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INCLUSION IN LEARNING

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EDITORIAL

It is my proud privilege to welcome you all to The International Conference on Social Science, Management and Tourism. I am happy to see the papers from different parts of the world and some of the best papers abstracts published in this proceedings. This proceeding brings out important research ideas from diverse fields i.e. Social Media, Education, Digital Marketing, and Management. UF-AALR is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative ideas and to explore future trends and applications in the field of Science and Social Science. However, this conference will also provide a forum for the dissemination of knowledge on both theoretical and applied research in the above-said areas with the ultimate aim of bridging the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of scientific ideas for the next generation. Our goal is to make the Conference proceedings useful and interesting to audiences/readers involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to keynote speaker Professor Dr Shahid Bashir, the session session chair Dr Nabilaa Binti Mohamed, the advisory board members and other organizers from the United Frontiers Academy of Advance Learning and Research for successfully organizing this hybrid online-physical conference. I am sure the contributions of the authors shall add value to the research community. I also thank all the reviewers for their constructive comments on the submitted abstracts and the follow-up of the revisions.

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Editor-in-Chief

Dr Mushtaq Ahmad

United Frontiers Conference Proceedings

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Abstract

An analysis of Kahoot use in Maximizing the Effectiveness of Digital Marketing Training

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ABSTRACT

The objective of this research is to assess the efficacy of integrating the Kahoot application into Digital Marketing training sessions. Acknowledging the escalating importance of digital skills in contemporary times, particularly in the realm of marketing, the study emphasizes the necessity for proficient training methods. Kahoot, recognized for its gamified learning approach, was investigated to ascertain its effectiveness in enhancing comprehension and participation during Digital Marketing training. Employing an experimental research design, the study engaged 54 participants in an offline training session. Data collection methods included pre-tests, post-tests, and questionnaires to gather insights into the impact of Kahoot on training outcomes. Data analysis using SPSS shows that Kahoot has a significant positive influence on training effectiveness. This was demonstrated through an increase in comprehension scores from the pre-test to the post-test. Data was collected using pre-test, post-test, and questionnaires, and analyzed with SPSS. Key findings include significant improvement in comprehension scores (average pre-test score of 57/100 to post-test score of 83/100), high validity (Pearson's correlation > 0.268 for all items) and reliability (Cronbach's Alpha > 0.95 for both variables), and strong correlation (Pearson Correlation of 0.953) between Kahoot use and training effectiveness. The regression analysis indicated a significant relationship, with a determination coefficient of 90.8%, suggesting Kahoot's substantial impact on training effectiveness. The results of this study confirm that the integration of Kahoot in Digital Marketing training can improve the quality of learning, enrich the learning experience, and strengthen the understanding of the material. These findings are consistent with adult learning theory and existing literature on the use of technology in education. Thus, this study recommends the application of interactive learning technologies such as Kahoot to increase the effectiveness of Digital Marketing training. This research makes a valuable contribution in the context of education and professional training, demonstrating the importance of adaptation to innovative learning methods in the digital age.

Keywords: Digital Skills, Digital Training, Kahoot, Educational Technology, Interactive Learning Tools

Navigating Nature: Sustainable Route Strategies for Eco-Tourists in North Taihu Lake, Wuxi City

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ABSTRACT

The swift urbanization process has spurred a heightened fascination with nature-centric travel adventures, underscoring the escalating significance of ecotourism. This research endeavors to unveil a groundbreaking ecotourism route planning algorithm, crafted around the harmonization of tourist interests and natural attractions. The overarching goal is to elevate the allure and expansion of ecotourism by prioritizing the unique preferences of each tourist and the suitability of various attractions. Several ecological attractions within the Taihu Lake scenic area in Wuxi, China, were chosen as the experimental dataset. Simultaneously, historical travel data of tourists, including their demographics and preferences, was compiled to investigate the relationship between user characteristics and ecotourism attractions. Predictions of visitor experiences at these sites were made by utilizing back-propagation neural networks and one-hot encoding to account for non-sequential features. Additionally, an ant colony algorithm based on weighted average distance was applied to formulate an optimal ecotourism route. The study found that considering individual tourist preferences significantly elevates visitor satisfaction in ecotourism route planning. It revealed the positive impact of aligning tourist attributes with attraction features, culminating in heightened visitor contentment. The findings underscore the importance of integrating user preferences into ecotourism planning strategies. Prioritizing personalized tourist experiences significantly enhances the effectiveness of ecotourism route planning initiatives. This research contributes a comprehensive framework aimed at reinvigorating the ecotourism landscape in the digital age. Based on the outcomes, it is recommended to prioritize individual tourist inclinations and attraction compatibility in devising ecotourism strategies. Additionally, the adoption of deep learning techniques and one-hot encoding could further augment ecotourism planning accuracy and efficacy.

Keywords Ecotourism, Travel Planning, Ant-Colony Algorithm, Deep Learning, One-Hot Encoding, Visitor Satisfaction

Abstract

https://www.ufaalr.com/proceedings/index.php/ufcp

How Emoji as A Tool For Digital Communication Affirm Meaning in Online Interactions:

A Social Semiotics

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ABSTRACT

This study aims to find out the semiotic meaning of emojis used in WhatsApp communication and the emotions felt by users when using these emojis. The research data were obtained through screenshots of WhatsApp conversations of 4th semester English education students and through interviews with them. Data collection methods used observation, documentation by collecting screenshots of WhatsApp conversations, and interviews for data analysis using Charles Sanders Peirce's semiotic trichotomy theory (sign, object, and interpretant). The results of the study include data on the types of yellow face emoji commonly used in the WhatsApp application. A total of 16 face emojis were found in user conversations conducted between July and August 2023. The research has found that face emojis can effectively convey a variety of emotions. The research findings show that as many as 16 facial emojis are used to express various emotions, both positive and negative. The right use of emoji can help in conveying the meaning of the message clearly and strengthen the relationship between users. However, indiscriminate use of emojis can change the meaning and cause conflict or tension in communication that has the potential to damage existing relationships. Therefore, it is important to use emoji wisely and pay attention to the context of communication.

Keywords: Semiotics Theory, WhatsApp, Emoji Positive, Negative Emoji, Expression, Sign

Abstract

Delving into the Psycho-Social Obstacles Encountered by Public University Students with Physical Disabilities in Pakistan: An In-Depth Exploration

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ABSTRACT

A significant portion of the populace grapples with physical disabilities, which pose obstacles to their everyday activities. Students belonging to this demographic encounter numerous hurdles as a result of their physical impairments. This study aimed to investigate the psychosocial difficulties encountered by physically disabled students enrolled in Public-Sector Universities in Pakistan. A qualitative approach was utilized to delve into the subject under scrutiny. Data collection employed purposive sampling, a non-probability technique, from Public-Sector Universities in Pakistan. In-depth semi-structured interviews were conducted with seven participants who had physical motor disabilities and were in their 7th and 8th semesters of BS (Hons) programs. The interviews ranged in duration from 35 to 45 minutes. By using Thematic Analysis, eight themes emerged: (a) unsupportive class fellows, (b) unsupportive teachers, (c) discriminatory attitudes, (d) misperception of disability, (e) uncomfortable gaze, (f) unwanted feelings, (g) low self-esteem and (h) social anxiety. The findings both support and contribute to the knowledge of this kind of experience. The research highlights the importance of training teachers and conducting awareness campaigns to educate students about supporting physically handicapped individuals in class by discouraging discrimination. Additionally, organizing accessible outdoor activities for disabled individuals can enhance skills, foster confidence, and alleviate social anxiety. The research underscores unique themes. These themes underscore the potential impact of such perceptions on psychological well-being. Notably, the study identifies a distinct case wherein disability is regarded as a blessing. In this instance, the attention and affection garnered from nearby individuals elevate the participant to a central position in social situations, providing insight into diverse perspectives on disability. Future researchers should conduct one-on-one interviews and perform a comparative study between students with physical motor disabilities in public and private sector universities.

Keywords: Obstacles, Students with Physical Disabilities, University, Qualitative Inquiry, Thematic Analysis

The Influence of Anchor Features on Social Media Audiences' Purchase Intention in Live Streaming in China

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ABSTRACT

Fresh agricultural products live streaming technology has developed rapidly in China, the quality of anchors is uneven, and the audience's intention to purchase is reduced. To solve this problem, the main objective of this study is to examine the relationship between anchor features and audience purchase intention. This study adopts a quantitative research method, The Tencent questionnaire （Like Google form） was used for online data collection and analyzing a sample size of 407 using SPSS27 and SMARTPLS4.0. In this study, 20 hypotheses were proposed, 6 were rejected and 14 were accepted. The results show that: 1) The credibility, professionalism, attractiveness, and interactivity of the anchor's features have a negative impact on perceived risk; the attractiveness of the anchor's features has a positive impact on purchase intention. 2) Perceived risk has a negative impact on purchase intention. 3) Perceived risk has a full mediating effect between the anchor features of credibility, professionalism, attractiveness, interactivity, and purchase intention. This study's results enrich the research theory on purchase intention of live streaming of fresh agriculture products and provide an important basis for the live streaming industry of fresh agriculture products in selecting anchors. There are many factors that affect the audience's purchase intention and this study is only from the perspective of the anchors. Therefore, this study suggests that future scholars can verify the impact of live-streaming features on the audience's purchase intention from other perspectives, such as electronic service platforms.

Keywords: Anchor Features, Purchase Intention, Fresh Agricultural Products Livestreaming

Exploring Parental Views on Integrating Smartphones for Primary Education Post-COVID-19

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ABSTRACT

This study explores parental perceptions of smartphone utilization as an educational tool for young learners in the post-COVID-19 era. Employing a mixed-method approach, the research was carried out in Bajaronggi Hamlet, Serdang Bedagai Regency, North Sumatra, Indonesia. A sample of 10 parents was selected using a simple random sampling technique. Data collection instruments included interviews, questionnaires, and documentation. The findings indicate that most parents hold favorable views toward smartphone integration in early childhood education following the COVID-19 pandemic. The factors influencing these perceptions primarily fall within the agreed category (75.75%) with a score range of 60-89, attributed to three key elements: individual concern (perceiver), the purpose of perspective, and the situation. This study provides novel insights into parental perceptions of smartphone use in early childhood education in the context of post-pandemic recovery efforts. The findings contribute to the understanding of factors influencing parental acceptance of technology integration in primary school settings and inform strategies for effective smartphone implementation in educational practices, offering insights to drive effective smartphone integration strategies within educational settings.

Keywords: Smartphone-Based Learning, Parental Perceptions, Early Childhood Education, Post-COVID-19 Education, Technology Integration

Abstract

Assessing the Impact of TikTok on Self-Efficacy for Enhancing English Speaking Skills

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ABSTRACT

Chinese higher education ESL students view TikTok as a valuable digital resource for enhancing English proficiency due to its authentic, informative, flexible, accessible, and cost-effective content. This study explores the impact of TikTok on self-efficacy among college students in China, specifically focusing on oral communication skills. Using a quantitative research design, data is collected through surveys analyzed by SPSS 26 and PLS-SEM, along with language proficiency assessments. The study targets college students aged 17 to 22 enrolled in English courses at a specific college in Guangzhou, China, with 259 participants selected through purposive sampling. The results demonstrate a substantial direct influence of both the perception of usefulness and the preference for using TikTok on self-efficacy towards the use of TikTok. Furthermore, the relationship between the perception of usefulness and the preference for using TikTok is notably mediated through the sequential effects of self-efficacy towards the use of TikTok. These findings suggest a complex interplay, highlighting the importance of self-efficacy as a mediator in the relationship between perceived usefulness, preference for use, and overall proficiency in utilizing TikTok. In conclusion, educators play a vital role in guiding students to effectively use TikTok as an educational tool. Providing strategies for critically assessing content credibility and offering additional support can enhance TikTok's credibility as a trusted resource for language acquisition, empowering students to leverage its full potential for improving speaking skills.

Keywords: Higher Education, ESL Students, TikTok, Self-efficacy, English Speaking Proficiency

Youth Political Engagement via Facebook: A Netnographic Exploration of Political Activism in Pakistan

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ABSTRACT

This netnographic research delves into the utilization of Facebook as a medium for political activism among Pakistan's youth. It delves into the ways in which young people employ Facebook to champion various causes, voice their political viewpoints, and actively participate in shaping the national political discourse. Through the utilization of a Netnographic methodology coupled with participant observation, this study endeavors to offer insights into the drivers, trends, and consequences of youth engagement in political activism within the digital sphere. The objective is to examine and observe the involvement of young people in online political conversations, elucidating the attitudes, motivations, and ambitions that propel or inspire their engagement in political activism. The study is qualitative, and the data was collected Through participant observation of posts, content, comments, and patterns of audience involved in political discourse. A purposive sampling technique was applied to gather related data. Data was processed and analyzed with thematic analysis of online interactions, content, and discussions. The study's findings reveal that there is prevalent abusive behavior and hate speech among Facebook users, people are more comfortable by being anonymously participating in the political discourse as it provides more freedom to their voices without the fear of being judged. The study also reveals youth is more involved in political activism by participating in online hashtag movements and political mobilization. This study advances knowledge of the complex interactions that exist among technology, young culture, and political activity in Pakistan.

Keywords: Online Platforms, Facebook, Political Discourse, Online Communities, Political Activism

China's Environmental Policy and its Trade Pattern with Emerging Trade Partners from the BRI Countries

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ABSTRACT

China's Belt and Road Initiative (BRI) is a mega infrastructure development project. It has significantly increased the trade between China and the BRI countries via infrastructure development and regional connectivity. Since it began in 2013, the number of its member countries has increased to about 145. However, 72 BRI countries have shown a significant trade dependency on China, and China has become a major trade partner for most of them. Recently, China has expressed its commitment to environmental protection by following stringent environmental policies. Since these 72 BRI countries are heavily dependent on China for their trade, it is expected that China's stringent environmental policy will have a potential environmental impact on these countries. This paper, therefore, aims to empirically examine whether China's stringent environmental policy will have a significant effect on its trade with the BRI countries in terms of pollution-intensive goods and environmental goods. For this purpose, the current study uses the gravity model of trade as an empirical model. Moreover, for the regression analysis, the current study employs the Poisson Pseudo Maximum Likelihood (PPML) estimation technique which can solve the issue of missing observations in trade data. Besides, this study has considered a sample of 72 BRI countries, with a panel dataset for the period 2001-2022. All the data has been obtained from various reliable sources including World Integrated Trade Solution (WITS) and others. The results suggest that China's environmental policy stringency significantly increases China's trade with the BRI countries in both pollution-intensive goods and environmental goods. Moreover, the significant effect is relatively greater in case of the environmental goods. The policy recommendations stress the fact that these 72 BRI countries should take advantage of having trade dependency on China to receive more environmental technology from China.

Keywords: Environment, Environmental Policy, Environmental Technology, Trade, Pollution

Understanding College Student Psychological Adaptation in China: Exploring Dimensions and Influential Factors

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ABSTRACT

College students are widely recognized as a vulnerable group. Due to the institutional, academic, social, and emotional factors they must face, staying in the higher education system has become a challenge for young people. The college years coincide with a critical developmental period, a time when many common mental disorders emerge. what is noticeable is that psychological adaptation was found to be significantly related to mental health, with individuals who exhibited good psychological adaptation reporting better mental health and a sense of empowerment. Psychological adaptation can help individuals transform negative emotions into more positive ones, enabling students to better understand their own and others' mental states and feelings, thus minimizing trauma. Although the mental health of students and their adaptation to college life has been the subject of some studies. However, the literature still shows a considerable gap. To achieve a more comprehensive understanding of college students' psychological adaptation, this study will use literature analysis to classify and sort out the dimensions and influencing factors of their psychological adaptation. The analysis results found that psychological adaptation includes five common dimensions, academic adaptation, environmental (life) adaptation, interpersonal adaptation, self-adaptation and emotional adaptation. In addition, the analysis of the influencing factors of psychological adaptation shows that many of the psychological challenges faced by college freshmen are linked to the diverse micro-ecological environments in which they were raised and their current psychological adaptation. Furthermore, the majority of influencing factors affecting psychological adaptation operate at the micro-level. which also provides the direction and reference for the subsequent research on college psychological adaptation and mental health work.

Keywords: Psychological Adjustment, Emotional Well-being, College Students, Literature Review, Dimensions, Influencing Factors

Abstract

Willingness to Pay for The Reliable and Uninterrupted Electricity Supply in District Nowshera

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ABSTRACT

Electricity has played an important role in everyday life for thousands of years and its importance is increasing day by day due to new inventions and advancements in technologies. Therefore, it is crucial for the economic development of any country. Not only in industrial productivity but also in daily life mandatory tasks are stopped due to regular interruption in the electricity supply from the power providers. The objectives of this study are to determine all those factors that influence a household's willingness to pay additional charges for improved electricity service and also analyze the impact of affected household's various activities including sports, religious and cultural activities due to frequent outages on its willingness to pay additional to get improved electricity service. This primary data was collected through the contingent valuation method from 285 households. The study applied binary logistic regression estimation. The results concluded that the education level of the household, household size, monthly income of the household, monthly electricity bill, and reliability of service play a significant effect on consumers' willingness to pay additional charges to get satisfactory electricity service. The study also reveals that various household activities have no impact on their willingness to pay an additional amount for improved electricity service.

Internationalization of Traditional and E- Business in Finance: A Comparative Study

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ABSTRACT

This research explores the internationalization processes of E-Business Companies (EBCs) compared to traditional firms in the finance sector, focusing on the role of internet technology in shaping their strategies. The study integrates insights from the Uppsala Model of Internationalization, Born Global, Dunning's Eclectic Paradigm, and the Resource-Based View to examine key factors influencing internationalization, including market entry barriers, firm size and age, the internet, managerial structure, knowledge, and cultural differences. The case study involves two firms: Company X, a FinTech EBC, and Deutsche Bank AG, a traditional financial services provider. Findings reveal that both firms were driven to internationalize by their managerial approach and culture, but the use of internet technology emerges as a significant driver for EBCs. EBCs leverage the internet to internationalize rapidly, while traditional firms adopt a gradual and iterative approach. Traditional firms establish physical presence in foreign markets, whereas EBCs predominantly rely on online operations. Both face similar barriers related to government regulation and the nature of the finance sector, but EBCs' internationalization is less capital-intensive. The study contributes to the existing literature by emphasizing the unique strategies of EBCs utilizing Internet technology. However, questions arise regarding the potential influence of the finance sector on observed behaviors, and further research is suggested. The FinTech era represents untapped potential for EBCs, warranting additional research with a broader scope and quantitative methods for increased accuracy.

Abstract

The Big Five Personality and Impulse Buying Behaviour: A Study of Scholarship Recipients Among Malaysian University Students

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ABSTRACT

Personality is a well-known variable for predicting consumer behavior. The purpose of this study is to look into the relationship between the traits of Big Five Personality and impulsive buying behavior among Malaysian university students who have received a scholarship. This was a quantitative study that employed descriptive and inferential analysis. This study comprised 297 participants, and the sample was obtained through convenience sampling. The Big Five Inventory (BFI) was used to collect personality data, while the Impulse Shopping Scale was employed to assess scholarship recipients' impulse buying behavior. Scholarship recipients exhibited the highest level of agreeableness personality traits, followed by a moderate level of openness to experience, conscientiousness, and extraversion. It was found that the respondents had a low level of neuroticism. Furthermore, they had a moderate level of impulsive buying. The study showed that openness and neuroticism were positively connected to impulsive buying. It was also found that agreeableness has a negative correlation with impulsive buying, but conscientiousness and extraversion have no significant relationship. The present study discovered that only openness to experience, agreeableness and neuroticism traits were associated with impulsive buying whereas the other traits were insignificant.

Keywords: Personality Traits, Big 5 Personality, Impulsive Buying, Scholarship Recipients, Malaysian University Students

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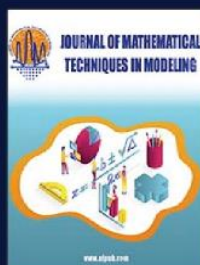### International Journal of Management Thinking (IJMT)

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