in The Context of Cognitive Brain Change	Zhang Wen, Shahnaz Sheibani
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	Zheng Chunyan
SS-30	Evaluation of the Effects of Mobile Phone Use on The Mental and Learning Programmes of Biomedical Students	Wang Jing
SS-31	Revival of Jazz from China's Ancient Period: Yellow Music to Jazz	Wang Lu
SS-32	Men And the Treatise of Emotion in Middle English Literature's Emotional Publics and Outcomes	Li Haoyu
SS-33	A Study to Understand the Theory and Practice of Educational Games as A Means to Promote Better Learning Environment and Virtual Classroom Management	Bai Yun
SS-34	A Study to Analyze the Artistic and Professional Development of Teachers	Song Ying
SS-35	A Study to Analyse Various Reflective Techniques in The Teaching of English Language by Teachers: A Survey on Graduate Students	Wang Rui
SS-36	The Structural Basis of Interindividual Differences in Conservation and Human Behaviour with Relation to Social Psychology and Cognition: A Comprehensive Evaluation Study	Yang AiAi

11:00-13:00	Session IV C: Open paper Session Venue: Pahlawan Room 5 (Level5) MC/Coordinator: Dr. Erlina binti Abdullah Chairpersons: Assoc. Prof. Dr. Dhakir Abbas Ali Faculty of Business and Accountancy Lincoln University College Dr. Jayasree A/P S Kanathasan
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**Faculty of Applied Science
Lincoln University College**

BM-25	A Study on Discussing the Impact of Strategic Knowledge Management from the Performance Viewpoint of a Manufacturing Firm	Zhang Jianjun, Amiya Bhaumik
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	Gao Cheng Yin
BM-27	Green Loans, Improved Risk Management, and Expanded Business Opportunities in China: A Case Study of Financial Institutions	Hu Jingnan
BM-28	A Study on the Purchase Intention of Consumer Groups in China's Luxury Consumption Market	Fu Xiao Qiang
BM-29	A Qualitative Investigation of The Challenges Faced by Novice Principals in The School Management Process and the Solutions They Come Up With	Zhang Yu
BM-30	Empowering Leadership and its Impact on Employees' Performance: An Exploratory Study Based on Employees' Innovation Skill and Leadership Theories"	Que Xiaoping
BM-31	A Comparative Study on Students' Perceptions Regarding the Humanistic Approach to Teaching and Learning in School	Xu Zhen
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	Fan Lihong
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	Yu Linling
BM-34	A Study to Understand the Impact of Progress in Social Media Theory and Methodology and The Effects on Tourism	Zheng Luman
BM-35	A Case Study on Approaches for Enhancing Employee Engagement and Developing Business-To-Business Collaboration for Increase Revenue for the Organization	Han Fang
BM-36	Sustainable Progress: Exploring the Interplay of Energy Consumption, Carbon Footprints, and Economic Expansion in Ghana	Balogun Barnabas Friday, Ali Abbas Dhakir, Rosli Rozaini

11:00-13:00	<p>Session IV D: Open paper Session Venue: Pahlawan Room 7&8 (Level5) MC/Coordinator: Mrs. Hemapriyaa Vijayan Chairpersons: Dr. Vivekanandam Balasubramaniam</p>
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Deputy Dean Faculty of Computer Science and Multimedia
 Lincoln University College
 Dr. Aiman Al-odaini
 Faculty of Engineering and Built Environment
 Lincoln University College

ET-25	Analysis and Development of an Equalisation Approach for Reducing Data Error Rates by Studying the Different Types of Mistakes	Miao Cong Jin
ET-26	A Study About Role of Computers in Digital Forensics for Business During Disaster and Cyber Crisis: A Comprehensive Study	Peng Jinyin
ET-27	A Study to Evaluate the Use of Computers to Analyse the Advancements in Patient Care in Hospitals	Zhou Qin
ET-28	Use of Machine Learning Tools in Identifying Early Symptoms of Parkinson's Disease by Facial Emotion Analysis	Shobha Rekh, Aman Sood, Shivya Jyoti, Tanishk Vaishnav
ET-29	A Novel Bussed Electrical Center for China Electric Vehicle Traction Battery	Du Shuguang, Noraisyah Tajudin, Intan Irieyana Zulkepli, Jamaludin Non
ET-30	The Application of Carbon Fibre Reinforced Polymer (CFRP) Cables in Civil Engineering	Fan Don Ghao, Aiman Al-odaini, Cai Binbin
ET-31	Sensorless Control Techniques of Electric Vehicle Motor Drives: A Review	Li Zhouji, Intan Irieyana Bint Zulkepli

13:00-14:00

LUNCH

14:00-16:00

Session V A: Open paper Session
 Venue: Ball Room I & II (Level5)
 MC/Coordinator: Mdm Rosy bt Abdul Rashid
 Chairpersons:
 Assoc. Prof. Dr. Afreen Banu
 Faculty of Medicine
 Lincoln University College
 Dr. Zaliha Binti Harun
 Faculty of Applied Science
 Lincoln University College

HS-40	The Effect of Pregnancy Exercise to Reduce Lower Back Pain Complaints Among Trimester III Primigravida Women	Rahmatul Ulya, Santhna Letchmi Panduragan
HS-41	A Systematic Review: Recovery Models to Prevent Relapse Among Schizophrenia Patients	Sri Burhani Putri, Tukimin bin Suwito, Santhana Letchmi

			Panduragan, Weddy Martin
HS-42	Evaluation of the Curative Effect of Wuling Powder Combined with Acupoint Catgut in the Treatment of Simple Obesity		Liu Guoxiang, Sreemoy Kanti Das
HS-43	Current Review of the Use of Linezolid in the Treatment of Multidrug-Resistant TB: Effectiveness and Management of Side Effects		Nurhamidah Rahman, Soo Kuan Meng, Idris Adewale Ahmed
HS-44	Literature Review of Reproductive Hormone Levels in Male Smokers		Hendri Devita, Soo Kuan Meng, Idris Adewale Ahmed
HS-45	The Role of Polyunsaturated Fatty Acids in Primary Osteoporosis: A Review		Shan Li Gang, Suriyakala Perumal Chandran
HS-46	Risk Factors that Influence Preeclampsia: Literature Review		Vitri Yuli Afni Amran, Nisha Nambiar
HS-47	Health Promotion Strategy Through Optimizing Youth Information and Counseling Centers (YICC) Using Web Application in Schools in Realizing a Planning Generation in Areas with High Cases of Child Marriage		Sri Mulyani, Musheer Abdulwahid Aljaberi, Norhashima Abd Rashid
HS-48	Clinical Efficacy and Safety of Combined Treatment with Hyaluronic Acid and Botulinum Toxin Type A for Reducing Facial Wrinkles and Increases Rejuvenation		Zhu Yuan
HS-49	Build Resilience Against Drugs: Key Strategies to Break the Drug Smuggling—Abuse—Addiction—Dependency Cycle		Amanda Balqis Mohd Mazalan, Siti Zulaikha Mustapha, Yarina Ahmad, Nur Amalina Aziz, Nor Azira Ayob

14:00-16:00

14:00-16:00	<p>Session V B: Open paper Session Venue: Pahlawan Room 6 (Level5) MC/Coordinator: Ms Puveneswary Selvam Chairpersons: Assoc. Prof. Dr. Anjali Hans Faculty of Social Science and Humanities Lincoln University College Dr. Devi Nallappan Faculty of Applied Science Lincoln University College</p>		
	SS-37	A Study in China Concerning the Attitudes of Secondary School Students Towards the Study of English as A Foreign Language	Li Huiying

SS-38	The Magic of Books: A Discourse Historical Approach Towards Medieval Learned Magic and Literature	Yao Xiaochao
SS-39	A Study on Identifying the Inequalities in Education and Finding the Solution with Implications of Curriculum, Instruction, And Student Interaction	Han Qi
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	Zhang Pingping
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	Fan Jincheng
SS-42	Digitalisation of Education Drives Change in Higher Education	Cui Yuan, Emmanuel Hans
SS-43	Smart Phone Devices for Classroom Instruction in Traditional Chinese Undergraduate Education: An Explorative Study	Zheng Bei
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	Qu Cha
SS-45	Analysis of General Education in Universities Based on the Concept of "OBE"	Zhang Yu
SS-46	Exploring Trends in Piano Education and Music Literacy Across China From 20th To 21st Century: A Case Study of Guangdong Province	Hao Chang
SS-47	Philosophy is a Tool to Measure the Meaning of Individual Survival	Bi Ying
SS-48	A study on the Cross-media Communication of Chinese Variety Shows in Malaysia	Wang Yi, Manual Selvaraj Bexci
SS-49	Innovative Development of TV Character Feature Films under VLOG Vision	Yao Yutong, Manual Selvaraj Bexci
SS-50	Navigating the Challenges: Female Sports Moderators in a Male-Dominated Industry	Xu Minjia

14:00-16:00	<p>Session V C: Open paper Session Venue: Pahlawan Room 5 (Level5) MC/Coordinator: Ms. Yamla Sathiyaseelan Chairpersons: Dr. Rozaini Binti Rosli Faculty of Business and Accountancy Lincoln University College Assoc. Prof. Dr. Meera Sureshi Faculty of Applied Science Lincoln University College</p>
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16:00-17:00	<p>Valedictory Session</p> <p>Closing Dance—by Lincoln Students from the Faculty of Nursing</p> <p>Prof. Datin Dr. Hafizah Che Hassan Convener, ICETMTSHS 2024 Deputy Vice-Chancellor (Academic), Lincoln University College, Malaysia</p>																											

Tentative program Subject to change Visit: <https://icetmtshs2024.lincoln.edu.my/>

Appreciation Notes

Sincere appreciation to our meticulous Pro-Chancellor, Datuk Dr. Hji. Bibi Florina Abdullah, our versatile President, Prof. Dr. Amiya Bhaumik, our respected Vice Chancellor & CEO, Dato (Amb) Dr. Mohd Yusoff Bin A. Bakar, and the Convener & Chairlady for ICETMTSHS-2024, Prof. Datin Dr. Hafizah Che Hassan.

"Expressing gratitude to the dedicated committee members for their unwavering commitment to creating a seamless and enriching conference experience and their tireless efforts in organizing a successful conference. Your hard work, commitment to excellence, and attention to detail did not go unnoticed."

A heartfelt thank you to all our collaborators and Lead paper presenters for your insightful contributions and engaging discussions. Your passion and expertise made the event truly remarkable."

"Appreciation to all the participants for making our conference a platform for knowledge exchange and networking. Your enthusiasm and commitment to excellence were evident throughout the event."

"To all participants, your valuable perspectives and thoughtful contributions added immense value to our conference. Thank you for being an integral part of this collaborative learning experience."



Dr. Idris Adewale Ahmed
Secretariat ICETMTSHS-2024



Ms Juliana Beh
Event Manager, ICETMTSHS-2024



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