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An Empirical Study of Workplace Satisfaction and Effortful Dedication among Senior Professionals in Guangdong Province, China

Shen Qun

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 425141301@gg.com

Abstract

Publicly owned businesses in China have struggled in recent years due to a lack of government support and the need to turn a profit in order to meet basic operational and growth needs. This is due to a number of causes, including insufficient government investment and the need to make a profit. This depends on the medical team's broad range of exceptional senior specialists in a variety of areas, as well as their technological skills and ability to provide excellent customer service. In order to do this, the medical staff must have both of these characteristics. These results were the epitome of the company's technical and scientific capabilities, and they strengthened its clinical position. They do this by helping to maintain the high standards that give the company's goods their reputation for excellence. Despite this, demand was strong for these professionals because of China's massive medical industry and the presence of other rival firms in the same field. Given these realities, increasing work happiness and cultivating emotional commitment are two of human resource management's biggest problems in retaining highly sought-after senior employees.

Keywords: *Affective Commitment; Guandong Province; Turnover Intention; Workplace Satisfaction*



This Exploratory Study Examines the Effectiveness of Educational Psychology Reports by Considering the Perspectives of Stakeholders in The Youth, Career and Educational Domains

Li Jin

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 418061776@qq.com

Abstract

Educational psychological services should hold themselves to higher standards, especially when it comes to demonstrating the outcomes of their therapies on their young, adolescent clients. Recent improvements in policy and research in special education support this. The purpose of the study was to find out how teachers felt about their own impacts on students' progress, how parents felt about their child's progress, how students felt about the impact of the actions taken after psychologists in education conferred with parents and/or school staff on their own progress, and finally, what factors educational psychologists believed were most crucial for consultation to positively impact students' progress. Through Target Assessment and Monitoring (TME) conferences, educational psychologists worked in tandem with classroom teachers to set objectives and monitor students' progress. Researchers used semi-structured interviews to learn people's opinions regarding the consultation. Even though EPs and those to whom they provided consultation believe that feedback is a useful method, it is still required to review and further enhance the service's approach to ensure that parents and students are more engaged in setting and monitoring objectives.

Keywords: *Evaluation; Educational Psychology; Stakeholders; Target Monitoring*



Risk Assessment on the Financial Resilience of Myanmar's Private Banks through Failure Mode Effect Analysis

Tin Htun Aung

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: airmandalay.ia@gmail.com

Abstract

This study employs Failure Mode Effect Analysis (FMEA) to assess the financial resilience of Myanmar's private banks during the sociopolitical challenges spanning from 2018 to 2023. In light of a significant political and economic crisis, the research focusses on identifying and evaluating potential failure modes within the banking sector, quantifying their impact on key financial performance metrics such as profitability, asset quality, liquidity, and capital adequacy. By analysing data from selected private banks, including detailed financial statements, the study aims to highlight vulnerabilities and adaptive strategies employed by these institutions. The findings contribute to a comprehensive understanding of the risk factors affecting financial stability and resilience, offering practical insights for bank management and policymakers to enhance risk mitigation frameworks. This research not only adds to the academic discourse on banking resilience in emerging markets but also provides actionable recommendations for sustaining financial stability in volatile environments.

Keywords: Adaptive Strategies; Banking Stability; Emerging Markets; Financial Resilience; Failure Mode Effect Analysis (FMEA); Financial Performance Metrics; Myanmar Private Banks; Risk Assessment; Risk Management; Sociopolitical Challenges



The Effect of Entrepreneurship and Leadership on the Performance of Chinese Smes: The Role of Organisational Culture as a Mediating Factor

Luo Xiaoli

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 410248568@qq.com

Abstract

The purpose of this research is to conduct an empirical inquiry of the link between the performance of small and medium-sized businesses (SMEs) and entrepreneurial leadership, entrepreneurial strategy, and technological innovation skills. We investigate the possibility of intrinsic organisational traits acting as possible mediators between entrepreneurial leadership and the performance of small and medium-sized businesses (SMEs). These intrinsic organisational characteristics include entrepreneurial orientation, team creativity, dynamic skills, and competitive advantage. The dependable PLS-SEM approach was used to the data of 182 small and medium information technology enterprises in Quang Trung Software City, which is located in Ho Chi Minh City, Vietnam. The empirical results suggest that small and medium-sized enterprises (SMEs) may benefit from entrepreneurial leadership via the whole spectrum of creative and dynamic team abilities as well as competitive advantages. The ability to innovate with technology may be beneficial to small and medium-sized businesses (SMEs), but an entrepreneurial attitude is not beneficial to these businesses. In addition, an entrepreneurial attitude does not have a moderating influence on the relationship between entrepreneurial leadership and SMEs' success. Finally, based on these results, we are able to draw pertinent conclusions and provide helpful advice for improving the management of entrepreneurial inspiration and promoting its cultivation.

Keywords: *Business Performance Entrepreneurial Leadership; Entrepreneurial Orientation; Small and Medium-Sized Enterprises; SME, Team creativity*



The Influence of Information Technology in Enterprise Knowledge Management Adoption

Yin Danrui*, Ooi Chin Lye

University of Wollongong Malaysia, Utropolis Glenmarie, Jalan Kontraktor U1/14, Seksyen U1, 40150 Shah Alam, Selangor, Malaysia

*Corresponding Author's Email: 18037920711@163.com

Abstract

With the continuous development of modern information technology (IT) in China, internet technology has been widely applied across various fields, heralding a new era of information technology. This has significantly advanced enterprise knowledge management (KM) adoption, with noticeable improvements in information awareness among both managers and employees. The structure of enterprise knowledge management KM has gradually become more rational, its application more comprehensive, and its institutional framework more refined. Consequently, enterprise knowledge management (KM) adoption is increasingly becoming an indispensable part of work and life. With the development and widespread adoption of emerging technologies such as the Internet of Things (IoT), cloud computing, and big data, the management of explicit and tacit knowledge in enterprises has become more simplified and systematic, with close interconnections between different types of knowledge. In the era of informatisation, the adoption of enterprise knowledge management (KM) has received widespread attention. The expected outcomes of the research study entail offering evidence regarding the influence of knowledge management, KM adoption, and information technology (IT) on enterprises. The study is expected to contribute to the theoretical and practical understanding of knowledge management (KM) adoption and information technology (IT) and provide recommendations for enterprises to improve their competitiveness through the adoption of knowledge management (KM).

Keywords: *Knowledge Management (KM) Adoption; Information Technology (IT); Competitiveness*



The Business Strategy of Cultural Media Enterprises to Create Value in China Research Proposal

Chung Mu Hui*, Oyyappan Duralpandi

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: jinlongzixun@163.com

Abstract

Cultural media increasingly fostering activities and organizations on the mainland, contributing to the development of a cooperative peripheral system. In Kunshan, the Maker Contest has leveraged six years of successful operations, positioning itself to integrate AI technology into its offerings to enhance competitiveness in a crowded market.

The maker movement in China has evolved over nearly a decade, characterized by high population density and urban congestion. Maker products, known for their lightweight and user-friendly design, have become essential tools in modern life. The future of education, particularly in a technology-driven context, aims to break down traditional disciplinary and institutional barriers, emphasizing the 4C competencies—critical thinking, communication, collaboration, and creativity. STEAM education aligns closely with these objectives, serving as a vital platform for fostering these skills.

Our study employs multiple analytical frameworks, including PEST analysis, Porter's Five Forces, SWOT analysis, and the Boston Consulting Group matrix, to evaluate the Maker Competition's technical capabilities and competitive strategies. Through in-depth interviews and environmental assessments, we identify innovation opportunities and propose strategic plans to enhance competitiveness.

This research aims to explore the cultural media management and value creation strategies that can guide future business models in China. By leveraging superior resources and providing high-quality services, cultural media companies can effectively organize exhibitions, symposiums, and cultural events, ultimately driving sustainable development and increase operational income.

Keywords: *Business Strategy; Cultural Media Enterprises; Value Creation in China*



Research on Innovative Entrepreneurial Talent Cultivation Models in Applied Undergraduate Institutions in the Era of Digital Economy in China

Wang Xiaojing^{1,2*}, Dhakir Abbas Ali¹

¹Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

²College of Innovation and Entrepreneurship, Pingdingshan College, Henan, 467000 China

*Corresponding Author's Email: xiaojing@lincoln.edu.my

Abstract

This study explores the construction of innovative entrepreneurial talent cultivation models in Chinese applied undergraduate institutions amidst the digital economy era, aiming to enhance students' comprehensive abilities. Emphasising the alignment of innovation and entrepreneurship education mechanisms with contemporary demands, it contributes to transforming and deepening China's applied undergraduate talent development model. The research proposes a four-tier curriculum system encompassing general education, professional training, practical skills, and comprehensive innovation. Efforts focus on establishing platforms for talent development and achievement transformation, as well as promoting a dual-cycle, dual-creation talent cultivation model that integrates curriculum integration, platform integration, school-enterprise collaboration, and entrepreneurship incubation. This study seeks to enhance the innovation and entrepreneurship education talent cultivation mechanism in Chinese applied undergraduate institutions within the context of the digital economy.

Keywords: *Chinese Applied Undergraduate Institutions; Digital Economy, Innovation and Entrepreneurship Education*



The Mediating Role of Trust in Advertising Messages and Emotional Response in The Impact of Celebrity Endorsement on Millennials' Attitude and Purchase Intention Towards Skincare Products in Klang Valley Malaysia

Tew Leh Ghee*, Dhakir Abbas Ali

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: tehghee@gmail.com

Abstract

This study investigates the impact of celebrity endorsement and its moderating effect on millennials' attitudes and purchase intentions towards skincare products in Klang Valley, Malaysia. Celebrity endorsement is a highly effective strategy to gain consumer interests and brand loyalty in a cluttered marketplace. Celebrity endorsements heighten consumer awareness of a company's advertising, foster positive sentiments towards brands, and enhance their perceived entertainment value. Therefore, using celebrities in advertising is likely to positively affect consumers' brand attitudes and purchase intentions. In today's fiercely competitive market, businesses are continuously exploring innovative strategies to promote their products and services. Celebrity advertising has emerged as a highly effective marketing tool, particularly in the realm of cosmetics and personal care products such as skincare products. A self-administered survey approach was employed for the current study due to the minimal or no staff needed while collecting data via qualitative and quantitative means, based on the literature reviews of prior research work and the sample size of 120 respondents from the CATC Academy of Cambridge, which is located in Sungai Buloh and Rawang Selangor, Malaysia.

Keywords: *Celebrity Endorsement; Clutter; Millennials*



The Mediating Role of Knowledge Sharing in Examine the Impact of Entrepreneurial Ecosystem on University Startup Success in China

Liao Xiaoling

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 252121406@qq.com

Abstract

Universities are becoming serious about trying to cultivate an atmosphere that might inspire creativity and entrepreneurship. Students and faculty at Aalto University are working to create an E&I environment that fosters innovation and entrepreneurship. This ecosystem aims to benefit the university and its surrounding areas through the integration of human, social, intellectual, and financial capital, and it could even have a positive impact on the Finnish economy. This study aims to investigate the phenomenon of entrepreneurship in a university setting, specifically focussing on the innovation and entrepreneurship ecosystem at Aalto University. They want to make a scholarly contribution to our understanding of opportunity development and entrepreneurial motivation, as well as a practical contribution to Aalto University's growth by offering specific recommendations for improvement. Based on the findings, pull-motivational variables, especially those that promote improvement, were the primary drivers of entrepreneurial motivation among the student entrepreneurs. The considerations included learning and personal progress, as well as a desire for independence. Push-factors were ineffective, and contrary to other research, the entrepreneurs in this study did not see financial gain as a driving force. The case entrepreneurs' opportunity-building process was rather simple and mostly adhered to their methodology. Considering the findings, three revisions were made to the model: first, to include entrepreneurial motivation as an influencing factor; second, to split entrepreneurial alertness into two levels of activity: passive alertness and active search for entrepreneurial opportunities; and third, to include positive entrepreneurial experience as an influencing factor. The entrepreneurs' previous expertise and favourable first business experience were the main influences. The research also emphasised the team's importance.

Keywords: *Entrepreneur; Ecosystem; Innovation; Startup*



Research On Chinese Consumers' Willingness to Purchase New Energy Vehicles and Its Influencing Factors

Fu Xiaoqiang, Dhakir Abbas Ali*

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: drdhakir@lincolnedu.my

Abstract

With the increasing awareness of environmental protection and the need to adjust the energy structure, new energy vehicles, as a clean and environmentally friendly means of transportation, have gradually attracted the attention of consumers around the world. As one of the largest automobile markets in the world, China has great potential in the new energy vehicle market. However, the development of China's new energy vehicle market is still facing many challenges, among which improving consumers' willingness to buy is one of the keys. Therefore, it is of enormous theoretical and practical significance to deeply understand Chinese consumers' willingness to buy new energy vehicles and its influencing factors. Questionnaire surveys reveal that a variety of factors, including price, charging facilities, policy support, brand awareness, environmental awareness, technical level and performance, influence Chinese consumers' willingness to purchase new energy vehicles. Through in-depth understanding and analysis of these influencing factors, targeted suggestions are put forward: the society should accelerate the construction of charging facilities, automobile enterprise brands should have differentiated competition, strengthen environmental protection, guide consumers to establish a green and low-carbon lifestyle and continuously promote continuous technological innovation, meet the growing needs and expectations of consumers, and promote the transformation and development of China's new energy vehicle market towards a green and low-carbon way.

Keywords: *New Energy Vehicles; Consumers' Willingness; Influencing Factors*



The Impact of Digital Design Management on the Dissemination of Dong Culture

Huang Qingchuan*, Manual Selvaraj Bexci

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: huangqingchuan100@gmail.com

Abstract

In the context of rapid globalisation and information technology development, the methods and channels of cultural dissemination are undergoing profound changes. Digital Design Management (DDM) has emerged as a new management concept and practical tool, gradually gaining attention from academia and industry. However, despite extensive research on its applications in business and product design, the role of DDM in cultural dissemination, particularly minority cultures, remains incompletely explored. Dong culture, a significant part of China's ethnic minority cultures, boasts a rich history and unique characteristics but faces challenges in transmission and dissemination in the modern era. This study aims to investigate the specific impact of DDM on Dong culture dissemination, identify effective digital dissemination strategies, and propose corresponding management recommendations. The study builds a theoretical foundation and analytic framework by carefully looking at existing literature. It then uses in-depth case studies to look at how DDM is used to spread Dong culture, and surveys are used to get feedback on how well digital dissemination is working, with data analysis tools used for quantitative interpretation. The research results will provide new empirical data for academia, promoting the application of DDM in the field of cultural dissemination and proposing digital management strategies that support the transmission and development of Dong culture. The paper comprises five sections: introduction, literature review, methodology, empirical research, and conclusion. These sections comprehensively explore the impact of DDM on Dong culture dissemination and present practical recommendations.

Keywords: *Cultural Dissemination; Cultural Preservation; Digital Design Management; Dong Culture; Strategic Planning*



Impact of Dividend Announcements on Stock Market Reactions: Evidence from the Saudi Arabian Financial Market

Amal Mohammed Y Aljubaily*, Dhakir Abbas Ali

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: Amal.aljubaily13@gmail.com

Abstract

This study examines the impact of dividend announcements on stock market reactions within the Saudi Arabian financial market. Utilising a comprehensive dataset from firms listed on the Saudi Stock Exchange (Tadawul) between 2014 and 2023, this research investigates how such announcements influence stock prices and investor behaviour in an emerging market context. Employing the event study methodology, the analysis reveals significant stock price reactions around dividend announcement dates, highlighting both immediate and long-term market responses. The findings indicate that dividend announcements generally lead to positive abnormal returns, suggesting investor confidence in the financial health and future prospects of the firms. Moreover, the study explores sector-specific dynamics, identifying variations in market reactions across different industries. The results provide valuable insights for investors, corporate managers, and policymakers, emphasising the importance of dividend policies in shaping market behaviour and enhancing market transparency. This research contributes to the broader literature on financial markets by offering empirical evidence from a rapidly evolving emerging market, thereby filling a gap in the existing scholarship on dividend announcements and stock market reactions.

Keywords: *Abnormal Returns; Dividend Announcements; Event Study; Saudi Capital Market; Stock Market Reactions*



Comprehensive Performance Evaluation of Listed Manufacturing Firms

Wu Ganglong*, Syed Ahmed Salman

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: ganglong@lincoln.edu.my

Abstract

Taking 1983 listed manufacturing firms as samples, a comprehensive performance evaluation system of listed manufacturing firms is constructed and evaluated. The results show that, firstly, the comprehensive performance level of China's listed manufacturing firms is still low, with 1,065 firms in the 1983 listed manufacturing firms having negative performance and 918 firms having positive performance, and the median of performance scores is -0.0301. Second, the comprehensive performance level of firms in different regions shows some differences, with only the Southwest region and the Eastern region of China having positive comprehensive performance, which are respectively 0.0702 and 0.0203, while the comprehensive performance of firms in Southern China, Northern China, Northeastern China, and Northwestern China are all negative, -0.0063, -0.0222, -0.1359, and -0.1837, respectively. Thirdly, the scores of firms' performance on different factors in different regions likewise show a large difference. Only the Southwest region has positive scores in solvency, profitability, operating capacity, and growth capacity, followed by the East China region, which has positive scores in solvency, profitability, and growth capacity but negative scores in operating capacity. In Northeast China, North China, and Northwest China, all three factors have negative scores. Based on this conclusion, corresponding countermeasures are proposed to improve the comprehensive performance level of firms.

Keywords: *Factor Analysis; Listed Firms; Performance Evaluation Firm; Performance Manufacturing Industry*



Leveraging Generative Artificial Intelligence for Sustainable Media Practices: Implications for Decent Work and Economic Growth

Sun Hao*, Manual Selvaraj Bexci

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: sunhao5566@qq.com

Abstract

This paper explores the transformative potential of generative artificial intelligence (AI) within the media industry, focusing on its capacity to foster sustainable practices while promoting decent work and economic growth in alignment with Sustainable Development Goals (SDGs) 8 and 9. Generative AI technologies, including advanced natural language processing and automated content creation, are revolutionizing media operations by automating routine tasks and personalizing user experiences.

The study examines the reshaping of media production and distribution through generative AI, highlighting case studies from Southeast Asia that demonstrate successful implementations and improved productivity. It evaluates how AI can create new job opportunities, enhance job quality, and stimulate professional growth, thus contributing to economic innovation.

Furthermore, the paper addresses ethical concerns such as algorithmic bias and the social implications of AI on employment, stressing the need for responsible practices to mitigate inequalities. Recommendations for developing ethical guidelines and regulatory frameworks are provided to ensure the fair deployment of AI technologies.

Lastly, the role of generative AI in fostering environmentally sustainable media practices is discussed, emphasizing solutions like reducing paper consumption and optimizing resource use. This research aims to inform media professionals, policymakers, and investors about leveraging generative AI for sustainable development, highlighting its potential to innovate, create decent jobs, and support economic growth within the media sector.

Keywords: *Algorithmic Bias; Decent Work; Economic Growth; Ethical AI; Generative AI; Sustainable Media Practices; Media Innovation; Media Industry; South-East Asia; Sustainable Development Goals*



A Study to Analyse the Implications of Privatization of School and Its Impact on Different Class of the Society

Zhu Yulan

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 13928111674@139.com

Abstract

The education industry has been increasingly privatised to accommodate the nation's ever-increasing demand for education. To better achieve the policy objectives of increasing participation in and access to basic education, improving learning outcomes and overall efficiency, and creating more equitable educational opportunities, the state is contracting out the provision of education to private providers. Many factors, including a country's future course, could be affected by its approach to youth education. Despite private education's positive effects on society at large, several new worries have emerged due to the sector's meteoric ascent to prominence and quick expansion. It is critically important to study the issues that develop as a result of privatisation for merely pragmatic reasons.

Keywords: *Class of The Society; Implications; Privatization; School Education*



Exploring the Mediating Role of Project Performance in Lean Practices and Organizational Culture for Risk Management in Chinese Engineering Projects: Implications for Sustainable Business Partnerships

Li Hao Yang*, Dhakir Abbas Ali

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 715142662@qq.com

Abstract

This study investigates the mediating role of project performance in the influence of lean practices and organizational culture on risk management understanding in Chinese engineering projects. It employs a mixed-methods approach. Findings show effective lean practices supported by positive organizational culture enhance project performance, which mediates the relationship with risk management understanding. The research has implications for building business partnerships and aligns with SDGs. It offers practical recommendations and advances theoretical understanding, with implications for areas like corporate governance and operations management, providing a foundation for future research and applications.

Keywords: *Engineering Projects; Lean Practices; Organizational Culture; Project Performance; Risk Management*



Innovations in Sustainable Construction: Investigating the Properties and Application of High-Performance and Light-Weight Concrete

Zhao Yu Huan

Faculty of Engineering & Built Environment, Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 330410593@qq.com

Abstract

The construction industry is at a pivotal juncture, balancing the need for global development with the imperative to minimise environmental impacts. This research delves into the fundamental principles and practical applications of high-performance, lightweight concrete as a sustainable solution for modern construction challenges. While traditional citation-context models have been used to create scientific summaries, they often lack the nuanced context needed to fully represent the cited work. This research approach integrates these models with the paper's content, providing a more comprehensive understanding of the research. The study's evaluation dataset, derived from the construction industry, demonstrates that the principles and techniques the researcher proposes are broadly applicable across various fields. High-performance, lightweight concrete offers numerous benefits, including reduced carbon emissions, enhanced thermal insulation, increased durability, and lower weight. These attributes make it a promising material for sustainable building practices. Significant examples of its application include the 3D-printed concrete bridge in Amsterdam and the Bosco Verticale in Milan, showcasing its potential to revolutionise construction methods. To fully realise the advantages of this technology, the industry must invest in research, secure regulatory support, promote education, and engage stakeholders. This study underscores the urgent need for sustainable alternatives to traditional construction methods. By adopting high-performance, lightweight concrete, the industry can significantly reduce its environmental footprint while meeting the increasing demand for urban development. Our findings advocate for a balanced approach that fosters growth while prioritising environmental stewardship.

Keywords: *Advanced Concrete Mix; Carbon Footprint; Ecological Imprint; High-Performance and Lightweight Concrete; Innovative Materials*



Perception as a Factor in Proportionality: How It Affects Chinese University Students' Evaluations of Their Social, Emotional and Academic Conduct

Li Man

Faculty of Social Science and Humanities, Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 751156694@qq.com

Abstract

A number of studies, the majority of which used quantitative methodologies, have investigated the perspectives of children with special educational needs (SEN) and children without SEN about inclusion. The purpose of this research, which uses qualitative interviews, is to investigate the relevance of students' sentiments, social ties, and intellectual concepts in order to get a deeper understanding of how students see their own inclusion. As a consequence of this, Mayring's Qualitative Content Analysis was used for the purpose of data analysis after the photovoice method of data collection and semi-structured interviews. According to the findings of the interviews conducted with six students who have special needs and three students who do not have special needs, it was found that when it comes to social integration in the classroom, students with special needs have a tendency to have positive experiences with their classmates and place a high value on school spaces (such as the schoolyard) where they can communicate and interact with one another. If we take a closer look at the relationship that exists between teachers and their pupils, we will see that students place a significant amount of reliance on their teachers for assistance with both academic and personal concerns. The viewpoints of a few students indicate that their academic self-concept is seen differently in various classrooms, as stated by the students themselves. There was no noticeable difference in perception between the children with special educational needs and the children who did not have special needs. When it came to emotional inclusiveness, the bulk of the students' comments concerned strategies of self-regulation and adaptability.

Keywords: *Academic Conduct; Chinese University; Evaluations, Proportionality, Students' Social, Emotional*



Analysing the Impact of National Varieties on the Business Approaches of Global Corporations in China

Chen Xiao

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 2541028663@qq.com

Abstract

China's perception of multinational firms has significantly changed since the late 1970s, when it opened its economy to foreign direct investment and welcomed global companies like Volkswagen, Coca-Cola, and 3M to explore the market. In the 1980s, China welcomed more multinational corporations (MNCs) like Motorola, Philips, and NEC with open arms. The corporate tax rates that they paid were half of what the local firms were required to pay, and they did not have to pay any customs on the capital items that they imported. Both the government and the general public held them in high regard. As China and its people continued to gain a deeper understanding of multinational corporations (MNCs) well into the 1990s, the foreign enterprises remained the objects of wonder and adoration. At that time, Chinese consumers demonstrated a predilection for the goods and services offered by multinational corporations (MNCs) that was practically unwavering. MNC initiatives are now subject to a far higher level of scrutiny to see whether or not they align with national interests. In addition, multinational corporations are increasingly receiving local treatment. The impending equalisation of corporation tax rates between domestic and international businesses, slated to take effect beginning on January 1, 2008, supports this assertion. Multinational corporations increasingly face the same, if not harsher, standards in areas like employment and the environment than their local counterparts. They are also finding that the implementation of these standards is somewhat more stringent.

Keywords: *Economy; Employment Standards; International Businesses; Multinational corporations*



A Study to Analysis China's Tourism Industry and Its Cultural Effects on Local Communities

Lei Shu Yan

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 16168389@qq.com

Abstract

Considering the potential social, cultural, economic, and ecological impacts of constructing a tourist attraction, some residents may be opposed to the notion. The local community's openness to visitors might be affected in both good and bad ways. The impact of tourism on host communities throughout the world has been studied by several researchers in the area, but no one has yet examined contemporary China. While studies on the topic of minority groups in China have been conducted, they have mostly focused on remote regions and have only included a small percentage of the total population. The Chinese media sometimes boasts about China's increasing tourism, but they only provide the "good" aspects, all because of the government's strict supervision. It is the goal of this study to provide some perspectives on the good and bad effects that tourism has had on Chinese society. By doing so, this website will assist readers who are interested in the evolution and development of contemporary China. The composition consists of three main sections. The first section of the study gives a brief outline of China's tourism strategy starting in 1978, which is necessary for comprehending the expansion of the country's tourist sector over the last two decades. The study's second half explores ethnic tourism and other types of Chinese tourism in an attempt to provide insight on how to maximise visitor experiences while minimising expenditures. This study uses the example of cross-border tourist operations in Shenzhen to demonstrate the social/cultural, economic, and environmental impacts of tourism on a host community. In the final part, researchers in the China region who are investigating interactions between travellers and their hosts may find a conceptual model that applies to tourist sites. These places are important for the local community's survival and growth because of the social, cultural, economic, and environmental sustainability.

Keywords: *Cultural Effects; Chinese Society; Tourism Industry, Local Communities*



Assessing Methods for Providing Effective Instruction in the English Language Education

Lu MiMi

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 415933730@qq.com

Abstract

The purpose of this research was to collect the ideas and lessons learnt by novice teachers who had graduated from the program as well as faculty members who teach English Language Teaching (ELT) techniques courses to undergraduate students enrolled in the Foreign Language Education program at Middle East Technical University. After that, the courses would be assessed according to several criteria, including their objectives, content, organisation, execution, student evaluation, and the degree to which they are in line with the requirements of the education sector. The selection of eleven first-year educators was accomplished by a combination of criteria and snowball sampling, while the selection of six lecturers who teach English language teaching strategies was accomplished through a combination of purposive sampling and maximum variation sampling. Interviews that were only semi-structured were conducted in order to collect data utilising a phenomenological research methodology. In order to investigate the data, content analysis was used. There were a variety of opinions on the degree to which ELT methodology courses matched the expectations of the sector, as well as the level of success achieved by the goals, the arrangement of the content, the execution of the content, and the assessment of the content. This is especially the case when it comes to the following areas: bringing theory and practice closer together, supplying more authentic possibilities for practice, revising and updating the content, increasing the use of performance evaluations, fostering a shared view among faculty members regarding class actions, and responding proactively to perceived sectorial expectations.

Keywords: *ELT Method Courses; FLE program; Teacher Education; Teacher Competencies*



A Study to Understand How Strategic Management Programs and Strategic Thinking Have Influenced Croatian Business Results

Zhang Yang

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 1060041707@qq.com

Abstract

The relationship between strategic leadership and business schools that focus on strategic planning and strategic management is the subject of this dissertation. Those two concepts are self-explanatory. The term "strategic management school" is frequently employed to describe the dominant theoretical framework held by the majority of senior executives when discussing the characteristics of strategic management. Crucial yet mostly untapped, strategic thinking is the bedrock of strategic management. At the very top of every organisation, strategy is all that matters. Because it is an abstract mental process, strategic thinking is difficult to classify, evaluate, or teach. Studies have identified three separate aspects of strategic thinking: HEAR, FIRM, and PORT. According to the return on investment (ROI) and the return on activity (ROA), the two best ways to foster strategic thinking in large Croatian companies are FIRM and HEAR, respectively. In terms of strategic management practices, both the resource-orientated and environmental approaches support the competitive-contemporary school of thinking. A positive impact from HEAR, a negative impact from PORT, and no effect from FIRM on the return on equity (ROE). The classical school of strategic management has no effect on return on equity (ROE), while the environmental and competitive-contemporary schools do. A standardised, controlled framework for management is desperately needed, particularly in the field of strategic management, according to the scientific community. This requirement is completely ignored by our five senses, thinking, and comprehension.

Keywords: *Large Croatian Firms; Strategic Thinking; Schools of Strategic Management; Top Managers*



A Perfect Resolve for All of the Operating Management Problems

Zhong Qiang

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 12754839@qq.com

Abstract

When it comes to making sure a company is successful, productive, and efficient, operational management is key. Allocating resources, optimising workflows, and making decisions in real-time are just a few of the many obstacles it often faces. An all-encompassing answer to these problems is discussed in "A Perfect Resolution for All of the Operating Management Problems" as an integrated whole. This method improves decision-making, streamlines operations, and optimises resource management by using sophisticated technologies like machine learning (ML) and artificial intelligence (AI). Proactive steps to reduce risks and keep operations running smoothly are made possible by the solution's use of predictive analytics, which allow it to foresee any interruptions. In addition, managers may access the most recent data thanks to the integration of Internet of Things (IoT) devices, which allows for the management and monitoring of several operational parameters in real-time. An operational architecture that is nimbler and more sensitive, able to adjust to changing market circumstances and needs, is also encouraged by this connectedness. Further improving operational efficiency, a single platform for communication and collaboration may be used to build a culture of openness and cooperation while breaking down silos. Aligning many divisions towards similar organisational objectives, this platform facilitates smooth information flow and coordinated actions. Human resources may be freed up to concentrate on higher-level, more strategic endeavours when regular and repetitive jobs are automated. This has a multiplicative effect on productivity, happiness at work, and staff retention. To sum up, the suggested solution is an all-encompassing method of operating management that resolves common management issues, promotes sustainable development, and achieves operational excellence by integrating state-of-the-art technology with strategic process enhancements.

Keywords: *Operational Efficiency; Predictive Analytics; Resource Optimization; Workflow Automation*



A Study to Find out the Steatotic Liver Disease Linked to Metabolic Dysfunction an Expansive View on a Complex Issue

Dai DeCai

Faculty of Pharmacy, Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 254958816@qq.com

Abstract

Nonalcoholic fatty liver illness (the condition), which affects over 25% of the global population and over 60% of those at elevated risk, is becoming more and more common. It increases the risk of developing certain conditions linked to the liver and cardiovascular system as part of the metabolic syndrome. A multidisciplinary approach is necessary for the treatment of NAFLD because of the disease's complexity and the comorbidities and problems that often accompany it. However, there is a lack of knowledge among several experts on the gravity and potential consequences of fatty liver disease that is not alcoholic, as well as its comorbidities, consequences, and the necessary actions to take if NAFLD is detected. People with actively metabolising non-alcoholic steatosis (NASH) who have cirrhosis, inflexible simple steatosis, hepatocellular carcinoma, and cardiovascular disease must be identified. Unfortunately, there are conflicting recommendations for the best diagnostic and treatment methods, and this may be a challenging task. Here, we look back at NAFLD's origins, diagnoses, and treatment options before moving on to a discussion of potential future directions for multidisciplinary care path development.

Keywords: *Disease; Diagnostic; Metabolic Dysfunction; Steatotic Liver*



Cultural and Historical Significance in Contemporary Landscape Design: Preserving Heritage in Modern Landscapes

Huang Ying Ying

Faculty of Social Science and Humanities, Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 372285570@qq.com

Abstract

Contemporary landscape design relies heavily on cultural and historical significance to connect the past with the present and offer context and purpose to current settings. There is an increasing need to include cultural and historical aspects into landscape designs due to the rapid pace of urbanisation and the way new developments alter cities. Through this integration, legacy is not only preserved, but the identity and continuity of places are also enhanced. Integrating cultural narratives and historical allusions into newly designed landscapes is becoming more important in modern landscape architecture. Landscapes are more than simply places to live; they hold history and culture, and this method recognises that. Designers construct spaces that are instructive and visually appealing by bringing in aspects like culturally relevant themes, historic architecture, and traditional plants that reflect the local culture and history. A balanced approach, blending innovation with regard to historical context, is necessary to preserve heritage in contemporary environments. Instead of seeing historical artefacts as immobile artefacts of the past, this method promotes a feeling of continuity by incorporating them into the present. Integrating these components into modern designs in a way that doesn't diminish their historical significance is the real problem. To make sure the design is really meaningful, successful projects often include engaging local people, adaptively reusing historical features, and thoughtfully incorporating cultural symbols. By incorporating these methods into its work, modern landscape architecture not only protects but also honours past cultures and traditions, creating places that are significant to both present and future generations.

Keywords: *Cultural Integration; Contemporary Landscape Design; Heritage Preservation; Modern Landscape Design*



Enhancing Sustainable Development through Creative Arts and Design Education: A Case Study of Chinese Universities

Wang Jing*, Manual Selvaraj Bexci

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: wangjing19871117@163.com

Abstract

In contemporary Chinese higher education, creative arts and design are often underutilized, which limits their potential to contribute to the Sustainable Development Goals (SDGs) set by the United Nations. The lack of a robust framework for integrating these disciplines into academic curricula restricts opportunities for innovation, economic growth, and sustainable community development. This study addresses these deficiencies by exploring how creative arts and design education can be strategically implemented to support key SDGs, particularly "Industry, Innovation and Infrastructure," "Decent Work and Economic Growth," and "Sustainable Cities and Communities."

The primary objective is to investigate how incorporating creative arts and design into Chinese universities' curricula can bridge existing gaps in educational practices and broader SDG objectives. This research examines how these disciplines can catalyze innovation, enhance student career prospects, and contribute to resilient community development. Key research questions focus on effective integration methods, measurable impacts on student careers, and the facilitation of sustainable community creation.

Employing a mixed-methods approach, the study includes qualitative and quantitative analyses of existing programs and surveys of students and educators. Preliminary findings suggest that thoughtfully integrated creative arts and design education significantly promotes innovation and prepares students for diverse career paths that foster economic growth and community development. This research underscores the need to reimagine creative arts and design education as essential elements in academic programs, offering evidence-based recommendations for policymakers and educators to align curricula with global sustainability objectives.

Keywords: *Creative Arts; Chinese Universities, Curriculum Development Design Education; Economic Growth; Higher Education; Innovation; Sustainable Development Goals; Sustainable Communities*



A Study to Analyse Social Media Advertising and Its Influence on Audience Preference of Similar Product

Tang Yue Chen

Faculty of Social Science and Humanities, Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 523019120@qq.com

Abstract

There is a major influence that advertising on social media platforms has on the attitudes and behaviours of consumers, particularly with regard to the method in which they choose to make purchases of items. It is recommended that managers of industrial firms concentrate their marketing efforts on the many social media channels that are now accessible inside their organizations. This is due to the fact that advertising on social media platforms has the ability to have a significant impact, and this is the reason why this is the situation. The reason for this is that several pieces of research have shown that advertising on social media has a major effect on the purchasing choices made by customers in a variety of different marketplaces. This is the reason why it is the case. It is possible to explain this phenomenon by pointing out that advertising on social media platforms has a significant influence on the purchasing decisions that people make. As a direct result of this, the occurrence of this phenomenon has researchers about as a result of this particular circumstance. The fact that researchers are now in the challenging circumstances that researchers are in is the culmination of everything that has happened. The fact that advertising on social media platforms can impact how consumers make purchases is one of the key reasons why this is the case. This is one of the primary reasons why this is the case, and it is one of the primary reasons why this is the case.

Keywords: Audience Preference; Social Media Advertising; Social Media Influence; Similar Product



The Role of Attitude in Modern Workplaces: Implications for Sustainable Business Growth

Zhou li*, Dhakir Abbas Ali

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 3423535258@qq.com

Abstract

In today's fast-paced, globalised economy, the attitudes of employees play a crucial role in shaping the dynamics of modern workplaces. This study delves into how employee attitudes impact both personal and professional facets of their lives, influencing overall organisational effectiveness and success. Positive attitudes such as job satisfaction, organisational commitment, and employee engagement are identified as key contributors to productivity, innovation, and sustainable business practices. This research underscores the importance of fostering these attitudes to achieve the Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure).

The study utilises a comprehensive approach, drawing on qualitative and quantitative data from diverse industries across the Southeast Asian region. Through surveys, interviews, and case studies, the research examines the factors that cultivate positive workplace attitudes, including leadership styles, corporate culture, and employee development programs. The findings reveal that supportive leadership, a positive organisational culture, and continuous professional development significantly enhance employee attitudes, leading to increased job satisfaction, lower turnover rates, and higher levels of innovation.

Moreover, this research highlights the broader implications of positive employee attitudes on sustainable business growth. By fostering a work environment that prioritises employee well-being and engagement, organisations can drive economic growth and innovation while also contributing to the creation of sustainable cities and communities (SDG 11). The study presents case examples of successful companies that have implemented strategies to improve employee attitudes and the resultant positive impact on their business performance and sustainability goals.

This study hopes to inspire discussions and collaborations among conference participants, driving forward the agenda of creating sustainable, innovative, and inclusive business practices that align with the broader goals of economic and social development.

Keywords: *Employee Attitudes; Employee Engagement; Economic Growth; Job Satisfaction; Organizational Commitment, Sustainable Business Practices*



The Mediating Role of Change Management on the Relationship between Organizational Culture and Leadership Commitment and Effective AI Initiative Implementation: Conceptual Framework

Alatawi Abdulrhman Mohammed A*, Dhakir Abbas Ali

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: dhoom7000@hotmail.com

Abstract

This paper explores the mediating role of change management in the relationship between organisational culture and leadership commitment and the effective implementation of artificial intelligence (AI) initiatives. In today's rapidly evolving technological landscape, organisations face significant challenges in adopting AI technologies. This conceptual framework examines how organisational culture and leadership commitment influence the success of AI initiatives, with change management serving as a crucial intermediary. Drawing on relevant theories and empirical studies, this paper proposes a model that highlights the interplay between these variables. Organisational culture, characterised by values, norms, and behaviours, sets the foundation for AI adoption by fostering an environment conducive to innovation and technological integration. Leadership commitment encompassing strategic vision, support, and resource allocation drives the prioritisation and execution of AI initiatives. Change management, defined as the structured approach to transitioning individuals, teams, and organisations from a current state to a desired future state, plays a pivotal role in this relationship. Effective change management practices ensure that employees are adequately prepared, motivated, and supported throughout the AI implementation process. By facilitating communication, training, and addressing resistance, change management enhances the alignment between organisational culture and leadership commitment, ultimately leading to successful AI adoption. This paper contributes to the existing literature by providing a comprehensive conceptual framework that underscores the importance of change management in the context of AI implementation. It offers practical insights for practitioners and policymakers aiming to leverage organisational culture and leadership commitment to maximise the benefits of AI technologies. Future research directions include empirical validation of the proposed model and exploration of industry-specific variations.

Keywords: *AI Initiative Implementation, Conceptual Framework; Change Management; Leadership Commitment; Organizational Culture*



The Impact of Artificial Intelligence on Concluding Commercial Contracts: The Mediating Effect of Governance and Ethical Considerations: Conceptual Framework

Abdulaziz Fudghush A Alajmi*, Dhakir Abbas Ali

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: h_905@hotmail.com

Abstract

This paper investigates the impact of artificial intelligence (AI) on the conclusion of commercial contracts, with a particular focus on the mediating role of governance and ethical considerations. As AI technologies increasingly permeate various sectors, their influence on commercial transactions and contract formation becomes more pronounced. This conceptual framework aims to elucidate the complex interplay between AI, governance structures, and ethical standards in shaping the effectiveness and integrity of commercial contracting processes. The proposed model integrates key AI application dimensions such as automation, decision-making algorithms, and predictive analytics into the context of commercial contract formation. It explores how AI can streamline and optimise contract negotiations, enhance accuracy in drafting, and ensure compliance with legal standards. However, the transformative potential of AI in commercial contracts is contingent upon robust governance mechanisms and adherence to ethical principles. Governance, encompassing regulatory frameworks, corporate policies, and oversight mechanisms, serves as a critical mediator that ensures AI applications are aligned with legal and organisational standards. Ethical considerations, including transparency, fairness, and accountability, further mediate the relationship between AI and contract outcomes, addressing concerns related to bias, privacy, and trust. By proposing a comprehensive conceptual framework, this paper contributes to the growing body of literature on AI in commercial law and governance. It offers practical insights for policymakers, legal practitioners, and business leaders on integrating AI technologies in commercial contracting while maintaining ethical integrity and regulatory compliance. Future research directions include empirical validation of the framework and examination of sector-specific implications.

Keywords: *Artificial Intelligence; Commercial Contracts; Conceptual Framework; Ethical Considerations; Governance*



Enhancing Organizational Potential through Sustainable Supply Chain Management Strategies: Bridging Start-ups, SMEs, and Investors

Li Chen*, Dhakir Abbas Ali

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 623461330@qq.com

Abstract

In an era where businesses are expected to balance profitability with sustainability, effective supply chain management (SCM) strategies are critical for organizations to realize their full potential. This study explores how innovative and sustainable SCM strategies can optimize operational efficiency and act as catalysts for growth among start-ups and small-to-medium enterprises (SMEs). It investigates how these strategies create meaningful connections between emerging businesses and investors, thereby fostering successful partnerships and joint ventures.

The research examines the intersection of SCM with key Sustainable Development Goals (SDGs) such as Decent Work and Economic Growth (Goal 8), which emphasizes job creation, and Industry, Innovation, and Infrastructure (Goal 9), which calls for innovative approaches in SCM practices. Additionally, Partnerships for the Goals (Goal 17) underscores the importance of collaboration among stakeholders to achieve shared sustainability objectives.

By analyzing successful case studies and contemporary trends, the study demonstrates how sustainable SCM can enhance operational performance, improve competitive advantage, and align with global sustainability targets. The findings provide a foundational framework for discussions at the Recent Trends in Business and Entrepreneurial Ventures conference, promoting effective partnerships and a collaborative environment where start-ups, SMEs, and corporates can explore new opportunities for sustainable growth.

Overall, this research presents a timely perspective on the role of SCM in achieving both business success and societal impacts, making it relevant for academics, practitioners, and investors committed to sustainable development and innovative practices.

Keywords: *Business Collaboration; Economic Growth; Supply Chain Management; Sustainable Development Goals; Innovation; Investment Opportunities; Start-ups; SMEs; Strategic Partnerships, Sustainable Practices*



Developing a Conceptual Framework to Explore the Impact of Strategic Choices on Renewable Energy Adoption Among SMEs in Saudi Arabia: Mediating Roles of Environmental Consciousness and Stakeholder Engagement

Adel Obaid B Alsharari*, Dhakir Abbas Ali

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: adelodiyd83@gmail.com

Abstract

This study aims to develop a conceptual framework to explore the impact of strategic choices on renewable energy adoption among small and medium-sized enterprises (SMEs) in Saudi Arabia, focussing on the mediating roles of environmental consciousness and stakeholder engagement. The growing global emphasis on sustainable practices and the Saudi Vision 2030 underscore the importance of renewable energy adoption in the SME sector. This research investigates how strategic decisions made by SMEs influence their adoption of renewable energy technologies and how environmental consciousness and stakeholder engagement act as mediators in this process. The proposed framework integrates insights from strategic management, environmental psychology, and stakeholder theory to provide a comprehensive understanding of the factors driving renewable energy adoption. A mixed-methods approach, combining quantitative surveys and qualitative case studies, will be employed to validate the framework and offer practical recommendations. The findings are expected to contribute to the literature by elucidating the mechanisms through which strategic choices and mediating factors facilitate renewable energy adoption. This research aims to guide policymakers, business leaders, and SMEs in formulating effective strategies to promote sustainable energy practices within the sector, thereby supporting broader environmental and economic goals.

Keywords: *Environmental Consciousness; Renewable Energy Adoption, Strategic Choices, SMEs, Stakeholder Engagement*



Proposed Conceptual Framework for the Impact of Total Quality Management and IT Alignment on Human Resource Development in the Saudi Education Sector: The Mediating Role of Employee Learning Agility

Somaya Ismael Youssef Al-Hajjouj*, Dhakir Abbas Ali

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: Somay444111@gmail.com

Abstract

This research paper aims to present a proposed conceptual framework for the impact of Total Quality Management (TQM) and IT alignment on human resource development in the Saudi education sector, with a focus on the mediating role of employee learning agility. The Saudi education sector is a vital industry that requires continuous development in all aspects to ensure improved quality and performance. The study relies on a comprehensive analysis of available literature to identify the potential links between TQM, IT alignment, and human resource development. Additionally, the study explores how employee learning agility can act as a mediating factor that enhances these relationships. Through this conceptual framework, researchers and practitioners can gain a deeper understanding of how to enhance human resource development in the Saudi education sector by improving quality management and IT strategies. The expected outcomes aim to provide practical recommendations to enhance efficiency and effectiveness in human resource development, contributing to the overall performance improvement of educational institutions in Saudi Arabia.

Keywords: *Employee Learning Agility; Human Resource Development; IT Alignment; Saudi Education Sector; Total Quality Management*



Developing a Conceptual Framework for Assessing the Mediating Role of E-Service Quality in Evaluating the Impact of Strategic Leadership and Strategic Marketing on Customer Retention in Saudi Telecom Company

Yousef Mukammi Alruwail*, Dhakir Abbas Ali

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: Ysfff31@gmail.com

Abstract

This study aims to develop a comprehensive conceptual framework to assess the mediating role of e-service quality in the relationship between strategic leadership, strategic marketing, and customer retention within the Saudi Telecom Company (STC). In the highly competitive telecommunications industry, customer retention is crucial for sustainable growth and profitability. This research explores how strategic leadership and strategic marketing initiatives can enhance e-service quality, thereby positively influencing customer retention. The proposed framework integrates key theoretical perspectives and empirical findings from the fields of strategic management, marketing, and service quality. It highlights the significance of e-service quality as a pivotal mediator that links strategic leadership and strategic marketing efforts to customer retention outcomes. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to validate the framework and provide actionable insights for practitioners. The findings are expected to contribute to the existing body of knowledge by elucidating the pathways through which strategic leadership and marketing strategies can be leveraged to improve e-service quality and, ultimately, customer retention in the telecommunications sector. This research will offer valuable guidance for STC and other telecom companies aiming to enhance their strategic initiatives and service quality to retain their customer base effectively.

Keywords: *Customer Retention; Conceptual Framework; E-Service Quality; Strategic Leadership; Strategic Marketing*



Effectiveness of Public Service Delivery at the Local Government in Nepal

Deepak Chaudhary*, Manual Selvaraj Bexci

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: dipak10@gmail.com

Abstract

The article aims to assess public service deliveries such as administrative and health services in terms of accessibility, timeliness, employee behaviour, competency, and fairness at the local governments in Nepal. The main objective of local governments is to provide public services to the doorsteps of the local community. The local government is a lower-level governmental agency in Nepal to provide public services to the local community. The power and authority of the local level are ensured by the Constitution based on the sharing of power under federalism.

A survey with a structured questionnaire among 411 household respondents was conducted to assess the service deliveries. Besides, in-depth interviews with local elected leaders of local governments were also conducted to examine the services and challenges. Both quantitative and qualitative approaches were adopted for the study. The finding was that the service delivery was found 'satisfactory' but still, there are some challenges in terms of easy access, fairness, and competency. Out of 17 Sustainable Development Goals, 13 Goals are related to public service delivery. Innovative policies and technologies are crucial for the sustainability of service delivery.

Keywords: *Administrative Service; Health Service; Local Government; Public service delivery; Sustainability*



Role of Nutrition Counseling in Breast Cancer Treatment

Kabita Maharjan*, Manual Selvaraj Bexci

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: kdkabs@gmail.com

Abstract

This paper aims to assess the effect of nutritional counselling to enhance the quality of life on breast cancer treatment in Nepal. Sustainable Development Goal 3 aims to safeguard healthy lives and promote well-being for all ages. The targets aim to reduce mortality from non-communicable diseases. Literature suggests that the role of nutritional counselling is vital along with medical treatment for breast cancer treatment. The literature is intensively reviewed to see the relationship between nutritional counselling and quality of life, i.e., health recovery. A closed questionnaire survey among 131 cancer patients as respondents of Bhaktapur Cancer Hospital (BCH) of Nepal was conducted to examine the quality of life using the EORTC QLQ C 30 questionnaire tool. Similarly, the case study of six patients was taken in-depth. Cancer as a non-communicable disease is known as a hard disease, and medically, it is costly. According to the Globocan 2022 report, breast cancer cases in Nepal were found to be 1973, and the death cases were 1049. During the treatment, nutritional counselling was provided to the patients using the 'My Plate for the Day' tool to create awareness of food and its diversity. The quality of life was assessed using the EORTC QLQ C 30 questionnaire tool in the pre-phase (first visit for treatment) and post-post (after three months), and the results of both phases were compared. The result showed there was a positive relation between nutrition counselling ($p < 0.001$) and quality of life, i.e., recovery situations. The campaign of nutritional counselling is more relevant to achieving sustainable Goal 3.

Keywords: Breast Cancer; Nutrition Counseling; Side Effects; SDG 3; Quality of Life



Understanding of the “Gap” Phenomenon in the Outsourced Development Projects Including the Dimensions of the Gap: An Exploratory Study

Liu Xiu

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 418928222@qq.com

Abstract

The "gap" phenomenon in outsourced IS development projects impacts the project's quality, results, and the level of satisfaction among stakeholders. The wide-ranging nature of the gap in outsourced IS development is the subject of this exploratory research, which aims to shed light on its many aspects and their consequences for project management. Organisations generally seek cost savings and access to specialised talents via outsourcing, yet this approach may sometimes present problems that hinder project performance. Communication barriers, cultural differences, and expectations misalignment are some of the elements of the gap that this research identifies and analyses as typical in outsourced IS projects. Case studies, interviews, and industry reports are used in the study to capture the intricacies and variances of the gap phenomena across diverse project settings. The communication gap is one of the investigated aspects; it includes problems with the customer and outsourced vendor's knowledge of one another and the flow of information. Researchers look at cultural differences as one of the main causes of when people's goals, methods, and approaches to addressing problems don't match up on a project. To further understand how the expectations gap affects project results and stakeholder satisfaction, it is necessary to examine differences between actual and expected deliveries. The overarching goal of the study is to gain a deeper understanding of the gap phenomenon and provide practical solutions by focussing on these aspects. Improving communication tactics, increasing cultural knowledge, and establishing clear expectations from the start are all parts of a comprehensive strategy that may help close the gap.

Keywords: *Cultural Differences; Communication Issues; Gap Phenomenon; Outsourced Development*



Strategies for the Development of Tourism Industry in Pokhara

Shukra Raj Adhikari*, Amiya Bhaumik, Sateesh Kumar Ojha, Pramod Upadhyia

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: adhikari.shukra@gmail.com.

Abstract

A unique gift of nature, Pokhara, recently declared the capital city of tourism by the Government of Nepal, is one prime destination for domestic and foreign tourists in Nepal. Pokhara welcomes about ten lakh tourists annually before COVID-19, after the great shock of COVID-19 in all sectors. Recently, this sector has also felt like a great jerk of COVID. However, tourism is gradually rising. Out of 11,97,197 international tourists who landed in Kathmandu, Nepal's capital city, about 38 to 40% visited Pokhara. The number of international tourists in Nepal decreased to 230,085 in 2020; in 2021, it was only 150,963.

Similarly, 614,869 and 1,014,885 tourists visited Nepal in 2022 and 2023, respectively. These facts prove that the wounds from the COVID-19 pandemic will heal recently in the tourism sector. To create Nepal as the best centre for international tourism, it seems necessary to develop and implement different strategies to achieve notable success.

This study focusses on developing effective and powerful strategies to develop tourism in Pokhara, and it will support stakeholders. This research is explanatory and designed based on qualitative and quantitative data from group and individual discussions with critical respondents. Respondents in this study will include tourism entrepreneurs, associations such as hotels, trekking agencies, travel agencies, mountaineering associations, travel associations, tourism boards, tourism councils, and tourists with diverse interests. The research utilises secondary data from various private and semi-government offices, as well as the Pokhara Metropolitan City. Entrepreneurs, policymakers, and tourists visiting various Pokhara areas shape the research findings.

Keywords: *Tourism Development; Tourism Strategies; Tourism Destination*



Understanding the Role of Educators in Professional Development Via Inquiry

Pan Yan

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 360236120@qq.com

Abstract

For teachers who are enrolled in degrees that require a significant amount of research, it is anticipated that they will acquire the abilities essential to function in an inquiry-based approach, in which they will be able to utilise and conduct their own research in order to reflect on their teaching methods. Nevertheless, there is a significant lack of knowledge about the efficacy and development of the graduates of these courses as instructors. For the purpose of this study, seven first-year teachers in the Netherlands who had previously completed academic teacher education courses were followed to see how they used inquiry-based learning in their classroom situations. Interviews were conducted with both the graduates and the administrators of their respective schools over the course of a period of around three years. Their involvement in inquiry-based learning extends beyond the confines of the classroom and throughout the whole school, depending on the personal and institutional motivations that motivate them. The findings indicate potential avenues for enhancing educators' capacity to participate in inquiry-based practice in the classroom environment.

Keywords: *Academic Educators; Inquiry-Based Working; Professional Development; Teacher Researchers*



Developing a Conceptual Framework for Assessing the Impact of Diversity, Equity, and Inclusion on Entrepreneurial Success: Mediating Effects of Employee Engagement and Artificial Intelligence in Saudi Arabia

Elham Tariq B Medher*, Dhakir Abbas Ali

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: Dr.elhammedher@gmail.com

Abstract

This study aims to develop a conceptual framework for assessing the impact of Diversity, Equity, and Inclusion (DEI) on entrepreneurial success, focussing on the mediating effects of employee engagement and artificial intelligence (AI) within the context of Saudi Arabia. As organisations increasingly recognise the importance of DEI in fostering innovation and competitive advantage, understanding its influence on entrepreneurial outcomes is essential. This research explores how DEI initiatives can drive entrepreneurial success by enhancing employee engagement and leveraging AI technologies. The proposed framework integrates theoretical perspectives from organisational behaviour, entrepreneurship, and technology management to provide a comprehensive analysis of these relationships. A mixed-methods approach, combining quantitative surveys and qualitative interviews, will be employed to validate the framework and offer practical insights. The findings are expected to contribute to the existing body of knowledge by elucidating the pathways through which DEI initiatives can enhance entrepreneurial success, mediated by employee engagement and AI implementation. This research aims to offer valuable guidance for entrepreneurs, policymakers, and business leaders in Saudi Arabia to develop and implement effective DEI strategies that foster innovation and growth.

Keywords: *Artificial Intelligence; Conceptual Framework; Diversity; Equity and Inclusion; Entrepreneurial Success; Employee Engagement*



Teaching English for Specific Purposes in Vocational University: Teachers' Attitude and Practice

Chen Hui Yin

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 455730162@qq.com

Abstract

Quantitative and qualitative methods were used in the investigation to compile the data for this article. The study's overarching goal is to improve people's understanding of teachers' opinions on English teaching in vocational settings, how those views play out in teachers' everyday practices, and how teachers' students feedback in school shapes those views. 120 vocational university students from four different disciplines took part in the study; all of them were in their third year of the study. The four majors represented here were accounting, industrial processing, machine technology, and civil construction. Data was collected using a variety of methods, including semi-structured interviews, notes taken during discussions, and classroom observations. After that, the data was separated in a logical order. It's often assumed that an ESP (English for Specific Purposes) teacher at a vocational university is the same as an English teacher at a conventional university. This is because ESP teachers need a certain skill set and body of knowledge. This research shows how difficult it may be for educators to attempt new approaches in the classroom. The end outcome proves these rationales. There might be a disconnect between classroom instruction and real-world application because of issues including student population, workload, textbook incompatibility, and individual requirements.

Keywords: *Classroom Practices; Teacher's Belief; Teaching English; Vocational School*



Analyze Competency Gap Design Hybrid Approaches to Build up Positive Performance of Counsellor

Jing Gui*, Jirawit Yanchinda

College of Arts, Media and Technology, Chiang Mai University, Chiang Mai 50200, Thailand

*Corresponding Author's Email: jason.dawnera@gmail.com

Abstract

The behaviour of excellent counsellors in the event interview and questionnaire, according to the results of my team counsellor competency and job demand pattern gap, because we are not able to achieve very good performance. In this study, I tried to use the "competency model building knowledge sharing" method to improve the present situation and solve the problem of team members's competency generation gap. Eighty-two counsellors from Haiyuan College, Kunming Medical University in the southwest China city of Kunming, and 708 student participants participated in the study. In the first stage, we use the analysis of individual interviews and a large number of open questionnaire results to build a competency model; in the second stage, we model quality and staff quality, as well as the competency generation gap; and in the third stage, we use the method of results verification to put forward the practice of knowledge sharing and organisational performance.

Keywords: *Knowledge Sharing; College Counselor; Competency Model; Organizational Performance*



Financial Management Practices of Orphanage in Nepal

Janak Kumar Poudel, Dipesh Kumar Ghimire

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: janakpoudel@gmail.com

Abstract

Given the number of orphans in Nepal, the government and public sectors have been building orphanages since 1935 to house children who have lost one or both parents. Despite this effort, no data exists on the quality of institutional care for orphans. From February to July 2024, this study collected quantitative data from children, social workers, and orphanage managers to investigate the daily lives, needs, and emotions of orphans, along with the pros and cons of institutional care. It involved in-depth interviews and a survey with 23 children aged 8 to 17, 15 orphanage administrators/staff/workers, 12 social workers, and nine activists or government officials across five districts of 11 orphanage homes in Nepal.

Findings from this study reveal that children living in orphanages generally felt that their living conditions were better than those in the families with whom they lived after losing their parents due to poverty and societal issues. Despite this, both children and orphanage workers identified several disadvantages of institutional care. These included administrative constraints, limited psychological guidance, stigma, a lack of education on AIDS, and the financial burdens of operation. The study suggests that intervention programs should focus on continuing support from both governmental and non-governmental organizations. Additionally, improvements in administrative practices and the incorporation of psychological support within orphanages are necessary. Addressing these areas can enhance the overall well-being of orphaned children, ensuring they receive comprehensive care and support within institutional settings.

Keywords: *Government; Non-Government; Orphanage; Orphans; Supporting Agencies*



A Study to Analyse Novel Approaches to Science and Literacy Education that Promote Rapid Student Growth

Wang Ziheng

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 499164167@qq.com

Abstract

This research focusses on innovative teaching strategies for science and literacy that foster quick learning. Regarding kids' unique requirements and learning styles, traditional teaching approaches often fall short, which might impede their academic achievement. As a result, new approaches have emerged, including scientific education using digital technology, inquiry-based learning, and hands-on experiments, as well as literacy education using multimedia resources, collaborative learning spaces, and a variety of texts. The research looks at how these new methods might make students more involved, better understand, and think critically. Incorporating interactive technologies and real-world applications into scientific instruction helps simplify and captivate students with difficult ideas. For the same reason, culturally relevant materials and interactive digital platforms may greatly enhance literacy instruction by making reading and writing more interesting and applicable to students' lives. The research's goal is to demonstrate how various strategies help students progress more quickly by evaluating how well they work. The study emphasises the value of a comprehensive strategy that integrates cutting-edge methods from both fields, demonstrating how they may enhance one another to boost overall academic achievement. The results indicate that adapting science and literacy instruction to various learners' requirements using these new techniques leads to rapid and sustained academic development in children. This is because students are better able to comprehend and apply what they study. In sum, the findings of this research highlight the need to implement and improve upon cutting-edge pedagogical techniques in order to create a setting that promotes engaging and fruitful educational encounters.

Keywords: *Academic Achievement; Innovative Strategies; Literacy Education; Student Growth, Science Education*



Causes of Cancellations of Elective Surgery Cases in a High-Volume Tertiary Center of Nepal: A Prospective Study

Monika Ghimire*, Sateesh Kumar Ojha

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: drsateesh@lincoln.edu.my

Abstract

Background: Operation Theatre lists account for a significant proportion of a hospital's revenue and an even larger fraction of its total expenses. Cancellation results in wasting surgeons' and operating room personnel's time and unused prepared equipment. However, a large proportion of the cancellations are often preventable. Thus, this prospective study aims to identify and analyse the reasons for elective surgery cancellations in a high-volume tertiary centre in Nepal, and establish a baseline for planning preventive measures. **Methods:** A prospective observational method was employed, with data collected from all patients scheduled for elective surgery across various specialties. The study utilised a convenient sampling technique, including patients from ward admissions, high-dependency care units, outpatient departments, and referral bases to the center. All the hospital's operative specialties were included. Cancellations were assessed by descriptive analysis for both major and intermediate cases planned across all 12 operating theatres in the hospital, with exclusion criteria applied to emergency surgery cases. **Result:** Out of total 10,604 scheduled surgeries, 5.03% were cancelled. The leading causes of cancellations were workups needed mostly because of changes in medical status (e.g., changes in blood pressure, fever, chest not clear, fat embolism syndrome, etc.), patient-related (e.g., didn't perform surgery, no show, and consent refusal), and facility-related reasons (e.g.). Workup-related factors accounted for 67.19%, patient-related factors accounted for 20.35% of cancellations, followed by facility-related issues at 11.46%. **Conclusion:** Surgery cancellations at the tertiary care centre are predominantly due to changes in medical status, scheduling errors, patient no-shows up, and other patient financial constraints. Targeted interventions, such as surgeon preparation before surgery, referral consultation in time, and more efficient scheduling practices, are necessary to reduce cancellation rates, enhance surgical service delivery, and maximise efficiency.

Keywords: *Elective Surgery Cancellations; High-Volume Tertiary Center; Nepal; Prospective Study; Surgery Cases*



The Role of Trade Unions in Enhancing Productivity in an Organization (A Case of Brick Factory Workers Union in Nepal)

Ganesh Datt Pant

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: ganeshpant2018@gmail.com

Abstract

This study assesses the role of trade unions in enhancing the productivity of an organization. The survey's target population is union brick factory workers in Kathmandu Valley. The study bases its analysis on descriptive and inferential. The researcher contacted 100+ brick factory workers to furnish the information. The study hypothesised that the significant activities of unions are negotiation and collective bargaining. The results reveal that trade unions are vital in mobilising and managing human resources, creating favourable working environments for the organisation's wage earners, and enhancing productivity through their major activities: collective bargaining and negotiations.

Keywords: *Collective Bargaining; Productivity; Relationship; Trade Union; Union Members*



Perceptions of Community Engagement in Bardiya: Benefits and Barriers

Anju Thapa, Sateesh Kumar Ojha

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: asu.anjuthapa@gmail.com

Abstract

The purpose of the community engagement program is to uplift the status of poor and marginalised people who are struggling in terms of their daily livelihood. These programs' outcomes vary from case to case. This study explores people's perceptions of the benefits and barriers of community programs in Dallagaun village, Bardiya, Nepal. To do so, primary data were collected through key informants's interviews and discussions. Perception regarding benefits and barriers of community engagement was gathered by ranking their level of agreement on the benefit of community engagement, and elite capture, lack of monitoring, and lack of expertise as barriers. This study employed critical phenomenological methods for qualitative data analysis, and descriptive analysis tools were employed. This study reveals that participants perceive engagement benefits differently, and community engagement programs incorporate barriers like elite capture, inadequate monitoring, and insufficient expertise. Improving people's benefit from community engagement requires mitigating the barriers and making participants more aware and informed.

Keywords: *Benefit; Barriers; Community Engagement; Nepal; Rural*



Why Forensic Accounting in Nepalese Organizations?

Arjun Niroula*, Sateesh Kumar Ojha

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: arjun.niroula99@gmail.com

Abstract

Nepalese organisations can earn trust through accounting practices and disclose their governance levels. Forensic accounting serves several purposes: fraud detection and prevention, litigation support, insurance claims, business valuation, dispute resolution, and bankruptcy proceedings. This study explores how far Nepalese organisations have earned the public's trust by applying such accounting practices in this periphery and how far they have successfully met their objectives. So, this study enquires with crucial personnel from several non-accounting departments and sections about their organisations' accounting practices. The study also included several other stakeholders, shareholders, and employees from different organisations to obtain information through snowball sampling. Preliminary research findings based on the onions generated show that window dressing practices are widespread in accounting.

Keywords: *Forensic Accounting; Fraud Investigation; Fraud Rate Management of Accounting Practices; Litigation Support*



Comparative Analysis of Construction Projects of Cross Countries: Developed and Developing Countries

Bikash Baral*, Sateesh Kumar Ojha

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: bikash_baral@hotmail.com

Abstract

This study tries to analyse the different models of building construction in developed and developing countries. The sample taken is Perth, Australia, as a developed country, and as developing countries, Aweil of South Sudan and Pokhara of Nepal. The construction projects were chosen from residential buildings in urban areas. The method adopted is the observation of the sites of the cities and in-depth interviews with stakeholders: government officials, contractors, clients, engineers, and other technicians involved in construction. The preliminary findings indicate that factors such as the level of skills and efficiency of engineers, government officials, topology, budget, and governing authorities play a significant role.

Keywords: Budget; Cost of Materials; Consciences; Technology



Using Virtual Reality to Enhance Cultural Sensitivity in Sri Lankan Tour guides: Mediator role of Employee Satisfaction

H.L Neel Wasantha*, J. Siyambalapitiya, C. Prabuddha, D.K.T Dangalle

Uva Wellasa University, Passara Road, 90000 Badulla, Sri Lanka

*Corresponding Author's Email: neel@uwu.ac.lk

Abstract

This study investigates the potential of virtual reality (VR) technology to enhance cultural sensitivity among tour guides in Sri Lanka. Cultural sensitivity, the ability to appreciate and navigate the nuances of different cultures, is essential for tour guides to ensure positive and meaningful experiences for both tourists and locals. However, traditional training methods often fall short in fostering genuine empathy and understanding. VR, with its immersive and interactive nature, can offer a novel and engaging approach to cultural sensitivity training, allowing tour guides to practice realistic cultural scenarios and develop practical skills. The study also explores the mediating role of employee satisfaction in the relationship between VR and cultural sensitivity, examining how VR training might influence the job satisfaction and motivation of tour guides. The study adopts a quantitative research design and collects data from 384 Sri Lankan tour guides using an online survey using simple random sampling technique. The survey measures the extent and nature of VR training adoption, the level of employee satisfaction, and the degree of cultural sensitivity among tour guides. The data is analysed using descriptive and inferential statistics, including confirmatory factor analysis and structural equation modelling. The results provide strong support for the hypotheses that VR training has a positive effect on both employee satisfaction and cultural sensitivity and that employee satisfaction acts as a significant mediator in this relationship. The findings suggest that VR training can revolutionise tour guide training in Sri Lanka and beyond by equipping tour guides with the necessary cultural sensitivity to deliver enriching and respectful tourism experiences. The study also contributes to a broader understanding of VR's potential in promoting cultural awareness and empathy across the globe.

Keywords: *Cultural sensitivity; Employee Satisfaction; Tour guides; Virtual reality Training; Virtual reality*



Green Transformation of Old Residential Areas Promotes Sustainable Urban Development

Wang Tianyu*, Ajmera Mohan Singh, Manual Selvaraj Bexci

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 280879396@qq.com

Abstract

With the passage of time, green community research has gradually developed into an interdisciplinary field, involving multiple fields such as urban planning, environmental protection, sociology, etc. In the late 20th century, the influence of theories such as New Urbanism and Sustainable Neighbourhood Communities led to a shift in the development direction of community public construction, emphasising resident participation and ecosystem health. For example, the design and construction of community public spaces such as community gardens and farms began to emphasise sustainability and ecological friendliness, aiming to promote interaction and participation among community residents and provide them with a healthy and sustainable living environment. Some progress has been made in exploring resilient communities, mainly by improving the accessibility services and neighbourhood assistance functions of community public spaces to enhance community cohesion. Efforts have also been made to enhance cultural adaptability and epidemic response capabilities to continuously improve the health status of the community. With the progress of the times and the deepening of the concept of sustainable development, industrialisation and greening are increasingly becoming the "main engines" driving urban renewal. The green transformation of old residential areas is an important means of implementing urban renewal. With the continuous advancement of technology and the continuous optimisation of materials, green transformation such as new environmentally friendly materials will be more widely applied in various fields such as public space upgrading and temporary facility construction, bringing more flexible, efficient, and green solutions for urban renewal and helping to build sustainable smart cities.

Keywords: *Green Transformation; Old Residential Areas; Sustainable Development*



The Contribution of Physical Infrastructure towards Achieving Sustainable Development in Asian Developing Economies: Evidence from Panel ARDL Approach in the Light of SDG 9

Priyajit Kumar Ghosh^{1*}, Biswajit Paul²

¹St. Xavier's College (Autonomous), Kolkata, West Bengal, 700016, India

²University of Gour Banga, Malda, West Bengal, 732103, India

*Corresponding Author's Email: priyajitkumarghosh97@gmail.com

Abstract

The rapid economic growth and urbanization in Asian developing economies highlight the importance of robust physical infrastructure for economic activities, social services, and environmental management. As these economies transition from agrarian to industrial, the demand for resilient infrastructure is critical for long-term resilience. The United Nations also acknowledged the necessity of physical infrastructure and introduced Sustainable Development Goal 9 (SDG 9) to encourage countries to build resilient infrastructure that promotes sustained economic expansion, social inclusiveness, environmental sustainability. In this regard, the present study employs multiple robust econometric tools, including the Panel Co-integration test, Panel ARDL model, FMOLS, DOLS, and D-H causality test, to explore how physical infrastructure development contributes to sustainable development in the light of Asian developing economies during 1990 to 2022. This study demonstrates the positive contribution of physical infrastructure development to sustainable development, both in the long term and short term. In the short run, it has less impact on sustainable development as compared to the long run. Given that the world has only six years remaining to attain the Sustainable Development Goals (SDGs), this study recommends that policymakers in Asian developing economies prioritize the establishment and enhancement of physical infrastructure while incorporating sustainability considerations, ensuring socioeconomic advancement occurs without detrimental environmental impact.

Keywords: Asian Developing Economies; Panel ARDL; Physical Infrastructure; Sustainable Development; SDG 9; United Nations

JEL Classification: C33, H54, Q01, O53



The Impact of Early Poverty Experience on Labor Income: Using Personal Cognitive Ability and Education Level Mechanism as Mediating Variables

Zhang Yue*, Ajmera Mohan Singh, Manual Selvaraj Bexci

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 1014162111@qq.com

Abstract

This study explores the impact of early poverty experiences on adult labour income in China, highlighting income inequality and social equity. Using CHARLS data, the research finds that individuals who experienced poverty in childhood or youth earn significantly less in adulthood, with the effect being more pronounced for women than men. However, the negative impact can be mitigated by accumulating social capital in adulthood. Notably, poverty in early childhood shows no significant impact on adult income.

The study identifies education level and cognitive ability as key mechanisms through which early poverty affects income. The results are consistent across robustness tests, including a Heckman two-stage model. This research provides valuable insights into how early poverty shapes labour market outcomes and offers a scientific foundation for addressing income inequality and promoting social equity in economic development.

Keywords: *Cognitive Ability; Early Poverty Experience; Education Level; Labor Income*



Integrating Disability Inclusivity into Higher Education Housing: Implications for Sustainable Development Goals and Organizational Management

Lin Lin

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

Corresponding Author's Email: 391040298@qq.com

Abstract

This study examines the integration of disability inclusivity in higher education housing management and its alignment with the United Nations Sustainable Development Goals (SDGs), particularly Goals 1 (No Poverty), 8 (Decent Work and Economic Growth), 9 (Industry, Innovation, and Infrastructure), and 11 (Sustainable Cities and Communities). Through a grounded theory methodology, it explores how housing professionals address the needs of students with disabilities, contributing to reduced inequality (SDG 10) and resilient infrastructure (SDG 11).

The research highlights the positive impact of inclusive housing policies on student success and institutional innovation. It also emphasizes the role of cross-sector collaboration between educational institutions, corporate partners, and government agencies in promoting disability awareness and advancing SDGs related to economic growth and community development.

Key findings show that embedding disability inclusivity into strategic and operational frameworks enhances institutional sustainability, supporting all students and contributing to broader global goals. The study proposes a comprehensive framework for higher education housing management, focusing on innovative policies, leadership commitment, and strategic partnerships. This approach positions higher education institutions as vital contributors to sustainable development and social equity.

The research offers valuable insights for policymakers, educators, corporate leaders, and researchers by linking inclusivity to global sustainability efforts, encouraging higher education institutions to foster more inclusive and equitable communities.

Keywords: *Corporate Governance; Disability Inclusivity; Higher Education Housing; Organizational Management; Sustainable Development Goals (SDGs)*



Beyond Economics: The Role of Cultural Capital in Enhancing Poverty Alleviation Strategies among Indigenous Communities in Nepal

Dipesh Kumar Ghimire*, Sateesh Kumar Ojha

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: dipesh.ghimire@cdso.tu.edu.np

Abstract

In Nepal, the poverty reduction discourse has primarily focused on economic and social factors such as income generation, education, and infrastructure development. However, this approach often overlooks the critical role of cultural capital—a set of intangible assets like knowledge, skills, education, and cultural awareness—that significantly influences individuals' socio-economic mobility. This literature review explores how cultural capital, particularly within indigenous communities like the Tharu in Bardiya District, contributes to poverty alleviation. The study reveals that cultural capital is an underexplored yet vital element that enhances community resilience, fosters economic opportunities through tourism (e.g., homestays), and empowers marginalized groups. Despite its potential, cultural capital remains a peripheral component in Nepal's poverty reduction strategies, calling for a more integrated approach that recognises and leverages cultural assets for sustainable development.

Keywords: *Cultural Capital; Nepal; Poverty; Reduction*



Research on Live Streaming E-Commerce in the Big Data Era from a Communication Perspective

Liu Yingying^{1*}, Manual Selvaraj Bexci²

¹Shandong Urban Construction Vocational College, No. 4657, J7QC+WMC, Licheng District, Jinan, Jinan, Shandong 250103, China

²Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: t63966606@gmail.com

Abstract

This paper investigates the phenomenon of live streaming e-commerce in the context of the big data era, examining it from a communication perspective. The study explores the rise and development of live streaming e-commerce, highlighting its emergence as a novel and significant marketing tool in modern commerce. The paper analyses the three primary components of live streaming e-commerce: the host, the live streaming platform, and the audience, emphasising the platform's role as a bridge that enables real-time interactions between hosts and viewers, enhancing the shopping experience and fostering stronger connections between brands and consumers.

The study further discusses the impact of live streaming e-commerce on consumer purchasing decisions, noting that it provides a more intuitive and engaging platform for product demonstrations and information sharing, reducing uncertainty in the shopping process and enhancing emotional satisfaction. However, the study acknowledges the challenges faced by this industry, such as content homogenisation and regulatory issues, and recommends innovative content strategies and strengthened regulatory frameworks to ensure its sustainable and healthy development.

Keywords: *Big Data Era; Communication; Live Streaming E-Commerce*



An Investigation of the Effects of Advances in Social Media Theory and Methodology on Tourism

Zheng Lu Man

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 375346392@qq.com

Abstract

Marketers now have a new and valuable weapon at their disposal thanks to the rise of online communities to promote vacation spots. The way people see a holiday spot on social media could influence their decision to go there. Even if social media advertising is becoming more popular, the hotel industry is still struggling to adapt to and benefit from the rapid speed of internet change. Facebook and Twitter, among others, are expected to see a surge in popularity. A lot of hotels have a hard time figuring out "how to" attract guests, get them to book a room, and get them to talk about the hotel online. The purpose of this study's quantitative research is to find statistically significant connections between variables by collecting numerical data on those variables and putting it into statistical models. In the final poll, 820 customers were surveyed using questionnaires. A comprehensive survey was sent to customers selected using a systematic random sampling procedure. For the study, every questionnaire that was filled out was considered, and those that were not were ignored. The implications of the study's finding are substantial. The p-value of.000, which is lower than the.05 alpha thresholds, indicates that $F = 246.703$ is statistically significant. Because of this, we may conclude that "H1: There is a significant relationship between relevance to the audience and understanding progress in social media" is correct and reject the null hypothesis.

Keywords: *Experiences and Perception; Social Media Platforms; Tourism; Travel expectations*



The Impact of Political and Economic Factors on Institutional Capacity in Myanmar's Tourism Sector: A Quantitative Analysis

Thet Lwin Toh*, Arkar Htet, Amiya Bhaumik, Mindhun Chakkaravarthy

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: jackietoh@gmail.com

Abstract

This study investigates the influence of political stability and economic resources on the institutional capacity of Myanmar's tourism sector through a rigorous quantitative analysis. Utilising primary survey data collected from domestic tourists, the research employs factor analysis, reliability testing, correlation, and regression analysis to examine the relationships between political factors, economic conditions, and institutional capacity. The findings reveal that both political stability and economic resources significantly enhance institutional capacity, a critical factor for fostering sustainable tourism development. This study underscores the importance of strategic political and economic interventions to build resilient institutional frameworks, ensuring the long-term growth and sustainability of Myanmar's tourism industry. The results provide valuable insights and actionable recommendations for policymakers and industry stakeholders dedicated to promoting robust and enduring development in the tourism sector.

Keywords: *Economic Resources; Institutional Capacity; Myanmar Tourism Industry; Political Stability; Sustainable Tourism*



Sustainable Impact of Technology Effectiveness, Opportunities, and Social Development on Higher Education Accessibility in Myanmar

Naing Soe Aye*, Manual Selvaraj Bexci, Sandeep Poddar, Amiya Bhaumik

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: 280879396@qq.com

Abstract

This study examines the impact of technology effectiveness, social development, and opportunities on higher education accessibility in Myanmar, with a particular focus on private higher education institutions. The research employs a comprehensive analysis using standardised questionnaires, descriptive statistics, correlation, and multiple regression analysis on a sample of 199 respondents. The findings reveal that technological effectiveness plays a significant role in enhancing educational accessibility, with strong positive correlations and substantial impacts on educational outcomes. Social development emerges as a critical factor, demonstrating that supportive social norms and community engagement significantly improve accessibility. Additionally, the study identifies opportunities provided by technological advancements as pivotal in enhancing accessibility, though these are often hindered by socio-political and economic challenges. The study underscores the interconnectedness of these factors and their collective influence on educational accessibility. It concludes with practical implications, advocating for strategic investments in technological infrastructure, the promotion of supportive social environments, and innovative solutions to leverage existing opportunities. Future research directions suggest longitudinal studies, a broader demographic scope, and in-depth analyses of specific technological and infrastructural challenges, aiming to develop effective strategies to improve higher education accessibility and contribute to Myanmar's socio-economic development.

Keywords: Accessibility; Educational Quality; Higher Education; Myanmar; Private Education; Social Developments; Technology



Environmental Regulation, Low-Carbon Technology Innovation and Industrial Green Total Factor Productivity

Bai Ke

Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

*Corresponding Author's Email: zhongxin1976@126.co

Abstract

Since the reform and opening up, China's economic construction has long been accompanied by resource consumption and environmental pollution, which has led to the emergence of increasingly prominent issues such as resource and environmental constraints and ecological degradation. Therefore, studying the impact of environmental regulation on industrial green total factor productivity is of significant practical importance for the country to formulate and implement policies for green and low-carbon industrial development. Based on the panel data of 30 provinces in China from 2015 to 2020, this paper empirically analyses the transmission mechanism and regional heterogeneity of environmental regulation affecting industrial green total factor productivity and takes low-carbon technological innovation as a threshold variable to study the nonlinear effect of environmental regulation on industrial total factor productivity. The results show that environmental regulation not only directly affects industrial green total factor productivity but also indirectly improves industrial green total factor productivity by improving the level of low-carbon technological innovation; the impact of environmental regulation on industrial green total factor productivity has a significant threshold effect, and there is a significant regional heterogeneity. Therefore, it is proposed to implement differentiated environmental regulation strategies, enrich regional environmental regulation tools, and cultivate innovative entities in the green and low-carbon fields in order to improve industrial green total factor productivity.

Keywords: *Environmental Regulation; Low-Carbon Technological Innovation; Panel Model; Total Factor Productivity*