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V. ASC 2023 / Spring Congress

Everchanging World: Challenges and Opportunities

10-12 May 2023, Multan - Pakistan

hosted by

MNS - University of Agriculture, Multan, Pakistan



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Preface

The 5th International Academic Studies Congress under the theme of “Everchanging World: Challenges and Opportunities” was held on May 10 – 12, 2023, at MNS University of Agriculture Multan-Pakistan. There were eight sub-themes covering all important areas of natural sciences and social sciences. The main objective of the congress was to provide a forum for discussion, to facilitate and integrate the knowledge and expertise on the challenges and opportunities of the changes happening worldwide. The congress brought together researchers, scholars, and students from all areas around the world. A total number of 374 papers were presented in the congress from 25 universities/organisations of 17 countries.

In the congress 7 concurrent sessions were held for three days from morning to evening in which there were invaluable presentations. I thank Prof. Erol Turan, Rector, Food & Agriculture University, Konya, Turkiye, co-chairs, Dr. Logaiswari Indiran (Malaysia), Prof. Dr. Avdesh Jha (India), Asst. Prof. Dr. Azamat Maksudunov (Kyrgyzstan), Prof. Dr. Yu-Feng Lee (USA), Prof. Dr. Nasiba Naralieva (Uzbekistan), Assoc. Prof. Dr. Mustafa Aslan (Turkiye) and Congress Secretary Lect. Sidar Atalay Şimşek for their efforts to make this event very successful. I also sincerely thank the presenters, chairpersons, and the participants, who contributed magnificently to the success of the congress. My team tried hard to ensure that the congress is well organized, and I hope that it met the expectations. I, on my personal behalf and on behalf of the team, extend the best wishes to all those who have contributed to this scholarly event from around the globe.

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A Bibliometric Study of Destination Competitiveness Literature

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ABSTRACT

Destination competitiveness is an important area of research in tourism and hospitality management. The literature suggests that destination competitiveness is a complex and multifaceted concept that involves a range of factors and stakeholders. Successful destination competitiveness requires the cooperation of all stakeholders, including governments, the private sector, local communities, and tourists. Furthermore, the literature highlights the need for sustainable tourism development and the use of innovative approaches and technologies to enhance destination competitiveness. This study aims to provide an overview of the existing research on destination competitiveness. The most relevant source, authors, affiliations, and countries were identified to understand the current state of studies on the destination competitiveness concept using R programming tools. The results of the review provide a comprehensive understanding of the current state of research on destination competitiveness and valuable insights for researchers, policymakers, and practitioners in the tourism and hospitality industry.

Keywords: Tourism, destination competitiveness, bibliometric study

A Case Study in Small Medium Enterprise (SMEs) Hotels of Iskandar Puteri, Johor to Demonstrate the Impact of Hotel Employees' Green Awareness, Knowledge, and Skill on Hotel's Green Ability

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ABSTRACT

Unlike most green-hotel studies that focus on consumer behavior, this study tries to analyze difficulties occurring in SME hotels from an employee's standpoint. Variables appear that employees' green ability, which consists of environmental awareness, environmental knowledge, and environmental skill, has a beneficial impact on hotels' green ability. This study comprises 92 responses of a structured questionnaire survey from 14 Iskandar Puteri's SME hotel employees. The results show that environmental skills are the most positively impact on green ability of hotel. According to the findings, hotel staff contribute roughly one-half of the hotels' potential to implement environmentally practices. The practical implications of the study's findings are examined, and recommendations for future research are made.

Keywords: SME hotels, green ability, environmental awareness, environmental knowledge, environmental skill

A Case Study on Sustainable Design Through the Twelve Principles of Green Engineering

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ABSTRACT

Sustainable design is an essential aspect of mitigating environmental impacts, and green engineering offers a framework for incorporating sustainable design practices. The twelve principles of green engineering provide a guideline for designing sustainable products and systems, emphasizing reducing waste and pollution, minimizing resource depletion, and prioritizing sustainability over short-term gains. This case study focuses on sustainable design through the twelve principles of green engineering. Through case studies and analysis, this case study examines the application of the twelve principles to sustainable design and explores the benefits and challenges of sustainable design practices. The study referred to in the paragraph focuses on the "Twelve Principles of Green Engineering," which are intended to guide the use of science and technology in achieving sustainability. The conclusions drawn from the study relate to how these principles can be used to optimize the use of resources and reduce environmental impact in the short term. The principles are seen as an essential strategy for achieving sustainability through green engineering. However, the study also highlights the potential for even greater sustainability gains through the reengineering of entire systems, such as personal transportation networks. By considering the principles of green engineering in the design of these systems, it becomes possible to create more flexible and sustainable solutions. Therefore, the study emphasizes the continued importance of the principles of green engineering, both in optimizing current technologies and in creating more sustainable systems for the future. The case study concludes by highlighting the importance of sustainable design in mitigating environmental impacts and providing direction for future research and practice in the field of green engineering.

Keywords: Sustainable Design, Green Engineering, Environmental Impacts

A Meta-Analysis on The Role of Cognitive Ability, Personality, and Emotional Intelligence in Predicting Negotiation Out Comes

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ABSTRACT

There is a prevailing belief among scholars that individual variations have little bearing on how negotiations turn out. This consensus was reached after an early narrative review using scant information. A meta-analysis of negotiating research found a significant role for a wide variety of individual difference characteristics, proving the validity of this consensus. Numerous personality traits, emotional intelligence, and cognitive ability all showed predictive validity across a variety of outcome measures. Relevant variables included psychological subjective value for mutually the mediator and complement as well as individual and mutual economic worth. Except for conscientiousness, every of the Great 5 character attributes forecast at minimum one result measure. Some relationships were tempered by research design characteristics. Field data revealed more significant effects than laboratory investigations. The writers reach the incorrect conclusion that the irrelevance consensus, and they analyse the repercussions.

Keywords: Emotional intelligence, Negotiations, Cognitive Ability, Individual differences

A Model Proposal on Physician's Experiential Perception of Value: Pharmaceutical Sector Example

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ABSTRACT

With globalization, it can be said that the importance of being accessible for every individual in the world we live in is increasing day by day. It can be thought that with accessibility, consumers get different experiences and a value concept emerges through experiences. It is necessary to mention the existence of technological developments in the access of individuals to products, services or offerings. In an increasingly digitalized life, it is necessary to talk about the digitalization of the experiences of consumers. In this context, it is important to emphasize the importance of social media. Social media marketing has become a marketing model with the rapid acceptance of social media, which is stated to have emerged with the birth of Web 2.0, and its widespread use in the field of marketing. It can be said that social media plays an active role in the formation of experiential value as a result of the effort to provide different experiences to the consumer at every moment with social media marketing, which is frequently preferred by businesses. In this sense, it can be mentioned that social media marketing can be used in addition to the traditional marketing model, which can be used to a limited extent in the pharmaceutical industry. The aim of this study; is to test whether pharmaceutical companies have an impact on the experiential values of physicians in the target customer group through their social media activities. 388 physicians participated in the study. In the questionnaire applied to the physicians, there are statements that measure Social Media Marketing Activity Perception and Experiential Value Perception. In the last part of the questionnaire, there are questions about demographic variables. Descriptive statistics, reliability and normality tests were used in data analysis. Confirmatory Factor Analysis (CFA) and Path analyzes of the study were carried out using the IBM AMOS 24 package program. In the study, the fit of the data set to the model was tested with CFA and it was seen that the model fit values of the data set were at an acceptable level. In addition, the hypotheses established by creating path analyzes were tested and the study findings were evaluated. According to the results of the research, it has been determined that the informing and word of mouth (communication) factors from the social media marketing activities of the pharmaceutical company have an effect on the experiential value perception of the physicians in general and this effect is positive.

Keywords: Experiential Value, Social Media Marketing, Pharmaceutical Industry

A Portable Solar Powered Water Filter System: Proposal Study

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ABSTRACT

The water system in the hostel produces poor-quality tap water, which is unfit for the students to drink. Traditional water filters take a while to filter the water and are inefficient in providing clean water to many kids. The PDCA cycle was used as the foundation for the creation of a portable solar-powered water filter system to address this problem. Water filters, solar panels, water pumps, brackets, and other materials were used to construct the system, which was created using the Inventor software. The hostel's water supply is a potential issue because it can include impurities that render the water unsafe for drinking. The portable solar-powered water filter device provides the student with clean, safe water, enhancing their quality of life. The water filter, which efficiently removes contaminants from the water, is powered by the solar panel and draws water from a dependable source. The filter contains activated carbon, silica sand, zeolite, and mineral sand. Clean water will be effectively produced with this procedure. As it can be advertised in the larger corporate sector to offer clean water to communities, this project has the potential to be commercialized.

Keywords: Water Filter, Portable, Solar, Pump

A Preliminary Study of an Intention Toward Community-Based Homestay Among Millennials Generation

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ABSTRACT

Community Homestay Based Tourism (CBT) is having challenges and moving towards unsustainable business for quite some time, CBT has been contributing to the rural economy development, especially in Malaysia. Today, the young generation like millennials is said to be the prime target for the tourism industry. However, not all young generation is aware of this kind of tourism. Nevertheless, this CBT is experienced tourism that might capture the younger generation. Their attention and interest of them in CBT might enlighten a promising future for CBT in Malaysia. This cross-sectional study used a quantitative questionnaire to measure the variables. The results of the pilot study reveal a positive relationship among variables.

Keywords: Perceived value for money, Perceived novelty, Perceived emotional value, Intention, CBT Tourism

A Review of Radiation-Induced Health Effects and Risk Management in Pakistan

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ABSTRACT

Radiation exposure is a growing public health concern globally, and Pakistan is no exception. The country faces several sources of radiation, including medical, occupational, and environmental exposures. This review aimed to summarize the current evidence on the effects of radiation on the human body in Pakistan. According to the Pakistan Nuclear Regulatory Authority (PNRA), around 5,000 people in Pakistan are exposed to occupational radiation each year in various industries, including the nuclear industry. Additionally, the International Atomic Energy Agency (IAEA) reports that Pakistan is among the countries with the highest number of medical diagnostic and therapeutic procedures involving radiation in the world. For example, a study published in the Journal of Pakistan Medical Association in 2019 reported that among a sample of 300 patients who underwent CT scans, 95% were exposed to ionizing radiation, and 69% received a radiation dose higher than 10 mSv. The health effects of radiation exposure range from acute radiation sickness to long-term effects such as cancer, genetic mutations, and reproductive disorders. Studies conducted in Pakistan have reported higher incidence rates of radiation-induced cancer among exposed populations compared to unexposed populations. For example, a study published in the Journal of the College of Physicians and Surgeons Pakistan in 2020 reported that patients with a history of radiation exposure had a significantly higher risk of developing thyroid cancer than those without radiation exposure. Moreover, occupational radiation exposure in nuclear industries has been associated with increased risk of leukemia and other cancers. In conclusion, radiation exposure is a significant public health concern in Pakistan, and the effects of radiation on the human body are well-established. Given the growing use of radiation in medical, occupational, and environmental settings, there is a need for a comprehensive national strategy for radiation protection and monitoring in Pakistan. Further research is needed to understand the long-term effects of environmental radiation exposure and to develop effective risk management strategies.

Keywords: Radiations, Public Health, Medical

A Review of the Role of Financial Risk Management in Sustainable Finance and ESG Investing

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ABSTRACT

A sustainable finance and ESG (Environmental, Social, and Governance) investing become increasingly important in the financial industry; it is critical to examine the role of financial risk management in these areas. This paper provides a comprehensive review of the existing literature on the relationship between financial risk management, sustainable finance, and ESG investing. The paper examines the challenges of integrating ESG factors into risk management frameworks, the impact of ESG investing on financial risk management practices, and the potential benefits and drawbacks of sustainable finance and ESG investing. The literature suggests that incorporating ESG factors into financial risk management frameworks can help investors better understand and manage their exposure to ESG risks. However, integrating ESG factors into risk management frameworks can also be challenging due to the complexity of ESG data and the lack of standardization in ESG metrics. Furthermore, the paper highlights the potential trade-offs between sustainable finance and financial risk management, such as the trade-off between investing in sustainable assets and maintaining portfolio diversification. Despite these challenges, the literature suggests that sustainable finance and ESG investing can offer a range of benefits, such as improved risk-adjusted returns and the potential to align investments with social and environmental goals. However, it is critical to develop robust risk management frameworks that consider ESG factors, and the unique risks associated with sustainable finance and ESG investing. Overall, this paper provides valuable insights into the role of financial risk management in sustainable finance and ESG investing, and identifies potential areas for future research.

Keywords: Financial Risk Management, Sustainable finance, ESG Investing

A Review on Artificial Intelligent Used in Education System

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ABSTRACT

Numerous industries, including education, are being rapidly transformed by artificial intelligence (AI). By delivering personalized and adaptable learning experiences, automating administrative activities, and empowering educators to make data-driven decisions, the use of AI in education has the potential to improve teaching and learning. Additionally, administrative duties like grading and monitoring student performance can be automated using AI. This can free up teachers' time so they can concentrate on more important parts of teaching, such as lesson planning and giving each student unique support. Intelligent tutoring systems are another use for artificial intelligence in education. These programs can offer assistance and real-time feedback to pupils as they solve problems or complete tasks. Students who struggle with particular concepts or who require extra guidance outside of the classroom may find this to be especially beneficial. While the use of AI in education is still in its early stages, there is growing evidence to suggest that it has the potential to revolutionize the way we teach and learn. However, careful consideration and ongoing evaluation are necessary to ensure that AI is used ethically and effectively in the education system. This study aims to review the current state of artificial intelligence (AI) in education, examining its potential benefits and challenges, exploring ethical considerations related to its use, and providing insights on how to ensure that AI is used effectively and ethically in the education system.

Keywords: Artificial Intelligence (AI), Education, Adaptive learning

A Study of Review of External Evaluation on The Performance of Higher Education Institutions

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ABSTRACT

Quality higher education is crucial for the socio-economic development of a country. Institutional performance evaluation (IPE) is used as a tool to enhance the quality of education around the globe. In Pakistan too IPE is used as an external quality assurance mechanism besides internal evaluation. To what extent IPE is effective in enhancing the quality of education is still being researched. Limited research has been done, as per the scholar's knowledge, regarding the internal and external self-assessment mechanism of HEIs being adopted in Pakistan. Therefore, a research study focusing on impact analysis of external evaluation of higher education institutions is proposed. The primary goal of the study was Review of External Evaluation on the Performance of Higher Education Institutions. The population of the study were included all the Quality Enhancement Cell (QECs), Evaluation team of HEC, Public and Private sector Universities of Khyber Pakhtunkhwa Province of Pakistan. There was total 26 public and private sector universities in KPK (HEC) where IPE has been conducted. Census study is a statistical investigation in which the data are collected for each element/unit of the population. An adopted questionnaire based on the questionnaire developed by Shah, (2009), Dakovic and Gover, (2019) and Stroup, (2019) was used for collection of data for the study. The data was collected by the help of a questionnaire both online and personal visit of scholar, was tabulated, analyzed, and interpreted by using chi-square/ t-test, correlation, regression T test statistical techniques because of categorical data to draw conclusions and recommendations. The key conclusion of the study is that evaluation is an integral part for improvement of quality assurance and performance level of Higher Education Institutions. Therefore, the Review of External Evaluation on the Performance of Higher Education Institutions by QEC periodically.

Keywords: Quality Higher education, External Evaluation. Higher Education Institutions

A Sustainable Innovative Congkak Boardgame

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ABSTRACT

Congkak has been a popular pastime in Malaysia for many years. Sadly, it has lost its popularity among young people who spend a lot of time on gaming, especially mobile gaming. Mobile gaming addiction is becoming a public concern. As a result, there is a need to redesign traditional Congkak to attract the younger generation to appreciate and play Congkak before it goes extinct. The traditional Congkak board is heavy and relatively large, resulting in transportation inefficiency. Conversely, other widely available plastic Congkak boards are relatively light and small but lack collection value. This project presents a Congkak board that has ownership value, which not only preserves its traditional values but is also light, portable, and environmentally friendly for both domestic and foreign tourists. Bamboo is employed as an alternative raw material in this project since it is widely available in tropical countries. The advantages of using bamboo in today's products have been ignored and bamboo is one of Malaysia's abundant natural resources. Compared to wood, bamboo is a flexible and weather-resistant material. Bamboo also grows quicker than trees; thus, it can aid in sustaining the environment. The innovative design of Congkak is made up of 4 pieces: 2 bamboo halves that can be joined together by a fastening cap ("rumah") on either end, which also functions as a chamber for storing tokens ("buah Congkak"). An added advantage of this Congkak board is the ease of manufacture, whereby small and medium-sized businesses (SMEs) can easily mass produce this design without the need for sophisticated and expensive technology.

Keywords: Congkak, boardgame, sustainability

A Systematic Review of Disruptive Innovation Literature: Addressing the Social and Environmental Impacts

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ABSTRACT

This article presents a systematic review of the literature on disruptive innovation theory, concentrating on how it addresses disruptive innovations' social and environmental impacts. The theory of disruptive innovation has been influential in the management literature, but there are concerns that it has overlooked innovation's potential deleterious social and ecological effects. To address this deficiency, we conducted a systematic literature review of the Social Sciences Citation Index (SSCI), focusing on applying disruptive innovation theory to analyze innovation's social and environmental implications. This review revealed that while there has been some focus on disruptive innovations' social and environmental effects, these concerns are frequently secondary to the emphasis on technological change and market disruption. The review also revealed a lack of consensus regarding measuring and evaluating social and environmental impacts, limiting the ability to comprehend disruptive innovation's implications completely. Based on this evaluation findings, the study proposes expanding the disruptive innovation theory to include a broader perspective on innovation's effects. In addition to market considerations, the study suggests incorporating a sustainability framework that considers innovation's social and environmental implications. This research article contributes to the ongoing discussion about the social and ecological effects of disruptive innovation. It demonstrates the need for a deeper comprehension of its societal implications. It also offers insights for policymakers and practitioners promoting socially responsible and environmentally sustainable innovation.

Keywords: Disruptive innovation, social impact, environmental impact, sustainability, systematic review

A Systematic Review of Toxoplasma Gondii Infection in Pakistan: Insights for Future Research and Public Health Strategies

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ABSTRACT

Toxoplasmosis is a zoonotic disease caused by the intracellular obligate parasite *Toxoplasma gondii*, which affects both humans and animals. In order to provide a comprehensive characterization of toxoplasmosis in Pakistan and its impact on public health, a systematic review of research articles published in English from PubMed and Google Scholar between 2000 and 2020 was conducted. The search yielded 26 publications involving 10,924 people, with 2611 cases of seropositivity. The results indicated that the prevalence of toxoplasmosis was higher in women (25.44%) than in men (21.48%), and this difference was statistically significant ($p < 0.001$). Furthermore, people who had direct contact with cats, consumed uncooked meat and raw vegetables, had poor education, and lived in rural areas had a higher seropositivity rate for toxoplasmosis. The age group of 35-65 years had the highest prevalence rate of *T. gondii* infection. Additionally, toxoplasmosis was found to be significantly more prevalent in Khyber Pakhtunkhwa province (25.87%) than in Punjab (20.42%) ($p < 0.001$). This study provides the first comprehensive analysis of the epidemiology of *T. gondii* infection in Pakistan. The results reveal a high frequency of infection among women and emphasize the need for further research to aid in patient care and the development of more efficient diagnostic tests and preventative techniques. The findings of this study can be utilized by healthcare professionals and policy-makers to design effective public health interventions and programs aimed at preventing and controlling the spread of toxoplasmosis in Pakistan

Keywords: Toxoplasmosis, Risk Factors, Epidemiology, Public Health

A Time Series Analysis of Pakistan's Horticultural Crops from An Economic Perspective

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ABSTRACT

This study's objective was to examine the connections between horticulture crops' output, area, export, use of pesticides and fertilizers, and agricultural gross domestic product (AGDP) from 1995 to 2022. Time series data were gathered for this purpose from the Agricultural Market Information System (AMIS), Ministry of National Food Security and Research, and Economic Surveys of Pakistan. The Augmented Dickey Fuller (ADF) test, co-integration test, and Ordinary Least Square (OLS) method were used to analyze the data. The findings of the co-integration test indicate that the output, area, export, pesticide and fertilizer use of horticultural crops, and the AGDP of Pakistan have a long-term relationship. The findings of a regression analysis revealed that export, output, and area of horticultural crops have favorable relationships with Pakistan's AGDP, While the use of pesticides and fertilizers has a detrimental impact on AGDP.

Keywords: Agricultural gross domestic product, horticultural crop, export, fertilizer use, Ordinary Least Square

A Value Chain Analysis for Sustainable Development of Olive Oil Agro-Industry: The Case of Balochistan

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ABSTRACT

This study analyzes the performance of the olive oil value chain in Balochistan and identifies the bottlenecks that must be overcome to achieve sustainable development. The value chain approach was used as a tool to analyze the entire chain. The results showed that despite the value chain being found to be profitable for all chain actors, significant shortcomings and bottlenecks continue to undermine the overall development of the value chain. Balochistan's olive oil value chain has great potential for future development and currently, the country has an important advantage in terms of current development policies, the use of technology, and the extension of olive tree acreage. Nevertheless, the following upgrading strategies are recommended to enhance sustainability: improvement in product and process; changing in functional position; access to market; supply; cross distribution chain; and intra-chain linkage.

Keywords: Value chain analysis, Sustainable development, Olive oil, Balochistan

About Disappeared Species of Tulips in the Flora of Uzbekistan

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ABSTRACT

This article describes the disappearance of species of the *Tulipa* L. family found in Uzbekistan under the influence of various anthropogenic factors, as well as the reasons for this. 19 types of tulips are included in the Red Book of Uzbekistan.

Keywords: Anthropogenic, tulips, plants, flowers, Red Book, factor

About the Influence of Anthropogenic Factors on the Flora of Higher Plants of the Bogishamol Dakha

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ABSTRACT

This article provides information about the impact of anthropogenic factors on the tall plants of Bogishamol Dakha located in Andijan city. One of the main strategies for preserving biological diversity is the increasing demand for the introduction of research on problems such as selection of protected natural areas and expansion of existing areas, reduction of the impact of anthropogenic factors on natural landscapes.

Keywords: Anthropogenic, Biodiversity, Population, City, Ecotism, Natural flora

Adapting to the VUCA World: The Changing Business Practices in Malaysia

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ABSTRACT

The business landscape has changed dramatically, with crisis management and COVID-19 accelerating the pace of change. Furthermore, the digital era has resulted in advancements and changes in various industries. Entrepreneurs encounter challenges in the VUCA (volatile, uncertain, complex, and ambiguous) world, prompting them to devise innovative solutions to new problems. As a result, this study glances into the new business practices adopted by Malaysian entrepreneurs, focusing on human resources, financial technology (FINTECH), and logistics practises. The research delves into the significant changes and growth in the human resources function in recent years, with technology transforming the hiring process, a trend that is expected to continue. Furthermore, companies are utilising new technologies to compete with traditional financial methods in the delivery of financial services, with artificial intelligence, blockchain, cloud computing, and big data referred to collectively as the "ABCD" of FINTECH. The digital era has resulted in significant changes in logistics, with new technologies and business models altering how businesses operate and interact with customers. These include the use of self-driving cars for transportation, drones for last-mile delivery, and robots for warehouse and inventory management, all of which help businesses reduce costs, increase efficiency, and improve operational accuracy. The increasing use of automation and robotics in logistics operations is a major trend. The study provided researchers and policymakers with significant findings that contributed to their understanding of how business practises need to evolve in response to changes taking place around the world.

Keywords: Business Practises, Changes, Human Resources, Financial Technology, Logistics Industry

Addressing Gender Concerns by Mobilizing Farm Women and Providing Them with Training

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ABSTRACT

The agriculture sector in many developing countries, like Pakistan, is heavily dependent on the participation of women, who are often responsible for a significant portion of the farm work. However, women face variety of challenges in accessing resources, trainings, and information that can help them improve their productivity and profitability. One way to address these challenges is to mobilize farm women into groups and provide training to them. Group mobilization can help farm women build social capital, develop new skills, and access resources that might otherwise be unavailable to them. Women's groups can also provide a supportive environment where women can share their experiences and learn from one another. By working together, women can negotiate better prices for their products, access credit, and gain more influence over decision-making processes. Training is also essential for women to improve their productivity and profitability. Training can cover a wide range of topics, such as improved farming techniques, pest and disease management, marketing, value addition and financial management. By providing women with training, they can develop the skills and knowledge they need to improve their yields, increase their incomes, and become more competitive in the marketplace. In particular, mobilizing farm women into groups and providing training to them is a powerful way to address gender concerns in the agriculture sector. By empowering women, we can help create more equitable and sustainable agricultural systems that benefit the rural community and ultimately the economy of the country.

Keywords: Agriculture, gender, rural women, capacity building, women inclusion, social capital, sustainability

Advancing Health Equity: Innovative Approaches to Address Public Health Challenges

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ABSTRACT

Public health is a vital aspect of human society, aiming to improve the overall health and well-being of populations. In recent years, the significance of public health has grown due to the emergence of new challenges, such as infectious diseases, non-communicable diseases and health disparities. This article highlights the significance of adopting inventive approaches that emphasize health equity as a fundamental principle for public health initiatives. Health equity pertains to the unjust and preventable differences in health outcomes among various population segments.

Multiple factors contribute to these disparities, including socioeconomic status, ethnicity, gender, and geographical location. Addressing health equity is essential to ensure equal opportunities for all individuals to achieve optimal health and well-being. Effectively tackling public health challenges requires innovative strategies that incorporate a health equity perspective, focusing on social determinants of health that contribute to disparities. Such approaches may include community-based interventions, utilization of digital technologies, and integration of interdisciplinary research. Community-based interventions involve collaborations between community members, organizations, and public health experts in designing and implementing health promotion programs tailored to target populations' distinct needs and cultural contexts. This approach promotes health equity while fostering empowerment and ownership within communities resulting in sustainable improvements.

Digital technologies such as telemedicine, mobile health applications, and wearable devices offer potential solutions to alleviate health disparities by increasing access to healthcare services and promoting health literacy. These technologies help bridge the gap between healthcare providers and underserved communities by facilitating prompt diagnosis, treatment, and monitoring of various conditions. Additionally, digital technologies enable the collection and analysis of population-level data guiding targeted evidence-based public health interventions.

Interdisciplinary research plays a vital role in addressing complex factors underlying health disparities; collaborations among public-health professionals, social scientists, economists, urban planners can pave the way for comprehensive insights into social determinants of health while informing innovative effective intervention development. Furthermore, interdisciplinary

research contributes to formulating policies prioritizing equity for overall population group wellness.

Contemporary public-health challenges necessitate innovative strategies that prioritize health equity. Concentrating on health equity enables professionals to ensure equal opportunities for all individuals to achieve optimal well-being, fostering a healthier and more inclusive society in the process.

Keywords: Community-based interventions, digital technologies, health disparities, health equity, innovative strategies

Agriculture, food safety, and environment: Challenges, and sustainable solutions

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ABSTRACT

Agriculture, food safety, human health, and the environment are linked together. Pesticides used in food production are of great concern for both human health and environmental quality. Animal manure is recognized as a food safety and environmental threat because they harbor harmful pathogens that can enter the food supply and water resources. Increasing environmental awareness has helped draw attention to the issues concerning food production and has strengthened environmental changes, especially among those groups that favor organic agriculture. Researchers and the produce industry have worked together to develop and implement voluntary guidelines, or Good Agricultural Practices (GAP) to minimize the risk of food contamination. A big challenge to scaling up food safety globally is to maintain a change feasible with safe environment for humans as well as food. Microorganisms can enter the food chain at different steps and can adapt to different environments allowing their survival, growth, and production of many toxic compounds. Developing countries are paying increased attention to food safety because of the growing recognition of its potential impact on public health, food security, and trade competitiveness. Improving food safety is hampered by several structural, policy, institutional, technical, and cultural barriers. Addressing food safety issues requires the adoption of more appropriate legislation and better enforcement of this legislation for safe food production.

Keywords: Food safety, Environment, Human Health, Challenges, Solutions

Agricultural Intelligence Decision Support Model Enhanced with Visual Analytics: Novel Approaches for Agricultural Productivity and Sustainability

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ABSTRACT

Over the past twelve years, the world population has increased by one billion, reaching eight billion in 2022. According to recent research conducted by the United Nations, the population is expected to approach ten billion by 2050. Population growth constitutes a significant economic dynamic for all countries today. However, this dynamic also brings along numerous challenges, such as providing valuable nutrients for the growing population, utilizing agricultural lands, and maintaining the continuity of productive crops and balanced needs. Consequently, the continuous nourishment of societies with valuable nutrient sources derived from agriculture is of great importance. Moreover, it is essential to consider that the world population is now more mobile than static.

Particularly in sectors such as tourism, education, industry, and agriculture, human movement has significantly increased during certain periods of the year. In this context, in 2019 alone, 1.5 billion people traveled for various purposes such as tourism, education, work, and settlement. When we add the global-scale internal and external migration exceeding 272 million and refugee movements approaching 71 million, we can say that approximately 2.8% of the world population is in motion. Therefore, meeting nutritional needs through agriculture and agricultural activities has become a top priority for all countries in today's scale.

Firstly, due to the increasing population and mobility, there is a need for continuous improvement of agricultural lands and crop productivity to meet nutritional demands. Secondly, sustainable agricultural practices and conservation of natural resources play a crucial role in this process. To cope with these challenges, it is becoming increasingly important for countries to develop effective and sustainable agricultural policies. However, at this point, there are two major issues.

The first is how countries can achieve self-sufficiency in food production, and whether self-sufficiency in nutrition for a country would be sufficient in terms of agricultural and food security. Although some countries have the potential to be self-sufficient through their agricultural activities, the fact that others remain insufficient or severely lacking indicates imbalances in resource distribution. This imbalance becomes more apparent as the current refugee issues continue to rise and resource-scarce regions tend to move towards those with

better opportunities. Moreover, it should be considered that the issue of food sufficiency may lead to disputes among countries in the future or that disputes arising between two or more countries may adversely affect the global flow of food. Therefore, the development of interstate joint agricultural policies and the implementation of agricultural activities based on sustainable agriculture practices in cooperation between countries, regions, and even continents are of great importance for maintaining our existence along with the increasing world population. In this context, ensuring cooperation and coordination at the international level can significantly contribute to food security and sustainability by enhancing the effectiveness of agricultural policies and practices.

Countries working together to share agricultural knowledge and experiences, develop strategies towards common goals, and implement harmonious policies are of critical importance in ensuring global food security and supporting the sustainability of the agricultural sector. In this case, agricultural intelligence plays a critical role. This concept aims to develop smarter and more effective agricultural policies and practices through agricultural data analysis, information sharing, and inter-country cooperation. Therefore, the creation and utilization of agricultural intelligence should be considered a crucial step towards achieving global food security and sustainable agriculture goals. The aim of this study is to define agricultural intelligence and how it can be established, providing a new perspective for countries to create long-term agricultural policies based on collaborative agricultural intelligence.

The method used in the study is the creation of the Agricultural Intelligence Decision Support Model, which compares agricultural food resources, population ratios, and production quantities at a global scale and country-based level and analyzes using primarily visual analytics. The global agricultural intelligence has been established by examining the subject with the method and model stated in the study. In this context, evaluations have been formed on how a collective agricultural intelligence can be created using the decision support model developed within the study.

This study's primary contribution lies in its exploration of the potential for collaborative agricultural intelligence in shaping future agricultural policies and practices. By emphasizing the importance of international cooperation and information sharing, the research seeks to encourage the development of more effective and sustainable strategies to address the pressing challenges posed by population growth, increased mobility, and resource scarcity. Through the application of the Agricultural Intelligence Decision Support Model, the study provides valuable insights into the factors influencing global food security and agricultural sustainability, highlighting the potential benefits of a coordinated, data-driven approach to agricultural policy-making and implementation.

In conclusion, the creation and utilization of agricultural intelligence offer a promising avenue for addressing the complex and interrelated challenges facing the global food system. By fostering cooperation and knowledge-sharing among countries, this innovative approach has

the potential to enhance the effectiveness of agricultural policies and practices, ultimately contributing to the achievement of global food security and sustainable agriculture goals.

As the world population continues to grow and become increasingly mobile, the development and application of collaborative agricultural intelligence will become ever more critical in ensuring a stable, prosperous, and sustainable future for all.

Keywords: Agriculture, food, agricultural intelligence, visual analytics novel

Agriculture Mechanization, Farm Performance and Food Availability in Cotton-Wheat Cropping System in Punjab, Pakistan

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ABSTRACT

Agriculture mechanization has been recognized as one of the significant pathways for ensuring high farm performance and food availability among farmers in developing countries. However, the adoption level of agricultural machinery is still low in these countries due to some socioeconomic limitations. Hence, the agricultural mechanization concept is at the top of the policy, development and research agenda in developing countries and limited empirical evidence is available about farmer's adoption of agriculture mechanization and its impact on the farm performance and food availability at household level. For this purpose, cross-sectional data is collected by using multistage sampling technique from the farmers in the cotton-wheat cropping system of Punjab, Pakistan. The multinomial model is employed to measure the farmer's adoption decision towards agriculture mechanization. This insight will be helpful for policy makers to promote agriculture mechanization among farmers ultimately which will contribute to ensuring household level food availability.

Keywords: Agriculture mechanization, Farm performance, Food availability, Impact assessment, Cotton-wheat

An Economic Assessment of Carbon Credits Through Balanced Use of Fertilizer to Enhance Farmer's Profitability and Resilience to Climate Variability

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ABSTRACT

Carbon credit markets is a trading system for the sale/purchase of carbon credits wherein one carbon credit is equal to 1 Tonn of CO₂. Farmers may increase yields and cut carbon emission by using sustainable practices. Present study intends to access the irrational utilization of fertilizers which is major source of carbon emission in Punjab's. About 17% GHG emissions comes from Nitrogen fertilizers with inefficient fertilizer use and improved fertilizer use may have 40% of global mitigation potential in agriculture. Fertilizer subsidies being common policy intervention in Pakistan are common source of CO₂ and N₂O emission. The preliminary result of secondary data confirms that about 75% are being sold urea while phosphate (24%) and potash 1%. Imbalanced use of fertilizers is partly driven by current subsidy policies to the sector urea account for 33% of total subsidies to agriculture in Punjab. Fertilizer management can reduce GHG emissions and also have significant sustainable development benefits, including increased crop yields and profitability, and enhanced resilience of farmers to climate variability and climate change. The study will use a mixed-methods approach, utilizing both quantitative analysis of farm-level data and qualitative interviews with farmers through primary and secondary data. Carbon Markets in Pakistan's Context Carries a potential for establishing carbon markets with goal of sustainable economic development, and Achieving net-zero emissions ambition to strengthening the Natural resources, and nature based solution options.

Keywords: Carbon credits, Fertilizer management, Sustainable development, GHG emissions, Climate change, Agriculture

An Experimental Study on Determining the Nutritional Profile Warning Message Effectiveness in Food Advertisements

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ABSTRACT

Nowadays, it is seen that the effect of advertisements on consumption behavior is increasing rapidly due to the widespread use of mass media. In particular, the effects of advertisements on food products on children and adults and the increase in the risk of obesity in the young population have made various regulations and restrictions in this area inevitable. In our country, with the regulations implemented by the Ministry of Health, RTÜK and the Ministry of Commerce, bans on some food products have been placed in television advertisements and the inclusion of streaming tape messages in food advertisements has become a legal requirement.

The Ministry of Health, for the first time in 2018, determined the missing points in the regulations of the regulatory and supervisory institutions and prepared a list called "Nutrient Profile Model Usage Guide for Ads for Foods and Beverages for Children whose Over-Consumption is Not Recommended", which includes issues related to public health in commercial advertisements. In this list, foods consist of three categories as "Red, Orange and Green Category".

The types of food in these categories are clearly stated in the guide and various regulations are included for foods that are harmful to health. One of these regulations is that food advertisements in the red category cannot be made together with children's programs and it is necessary to include ticker tape warnings that encourage the consumer to eat regularly and healthy while broadcasting these food advertisements in other broadcast types (news, TV series, education, sports, etc.). (Ministry of Health, 2022).

The nutrient profile model is a branch of science that provides classification and ranking of foods according to their nutritional values in order to protect public health. This model helps distinguish healthy foods from unhealthy foods. In our country, within the scope of the "Law No. 6112 on Radio and Television Establishment and Broadcasting Services", which was published in the Official Gazette in February 2011, the publication of foods that do not comply with the nutrient profile model in commercial communication tools was restricted. The restriction includes the condition of giving warning messages about healthy product consumption in visual communication tools as well as the contents of the foods. However, it is

not known whether this application, which has just been implemented, convinces consumers about healthy nutrition, or whether healthy nutrition warning messages are seen by consumers within the scope of the nutritional profile model in visual communication tools, even if they do, the effect levels of the messages are unknown. In this context, the aim of the study is to measure the effectiveness of flowband messages with nutritional profile content, which is mandatory in food advertisements.

The main assumption of the study is that the effectiveness of the nutrient profile warning message, which is legally mandated and delivered through flowband messages, depends on the level of being seen and perceived by consumers. Streamband message activity was measured using eye tracking method, one of the neuroimaging techniques that measure the eye movements of consumers.

In the study, data on demographic characteristics, lifestyles and lifestyle change intentions of the participants were also obtained by questionnaire method.

The sample size of the study was determined as 40 people aged 18 and over. By analyzing eye tracking data and survey data of 40 people, the effect of streaming tape messages on consumers' intention to change their lifestyles was revealed.

As a result of the experimental study, exactly 12 seconds in the 16-second commercial film. 3.7 sec. has been determined. In general, it was determined that the flow band message was viewed by very few participants, and the viewers could not perceive the healthy nutrition message as catchy and accurate.

Keywords: Food Advertisements, Food Profile Model, Flow Band Messages, Eye Tracking Method, Neuroimaging

An Overview of the Relationship between Turkey and Australia: Covering Different Historic Impressions from Pleven to Gallipoli by Significant Statesmen and Figures

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ABSTRACT

This article provides an overview of the historical relationship between Turkey and Australia. From the battlefields of Pleven to the Gallipoli campaign of the First World War to modern-day relationships, the two countries have shared a rich and engaging relationship that has been shaped by a variety of historical, cultural, and political factors over many years. The article traces the development of the relationship from its earliest days to the present day, examining the key events and diplomatic efforts that have shaped the two countries' interactions. The article also explores the various factors that have influenced the relationship between Turkey and Australia by drawing on the historic impressions provided by Osman Pasha, Enver Pasha, Sir Charles Ryan, and Mustafa Kemal Atatürk and also by exploring the grueling experiences of Pleven and Gallipoli from the perspectives or involvements of the aforementioned significant statesmen and figures. Overall, the article highlights the enduring bonds that can be forged between nations, even in the face of great adversity, and emphasizes the importance of the Turkish-Australian relationship for both nations.

Keywords: Turkey, Australia, Anzac, Gallipoli

Analysis of Factors Affecting Loyalty of Employees of Private Higher Education Institutions in Herat, Afghanistan

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ABSTRACT

This study examined factors affecting employee loyalty of Higher Education Private Institutes in Herat, Afghanistan. Present research is exploratory as well as Descriptive in nature. To gain the objectives of this study, self-structure questionnaire made and distributed to 132 employees of private higher education institutions to collect primary data. In this research, for data analysis in descriptive statistics, SPSS24 separation software and for data analysis in inferential statistics, which includes fitting of measurement model, fitting of structural model and testing of research hypotheses from Smart software PLS3.0 was used Results show that factors affecting employee loyalty are Compensation, Work environment, Person-job fit, Empowerment, and Leadership.

Keywords: Loyalty, Compensation, Person Job Fits, Environment, Empowerment, Leadership

Analysis of Lake Water for Air Conditioning: A Case Study in Faculty of Engineering, Universiti Putra Malaysia

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ABSTRACT

This report includes a detailed and simple explanation of the general introduction to Ground Sources Heat Pumps and several types of Ground Sources Heat Pump which is Surface Water Heat Pump as one of the parts of renewable energy technology. The surface Water Heat Pump focused on the deepest depth to get constant heat sources which can be used as chilled water supply to air conditioning for Auditorium Jurutera Building. The main purpose of this report is to analyze lake water for air conditioning: A case study in the Faculty of Engineering, UPM to obtain, a lake profile, the depth of the lake, and the deepest depth temperature in the lake. In achieving the objectives, there are some methods that need to be done which have been presented in the Methodology. All data resulting from the analysis of water lake depth temperature had shown some factors that can be considered as the influence to use available ground sources heat. The lake area and distance of the deepest point have also been calculated and provided information in this report. In conclusion and recommendation, even the water's deepest temperature cannot be used to supply chilled water to the cooling coil inside the Auditorium Jurutera building. The recommendation is also provided for the improvement of this project. In addition, this report also contains other types of Ground Sources Heat Pump with different applications that have been used nowadays.

This report also will help anyone seeking to know the profile of the Lake Faculty of Engineering and intends to study the surface water source heat pump as the cooling system.

Keywords: Renewable Technology, Ground Sources Heat Pump, Cooling load

Analysis of Postharvest Losses in Citrus Fruit Using Hybrid Features

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ABSTRACT

One of the most important fruit crops in the world is citrus fruit. Citrus fruit provides the human diet with vital nutrients including vitamin C and minerals. Pakistan is home to numerous exotic citrus fruit cultivars. Postharvest losses are mainly due to careless handling during packaging, transportation, storage, etc. of fruits, it might result in significant waste, accounting for 30% to 50% of the overall production. Horticultural goods are manually sorted, which increases postharvest losses, however, cutting-edge technology and algorithms provide ways to reduce losses. This study aims to develop an improved method to reduce postharvest losses, maintain the quality of the fruit, and focus on fruit grading. A realistic grading of citrus fruit will be done by the artificial intelligence (AI) model for practical purposes. The fruit will be graded into 4 classes: grade 1 (initial ripe), grade 2 (semi-ripe), grade 3 (fully ripe), and grade 4 (damaged or defective) class using an artificial intelligence (AI) classifier, with different hybrid features of citrus fruit, color values (RGB), texture, and sizes of citrus fruit. The highest accuracy of citrus fruit grading will be achieved using different AI classifiers.

Keywords: Citrus fruit, postharvest losses, artificial intelligence, hybrid features, fruit grading

Analysis of the Composition of Amaranth Oil of the "Marhamat" Variety Grown in Andijan

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ABSTRACT

The results of the analysis of cold-pressed amaranth oil obtained at Oil press CA59G (AEN Engineering GmbH & Co) are presented. The compositions of amaranth oil at the Korea laboratories (Institute of Industrial Technologies and Institute of Rare Metals) have been determined

Keywords: Amaranth oil, cold-pressed, Squalene, mass spectrometry, Diffraction Analysis, retention time.

Analyzing Afghan Child Refugee's Trauma Coping Strategies in Nadia Hashmi's, 'Sparks Like Stars'

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ABSTRACT

The present study investigates trauma of war and displacement experienced by characters in Nadia Hashimi's selected text i.e., Sparks like Stars. A tailor-made theoretical framework based in pluralistic trauma model has been employed to comprehensively trace character's coping mechanism in the face of trauma. Qualitative research approach and descriptive textual analysis research design have been used to carry out the analysis of data. The study focuses on highlighting trauma of displacement suffered by child refugees from war torn Afghanistan. For the tailor-made theoretical framework, the researcher has drawn from the works of Vamik Volkan, Lazarus and Folkman and Judith Herman to explicate coping strategies employed by the character. The analysis of the selected text highlights Afghan child refugee's trauma and their employed coping strategies. The analysis indicates character's employment of problem focused approach, linking objects and re-establishment of safety and mourning their losses as a part of their coping mechanism.

Keywords: Trauma, Coping Mechanism, Displacement, Child Refugees, War

Analyzing The Impact of New Chain of Relations with Russia During PTI Government

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ABSTRACT

Pakistan's strategic location has made it highly significant for superpowers due to their vested interests in the region throughout history; therefore its relations with them have been a kind of rollercoaster. Pak-Russia relations have always been complex because of major twists in the history of this region. The present study examines Pakistan's relations with Russia during PTI government. Prime Minister Imran Khan's visit to Russia in 2022 was a major blow to a Pakistan's foreign policy towards Russia. It was a very difficult choice in difficult circumstances as Russia-Ukraine war erupted during the visit. Its impact on Pakistan's relation with other superpowers was enormous and strategically massive. Pakistan had faced so much pressure internally and externally as well as it gave rise to tensions already present in complex ties of relations between Pakistan and superpowers. This research will critically analyze the impacts of this new trajectory of relations with Russia in order to consolidate its position in the region as well as an attempt to gain some economic benefits. The detailed analysis would help us understand the gains and losses of this new twist of relation with Russia. How far this has been successful and what consequences Pakistan had to face. The study is qualitative in nature as it is a thorough critical analysis of the course of events took placed during this phase and their impacts on Pakistan.

Keywords: Pakistan, Russia-Ukrainian War, PTI, Imran Khan

Antibiotic Resistance in Pakistan: An Impending Public Health Crisis

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ABSTRACT

Antibiotic resistance is a growing public health concern worldwide, and this study investigates the prevalence of antibiotic resistance in clinical bacterial isolates from various healthcare settings in Pakistan. The study found that the prevalence of antibiotic resistance was high, with over 50% of the isolates being resistant to at least one antibiotic, and 30% being multi-drug resistant. The most common resistant pathogens were *E. coli*, *Klebsiella spp.*, and *Staphylococcus aureus*. The resistance rates varied significantly across different regions and healthcare settings, with the highest resistance rates observed in intensive care units and surgical wards. The study highlights the urgent need for a comprehensive national strategy to tackle antibiotic resistance in Pakistan, which should include improved antibiotic stewardship programs, infection control measures, and increased public awareness about the appropriate use of antibiotics.

Keywords: Antibiotic Resistance, Risk Factors, Epidemiology, Public Health, Healthcare, Pakistan

Anticipation of Civil Society in Favoring Democracy Against Authoritative Rules: A Comparative Study of Pakistan and Turkey

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ABSTRACT

The continuation and regulation of political and democratic process and the awareness of common man has improved in Turkey and Pakistan. Pakistan has been the victim of authoritative and controlled democratic regimen since its birth but in the current past with the smooth transition of political and democratic setup the faith in democracy has developed at some extent.

While discussing about Pakistan we can say there are many valid reasons that army had to coup in the country, and the court of Pakistan has considered the action of the army as righteous. Now man may talk about the political role of army in Pakistani constitution, so we come to know that is no political role of army has designated in the constitution of Pakistan, but not only this it is considered to be the abrogation of constitution which is a serious criminal offense. To evaluate the political insight of civil society and foreign policy of Pakistan in the perspective of this study. The role of civil society in supporting democracy against military rules comparing the Pakistan and Turkey's civil society.

The strategy of methodology was the interview via questionnaire of relevant fields' people with primary and secondary sources. The people of civil society were interviewed. (Journalist, Teachers, Students, and Experts of the fields). Since the population was large the specific sample design for the study were stratified and Specific sampling technique were used.

A total of 100 respondents had chosen from various fields of life. The self-reporting procedure questionnaire and interviews were specially designed and used the questionnaire consist of thirty questions had prepared from the topic consultation with experts.

The researcher had personally administered the questionnaire and interviews to the respondent and carried out face to face interview. Statistical techniques were used to analyze and interpret the data.

Political circumstances of both countries are not the same. Army of both countries wishes to rule the country. The military and the political government of both countries are not satisfied with the character of one another. Turk government was not thrown out due to corruption

charges while in Pakistan corruption was the charge to throughout the government. Authoritative character of army is the major factor of destabilizing democracy in Pakistan. The army of both countries is in the pursuit to weaken the political government. The external pressure of international power is the big factor destabilizing the political government. The important strategic and geographical positions of both countries are also a factor of close eye of international powers on them. The masses of Turkey oppose coup in July 2016, because they were satisfied with the deliverance of political government. The reaction Pakistani nation would not be the same under these conditions like Turkey.

The research had been conducted to examine the role of civil society to support democracy in Pakistan and Turkey. Turkey and Pakistan faced same kinds of political instability in both countries due to its better political government and its deliverance in the field of economy and law and order. The Turkish political government becomes so powerful now that they challenged the decision of army to implement coup. They were content with the role of political government and their work. Economic stability boosts their faith in democracy. While in Pakistan we cannot assume such action against this kind of decision because a number of peoples are not satisfied with role of politicians.

Keywords: Pakistan, Turkey, Constitution, Army coup, Democracy, Abrogation

Application of the Short-Form New Environmental Paradigm Scale in Pakistan

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ABSTRACT

Researchers have endeavoured to quantify the environmental attitudes of individuals for many years. One of the most popular instruments designed for this purpose is the New Environmental Paradigm (NEP) scale (Dunlap 2008). The NEP was developed and validated in the USA in the 1980s and has been utilised in many other countries and cultures around the world since. Several modifications of the original 12-item NEP scale instrument have been proposed and evaluated, including the short-form 6-item NEP scale instrument which was developed for use in situations where resources may be limited. The short-form NEP survey instrument has not been extensively tested in Pakistan. In October 2022 the short-form NEP scale instrument was administered to a cohort of 241 agricultural field extension officers and on-farm water management advisors in Punjab as part of a larger research project. This cohort was chosen for the research because their knowledge and beliefs influence how they advise farmers and potentially impact the rate of adoption of the 'More Crop per Drop' strategy in the National Water Policy. In this study the instrument was used to evaluate the applicability of the scale in Pakistan as an example of an Islamic culture and as a way of validating that the participant cohort was a suitable group for the administration of an experimental Water Accounting Paradigm scale. The results from an exploratory factor analysis of the responses to the short-form NEP survey instrument suggest that the instrument can be used effectively for measuring the environmental attitude of agricultural field extension officers and on-farm water management advisors in rural Punjab. It was demonstrated that a 1-factor model best fits the data and meets the criteria of comprehensiveness and parsimony. This model has high test reliability and is supported by the original work with the NEP which demonstrated a 1-factor structure (Dunlap 2008). It is recommended that the short-form NEP scale be further evaluated in Pakistan. Confirmation of the applicability of the scale in Pakistan will allow attitudes of individuals and groups towards the environment to be assessed through the use of a concise and robust test instrument. Such knowledge can be used to design interventions which increase the understanding of individuals and groups regarding the benefits of environmental sustainability. Survey outcomes can also be used to inform policymakers involved in the generation and review of environmental policies.

Keywords: New Environmental Paradigm scale, Water Accounting Paradigm scale, exploratory factor analysis

Applications of Android Based Chemistry Games on Student's Academic Performance at Secondary Level in District Kohat

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ABSTRACT

Android is the open-source smartphone operating system developed by Google. Self-directed learning today necessitates the utilization of intelligent mobile devices. Android has the potential to support "mobile education" refers to the practice of using mobile devices, either alone or in conjunction with other kinds of information and communication technology (ICT), to increase people's access to and ability to acquire new information and skills in any environment and at any time. Learning media products are created to function on mobile devices with Android operating systems. Learning about chemistry is inextricably linked to the definition of chemistry itself. The study main objective to find out the application of using educational mobile (Android) games in chemistry on students' academic performance at secondary level. The nature of the study was experimental conduct to examine the uses of Android based Chemistry Games on Student's Academic Performance at Secondary level. Students studying chemistry at the secondary level in the district of Kohat was the study's population. Due to the experimental nature of the study, random sampling was used to choose participants. A sample of fifty female secondary school students were used for the study. The same individuals were participating in both the pre- and post-tests. Due to the experimental nature of the study, a methodology known as "The Pre-test-Post-test Equivalent Groups Design" was implemented. The plan calls for the subjects in the sample to be divided into two groups at random: the experimental group and the control group. The procedure of the study was there mainly two areas focused on the study that is Periodic Table (elements basic knowledge) and Laboratory Chemical handling. Mobile Games Applications that were installed via Play store, Chemistry Pop, Monster Brain Lab and Elements and Periodic Table Quiz. The acquired data was analyzed and compared using statistical techniques including the t-Test, Chi-square, and Pearson Correlation Coefficient. The application of android-based games learning is more effective in raising students' self-efficacy and raising their academic performance. To increase student self-efficacy and achievement, it is therefore possible to emphasize the use of android-based games in chemistry education.

Keywords: Android-Based Games, Chemistry, Academic Performance

Applying Social Cognitive Theory to Address Vaccine Hesitancy in Pakistan: A Randomized Controlled Trial

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ABSTRACT

Social cognitive theory (SCT) has been successfully utilized in public health interventions to address vaccine hesitancy. This study aimed to evaluate the effectiveness of SCT-based intervention in increasing vaccine acceptance and decreasing vaccine hesitancy among parents in Pakistan. A total of 500 parents were recruited from different communities, and they were divided into two groups: intervention and control. The intervention group received a 2-hour session on vaccine safety and efficacy based on SCT, which emphasized the importance of social support, self-efficacy, and outcome expectations in vaccine decision-making. The control group received standard vaccine information leaflets. Pre- and post-intervention surveys were conducted to evaluate vaccine hesitancy and vaccine acceptance. The results showed that the intervention group had a significant decrease in vaccine hesitancy ($p < 0.001$) and a significant increase in vaccine acceptance ($p < 0.001$) compared to the control group. The intervention group also reported higher levels of self-efficacy ($p < 0.001$) and outcome expectations ($p < 0.001$) related to vaccine decision-making. These findings highlight the potential of SCT-based interventions in addressing vaccine hesitancy and increasing vaccine acceptance among parents in Pakistan. Public health practitioners and policymakers should consider incorporating SCT-based interventions into vaccine promotion programs to improve vaccination rates and prevent the spread of vaccine-preventable diseases.

Keywords: Social Cognitive theory, Randomized Control Trials, Vaccine Hesitancy, Policy Making

Approaches to Food Safety and Hygiene; A Way Forward

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ABSTRACT

With outbreaks of foodborne illness costing people, the food business, and the economy significantly, food safety remains a pressing concern. Foodborne disease is significantly influenced by improper food handling. Almost all foodborne illnesses connected to catering establishments, or 97% of them, may be caused by improper food handling. It is well known that improper procedures cause microbiological foodborne diseases. Food handler training is one method for raising food safety, which is thought to have long-term advantages for the food sector. The requirements and precautions for certifying the safety of food from manufacturing to consumption are known as food hygiene. At any moment during the process of processing, storing, distributing, transporting, or preparing food, food can get contaminated. Foodborne infections and consumer death can result from inadequate food hygiene. Cross-contamination (39%), incorrect food storage (45%), improper reheating (50%), and improper storage of food have all been linked to foodborne disease. In order to ensure the safety of food and safeguard public health, the Food and Drug Administration (FDA) and the United States Department of Agriculture (USDA) mandate HACCP programmes for juice and meat. The hazard analysis critical control point (HACCP) concept and food hygiene training are both key to food safety. The identification of hazards and their control are prerequisites for HACCP implementation in a food business. Motivating food handlers to put what they have learned about food hygiene into practice is therefore a significant difficulty in the food industry.

Keywords: Food, Safety, Hygiene, HACCP, Infections

Artificial Intelligence and the Business World: Past, Present, and Future

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ABSTRACT

The concept of artificial intelligence (AI) was developed with the aim of creating computer systems that mimic some aspects of human intelligence to solve complex problems using algorithms and learning methods. AI has rapidly developed in recent years and has started to be used in various sectors, including the business world. AI technology is used in many areas of business to optimize decision-making processes, automate business processes, improve customer service, and increase productivity. This paper will discuss the use, effects, and future of AI technology in the business world. The following sections will discuss the history and current state of AI technology, followed by a discussion of its applications and effects in the business world. Finally, the paper will evaluate the potential role and effects of AI technology in the future of the business world.

Keywords: Artificial Intelligence, The Business World, Past Present and Future

Assessing the Comparative Advantage of Cotton Production in Pakistan Using Policy Analysis Matrix

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ABSTRACT

Pakistan is the world 4th largest producer of cotton in Pakistan, and it provides raw material to 60 percent exports of the country in terms of export earnings. Employing the policy analysis matrix (PAM), this study investigates the comparative advantage of cotton and its competitive crops in Pakistan. Data was collected from 881 farmers from five districts of three cotton producing provinces: Punjab, Sindh and Balochistan of Pakistan. The Domestic Resource Cost showed that cotton has a comparative advantage as compared to sugarcane and rice. The Effective Protection Coefficient (EPC) showed that cotton growers were implicitly taxed by 2% while maize and sugarcane growers were implicitly subsidized by 2% and 63% respectively. However, rice growers in the research were neither protected nor taxed. Results showed that cotton growers received maximum protection of 4% in the Balochistan region, however, they were implicitly taxed to 10% in Punjab but receive no protection in this major cotton zone.

Keywords: Cotton, Comparative advantage, PAM, DRC, Pakistan

Association Between Household Deprivation Status and Nutritional Status of Preschool Children in Rahimyar Khan, Pakistan

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ABSTRACT

Malnutrition is a significant public health concern, particularly in developing countries such as Pakistan. The current study aimed to assess the nutritional status of preschool children in district Rahimyar Khan, Pakistan and examine the correlation between malnutrition and household deprivation status (HDS). A total of 384 households were selected using a proportional purposive random sampling technique, and anthropometric data were collected to calculate the z-scores of weight-for-age (WAZ), weight-for-height (WHZ), and height-for-age (HAZ). The study found that the prevalence rates of underweight, stunting, and wasting were 46.1%, 34.83%, and 15.49%, respectively, in district Rahimyar Khan. The rates of stunting and underweight decreased as households shifted from HDS-1 to HDS-3, while wasting remained the same. This indicates that the prevalence of malnutrition is worst in the most deprived segments of the population. The study concludes that household socio-economic deprivation is correlated with the high prevalence of malnutrition in the district. Improving the socio-economic status of households can decrease malnutrition and health risks in children. The findings highlight the need for targeted interventions to improve the nutritional status of preschool children in deprived areas of Pakistan.

Keywords: Malnutrition, household deprivation status, preschool children, underweight, stunting, wasting

Automated Conveyor System Training Kit

Koh Foo Hin

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ABSTRACT

The title of this project was 'Automated Conveyor System Training Kit'. The purpose of this project is to study how a system works using Programmable Logic Controller (PLC) and how to learn more about the operation of PLC in controlling the conveyor system with the function of the PLC. In this training kit prototype, the function of motor, sensor, pneumatic system was studied and analyzed. The operation of the system begins with the materials from the shelves, placed at the base plate, where the sensor will detect the object, thus activating the single acting cylinder. It will then push the material to the conveyor system. On the conveyor system, if the material is not according to size, the sensor will detect, and the single acting cylinder will push the material into the reject bin. Otherwise, when the sensor does not detect any irregular material size, the material will move until the end of the conveyor. At the end, when the material is placed on the plate, a single acting cylinder will push the plate and the material will roll into the slider. This training kit contains a PLC system which uses the pneumatic system and sensor were able to help students to understand better PLC control and pneumatic movement. Students can understand the application of PLC control system by learning the programming method. As a conclusion, this project is suitable to be used as a training kit for PLC and pneumatic teaching method.

Keywords: Conveyor System, Pneumatic, Programmable Logic Controller (PLC), Training Kit

Automated Management System in Accreditation of Educational Programs and Organizations of the Kyrgyz Republic

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ABSTRACT

The purpose of the work is to automate the process of program and institutional accreditation of educational organizations in the Kyrgyz Republic for the past 3 years. The structure and functions of the automated management system of program and institutional accreditation are given. The course of the experiment and effectiveness of the developed program is described

Keywords: Program accreditation, institutional accreditation, educational organizations, educational programs, subsystem, modules, automated management system

Awareness and Intention to Register Halal Certification of Micro and Small-Scale Food Enterprises in Kulim Kedah, Malaysia

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ABSTRACT

The knowledge of halal among food micro and small businesses (food MSEs) in Kulim Kedah, Malaysia, will be discussed in this research. Having a basic understanding of halal law is the first step towards getting halal certifications, which attest to a product's compliance with Islamic law. Unfortunately, the majority of the food products sold on the market lack halal certifications since the business owners lack halal awareness and intention. This survey intends to gauge food MSE entrepreneurs' understanding of halal and their desire to register halal certification. The understanding of halal and MSEs' entrepreneurial perspectives of the advantages of halal certificates are thought to have an impact on halal awareness. Additionally, halal awareness, attitudes, and perceptions of the simplicity of the processes will support the desire to register halal certification. To gather information, a set of questionnaires and a cover letter will be given together with an electronic Google Form to the food MSEs entrepreneur in Kulim Kedah, Malaysia. The adopted theoretical models in the exploratory research will be evaluated using structural equation modelling - partial least square (SEM-PLS). The purpose of the statistical analysis that this study undertook was to determine the awareness and intention among food MSEs entrepreneurs in Kulim, Kedah to register for halal certification for their business. Regarding the implication side of things, it is anticipated that this study will enhance the beliefs of the advantages and knowledge of halal have an impact on halal awareness. Furthermore, halal awareness has a positive impact on the intention to obtain a halal certificate, but attitudes and perceptions about the certification process have little bearing on this intention. This demonstrates how halal awareness will lead to a rise in halal certification registration intentions. Due to misconceptions about the processes for acquiring halal certificates, it does not, however, affect attitudes or actions to register for halal certification.

Keywords: Awareness, knowledge, perception, intention, halal certification

Blended Learning: A New Challenge for Pakistani University Students

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ABSTRACT

The aim of this study was to examine the standpoints of BS 4 years program (BSCS) students in Pakistani universities regarding the issues and challenges they face. The study utilized a descriptive survey method with a quantitative approach to quantify and measure students' perceptions and issues related to blended learning in education. The study collected data from 219 students out of 482 enrolled in the BS 4 years program (BSCS) at three public universities in Pakistan in the 2022 academic year. A questionnaire with a three-point Likert scale was used to gather data, which was then analyzed using frequencies, percentages, and diagrams. The findings showed that most students had a positive view of blended learning, but they also encountered various issues, such as lack of time, insufficient skills and support for proper use, lack of training, and unavailability of Learning Management Software (LMS) for technological learning tools. The study suggests the need for the development of institutional policies for the effective use of blended learning in universities and the implementation of training and skill development programs for teachers to integrate technology in their teaching.

Keywords: Blended Learning, Challenges, Standpoints, Teacher Education.

Calendar Ritual Culture of the Peoples of Central Asia (In the Case of Uzbek and Uyghurs in the XIXth - XXth Centuries)

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ABSTRACT

The rituals and traditions related to summer irrigation have acquired important social importance in the agricultural work in the regions of Central Asia. After all, in the agriculture-based economy of the Turkic people living in a large part of Central Asia, before and after the creation of artificial water structures, farming depended on snow and rain falling from the sky. That's why ritual customs dedicated to summoning rain have emerged among the local people. Even in the 18th and 19th centuries, such ceremonies and rituals related to water continued to be held among the farmers of the oasis.

In the years of low rainfall, the pleas, and wishes of the farmers to the gods of rain so that the crops do not wither and perish in the heat of summer are reflected in their simple actions and even in specially organized ceremonies. The summer season is considered the most difficult period for the farmers of Central Asia, and during this period, large crop fields dry up due to lack of water.

Farmers performed several rituals to save crops from the heat of summer. In particular, the ceremony of sprinkling water is one of them. This ritual is performed by women in some places and by men in some places during the hot summer days. To celebrate it, a big doll was made according to the instructions of the old farmers. During the ceremony, special songs were sung, and the doll was carried through the fields and streets and entered the houses. The participants entered the houses singing "Sust Khotun" song, and the owners welcomed them with joy. They donated and sprinkled water over the doll. They believed that these ceremonies would bring water to their dry fields and save the crops from drought. If the year comes without rain and snow, the drought begins and the crops in the fields die. People were forced to leave their lands because the land dried up due to lack of water and turned into a desert.

The ceremony of sprinkling water has been celebrated by the Uzbeks in Central Asia since ancient times. Beruni also talked a lot about customs and holidays dedicated to water in his work "The Remaining Signs of Past Centuries". According to the work, the water festival was celebrated on the tenth day of the month of Vakhshangom and Isfandarmozhi, and its name was derived from the name of the angel who represented the water of Vakhsh and Jayhun, and the peasants of Khorezm went to bathe in the Jayhun river on this day. The peoples of Central Asia used the "yada" stone in water-calling ceremonies and called for rain by appealing to Sust Khatun.

In this ceremony, old women sit in the middle of the crop fields and make loud noises by banging yada stones together, asking the rain god to send rain and save the crops from drought. “Yada” or “jada” stone has been regarded as the stone of rain, hail, snow, and storm in the Turkic peoples since ancient times.

In the 10th-13th centuries, belief in the magical power of this stone was widespread among the Turkic tribes, especially the Uyghurs, Qarluqs, and Oghuzs. Some elements of this ritual have continued in the following centuries among Turkic peoples, including Turkmens, Kyrgyz, Western Chinese Turks, Kazan Tatars, and especially Uyghur peoples. In his work, the Russian scientist V. M. Zhirmunsky writes that bewitching the weather with magic objects is part of the shamanistic customs, which have been widespread among the Turkic peoples of Central Asia since ancient times. Also, the earliest information about the “yada stone” and its special features, related calendar rituals can be found in Chinese, Arabic, and Persian sources. In particular, it is found in the form of “Khajar ul-matar” in Arabic sources, “Sang-i matar” (rain stone) or “Sang-i jeda” (jeda or yada stone) in Persian sources. It is found in the form of “sata” in the Yakut dialect of the Turkic language family, “jata” in the Altai dialect, and “jay” in the Kipchak language family.

Keywords: Yada, Sust xatun, Ritual, Magic

Can Open Banking Change the Future of Consumer Behaviour?

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ABSTRACT

Open Banking, a concept that we have started to hear frequently in the financial sector, is preparing to reshape consumer behavior by encouraging increased competition, innovation, and transparency. Open Banking, which enables the secure sharing of consumers' financial data through Application Programming Interfaces (APIs), has the potential to help individuals take control of their financial behavior. One of the most essential impacts of Open Banking on consumer behavior will be the increased adoption of financial management tools. With access to real-time financial data, consumers can make informed decisions using personalized budgeting applications and comparison websites. Access to this information will encourage consumers to seek out the best products and services, driving banks to innovate and compete on a level playing field. Open Banking also paves the way for the seamless integration of financial services into consumers' daily lives. Customers will likely adopt new banking habits, embrace digital wallets and contactless payments, and increasingly favor frictionless transactions. This shift in behavior will accelerate the transition to a more digital-first approach. In addition, Open Banking has the potential to redefine customer loyalty. As consumers gain access to a range of financial products and services, they will be less likely to stay with a single institution due to convenience. This fluidity will force banks to prioritize customer experience, value addition, and personalized offers to retain and attract customers. As a result, open banking applications are expected to lead to a series of changes in consumer behavior. Banks should adapt to this paradigm by prioritizing innovation, customer experience, and personalization to survive in this rapidly evolving new environment. This study analyzes the studies in the literature on open banking, which is a new concept, in detail. In addition, examples from the world and Turkey have been given to explain its place in practice. Due to the novelty of the concept and the recent implementation of the applications, the study is original and a source for future studies. The study aims to create a projection for the future regarding the possible changes in consumer behavior of open banking applications.

Keywords: Open Banking, Consumer Behaviour, Marketing, Innovation

Capacity Building and Institutional Strengthening for Enhancing Social Resilience to Address Climate Change

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ABSTRACT

Environment change is an ongoing global issue that requires urgent attention and action. The need for effective climate change management has led to the implementation of various policies, including capacity-building and institutional strengthening policies. The purpose of this research is to analyse the effectiveness of capacity building and institutional strengthening policies in current climate change management in Pakistan and with a comparison of other developing countries. Capacity-building policies are crucial for improving the knowledge, skills, and capacity of individuals, organizations, and communities to address climate change issues. These policies involve the provision of education and training programs that help individuals and organizations develop the necessary technical and institutional capacity to manage climate change. Building social resilience is a critical aspect of adapting to the impacts of climate change. Policies can play a crucial role in enhancing the resilience of communities to climate change by providing the necessary support and resources. There often exists a gap between communities and policy-makers regarding climate change, which can lead to policies that are not responsive to the needs and priorities of the communities they are intended to serve. The research design will be qualitative, and the methodology will be descriptive. The research method will be primarily content analysis and in-depth interviews with the stakeholders. The research will focus on these gaps primarily. One of the most significant gaps between communities and policymakers on climate change is the communication gap. Policymakers often use technical language that is difficult for the public to understand, making it difficult for community members to engage in meaningful dialogue. Research shows that communication between policymakers and community members can be improved through the use of simple language, visual aids, and community engagement strategies such as town hall meetings, focus groups, and community forums.

Keywords: Climate change, capacity building, institutional strengthening, social resilience, communication gap

Case Study of Inverter Air Conditioning Logic During Overcharge Refrigerant

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ABSTRACT

Preventative maintenance or also known as routine or scheduled maintenance is a work to do servicing or checking of equipment and assets to avoid from malfunction, corrective maintenance and worse is breakdown maintenance which will cause increasing of repairing cost, interruption of operation and disturbance. For residential air conditioning system, the routine maintenance must be performed for quarterly, half yearly or yearly and it completely depends on the usage time, where frequent use will be required frequent maintenance. Some of basic parameter need to be checked during servicing is refrigerant charge pressure (psi), operation current (amp), voltage (V), indoor unit supply and return temperature (°C). However, for inverter air conditioner, additional parameter must be observing as well such as compressor discharge temperature (°C) and expansion valve opening (pls). Overcharge refrigerant in air conditioning system will cause drop of cooling capacity, increasing energy consumption and short the lifespan of equipment. Main objective for this study is to observe the parameter change that occur for R32 inverter residential air conditioner unit which is compressor discharge temperature, expansion valve opening and operation current in case unit operate in overcharge refrigerant state. Finding the suitable air conditioner capacity to be installed must done first by calculating the cooling load requirements for the experiment area. Once cooling load was determined, the installation of air conditioner takes place and observation for overcharge refrigerant data is recorded. Based on the observations and recorded data, the compressor discharge temperature is reduced by about 12%, 32% of the refrigerant flow will be reduced due to the closure of the expansion valve and the compressor frequency drops by about 17% when 10% refrigerant is added into the system.

Keywords: Overcharge refrigerant, inverter air conditioning, maintenance

Challenges and Opportunities for the Inclusion in Terms of Cultural Diversity

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ABSTRACT

Cultural diversity in the workplace refers to the presence of individuals from different cultural backgrounds working together in the same organization. This abstract highlights the challenges and opportunities associated with cultural diversity in the workplace. One of the primary challenges is communication barriers due to language differences, non-verbal cues, and different communication styles. Miscommunication can lead to misunderstandings, conflicts, and decreased productivity. Another challenge is the potential for unconscious bias, stereotyping, and discrimination based on cultural differences. These biases can affect decision-making processes, employee morale, and overall team dynamics. Cultural diversity in the workplace also presents significant opportunities. Diverse teams can bring in a variety of perspectives, ideas, and experiences, leading to increased creativity, innovation, and problem-solving abilities. Different cultural backgrounds can also provide organizations with insights into international markets, leading to enhanced global business strategies. The sample consist of 2 female and 4 male employees with the age 28 to 29. The aim of the study is to explore the challenges and opportunities, cultural diversity in workplace. Moreover, I will use qualitative method including open ended or focused group discussions to gather data from the respondents. Cultural diversity in the workplace presents both challenges and opportunities. Organizations need to actively manage and leverage cultural diversity to reap the benefits it can offer while addressing the challenges. Strategies such as promoting inclusive leadership, providing diversity training and fostering a culture of inclusion can help organizations create a supportive environment that values and leverages cultural diversity in the workplace.

Keywords: Diversity, Challenges, Opportunities, Inclusion

Challenges and Suitable Solutions for Aquaculture

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ABSTRACT

The capture fisheries production is declining due to over-exploitation of natural resources. Therefore, the interest of aquaculture species is increasing to fulfil the aquatic protein demand of the public in the market. On the other hand, global environmental change, degradation of habitat, change in temperature, aquatic feed and original natural brood stock are the major challenge in aquaculture industry. In the present review, the challenges and opportunities in fisheries sector of Pakistan are discussed. The data and information were collected from the various sources including Fisheries Department of Pakistan, FAO and published literature. Pakistan is basically an agricultural country and is endowed with huge natural water resources, both freshwater and marine water as well as brackish water. Fisheries sector provide direct employment to about 400,000 fishermen and 600,000 people in ancillary industries. Pakistan has about 193 freshwater fish species, and 800 marine species. Only 31 fresh water fish species are considered as commercially important those are cultured. While, 120 marine species are commercially important but none of marine species yet practiced for being cultured. The domestic consumption of fish is about 1.9 kg per capita is the lowest in the world. However, unlimited resources are evidence that fisheries play an important role in human diet and economic development of country. Fisheries production is of top 10 export commodities that share 1.0% of the country's total GDP. These factors collectively have great threat to food security and income of the community. Therefore, immediate actions are required by the government and policymakers.

Keywords: Fisheries, capture areas, cultureable fish, GDP, capita consumption

Changing in TVET: Challenges and Opportunities in Sabah's HEI

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ABSTRACT

Innovation in Technical and Vocational Education and Training (TVET) is frequently changing. We are continually challenged to develop a more sustainable future in this ever-changing world. However, innovation is critically dependent on leading organizations and societies. Some of the TVET Higher Education Institutions (HEI) are still left behind compared with other HEI in developed countries. Some HEI thought that changing TVET was such a burden for them to change their teaching and learning system. This study applies the qualitative approach, and a semi-structured interview was applied to ensure the appropriate data was collected. This study tries to understand the perception of HEI towards changes in TVET. This study also explores the challenges and potential opportunities of the change in TVET towards Sabah's HEI. There are seven higher education interviewed and the majority of the informants perceived that changes in TVET create a positive view toward Sabah's HEI. Six major challenges were highlighted by the informants and five potential opportunities were mentioned by the informants. This study has highlighted TVET challenges and opportunities that need to be tackled from industry experts' perspectives. Their experience of accommodating TVET students and graduates as interns and Employees will help produce better-quality graduates in the future. Essentially, collaboration with industry is not just about providing employment opportunities, but is a key factor in providing quality skilled workers. The changes in TVET are not an obstacle to Sabah's HEI instead an opportunity for the HEI to improve and enhance the quality of the teaching and learning process.

Keywords: TVET, HEI, Education, challenges & opportunities, Sabah'HEI

Child Mental Health in Punjab (Pakistan): Role of Child's Functional Difficulty, Rurality, and Regionality

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ABSTRACT

The main objective of the study is to find the impact of child specific, maternal-, household-related, and regional variables on child mental health in Punjab, Pakistan. A dependent variable was child mental health. Child age (CH_AGE), child gender (CH_GNDR), child educational levels (CH_EDU), child's functional difficulties (CH_FDIF), child's mother's education (CH_MEDU), household's wealth quintiles (HH_WEALTH), household's area of residence (HH_AREA), and household's region of residence (HH_REGION) were employed as the explanatory variables. The present study is based on data from Multiple Indicators Cluster Survey (MICS) 2017-18 for Punjab province. We used raw microdata set file having information from the children aged 5 to 17 years. To investigate the correlates of child mental health in Punjab, binary logistic regression was applied as econometric technique. The study has found that a child's functional difficulties, child's mother's education, household's wealth quintiles, household's area of residence, and household's region of residence are the main determinants of child mental health in Punjab. The study concludes that raising the female education level and economic status of disadvantaged groups as well as area- and region-specific targeting could be helpful in achieving the child mental health in Punjab.

Keywords: Child mental health, Child's functional difficulty, Rurality, Regions of Punjab, Maternal Education

Childhood Tuberculosis in Multan, Pakistan: An Overview of Epidemiology, Diagnosis, and Treatment

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ABSTRACT

Tuberculosis (TB) is a major public health concern in Pakistan, with high rates of both TB and drug-resistant TB. While TB affects individuals of all ages, childhood TB is a particularly challenging form of the disease, as it is often difficult to diagnose and treat. This paper provides an overview of childhood TB in Multan, Pakistan, including its epidemiology, diagnosis, and treatment. A retrospective analysis of TB cases in children under the age of 15 years was conducted using data from the TB control program in Multan, Pakistan. A total of 500 cases of childhood TB were identified, representing 15% of all TB cases in the region. The majority of cases were male (62%), and the median age at diagnosis was 8 years (range: 1 month to 15 years). The most common forms of childhood TB were pulmonary TB (69%) and TB lymphadenitis (28%). The diagnosis of childhood TB was often delayed due to the non-specific and insidious nature of the symptoms, which included cough, fever, and weight loss. Diagnostic tests, such as chest X-rays and sputum microscopy, were often inconclusive, and the definitive diagnosis was often based on clinical suspicion and response to treatment. The treatment of childhood TB in Multan followed the standard World Health Organization (WHO) guidelines for TB treatment, which included a combination of isoniazid, rifampicin, pyrazinamide, and ethambutol. The treatment success rate was 78%, and the mortality rate was 6%. In conclusion, childhood TB is a significant public health concern in Multan, Pakistan. The diagnosis and treatment of childhood TB are often challenging due to the non-specific symptoms and diagnostic tests, as well as limited resources and infrastructure. To improve the diagnosis and treatment of childhood TB, there is a need for increased awareness, better diagnostic tools, and targeted interventions to address the specific challenges of childhood TB in the region.

Keywords: Childhood TB, Epidemiology, Diagnosis, Treatment

Circular Economy Where We Start

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ABSTRACT

Together with climate crisis signals such as hurricanes, flash floods, and wildfires, existing production and consumption patterns have intensified the harmful impacts of global warming. The manufacturing methods of western industrialized countries have exploited limited resources on earth and jeopardized future generations' capacity to reach those resources. In addition, household consumption habits resulted in garbage heaps and the destruction of flora and fauna. All indicators emphasized that the current way humans live on the planet does not appear sustainable; in fact, it is unsustainable. Accordingly, sustainable development is described as meeting the needs of the present without compromising the ability of future generations to meet their own needs in the Brundtland Report. International initiatives such as the UN and EU have introduced, respectively, the Sustainable Development Goals and the European Green Deal, which transform both companies and consumers in terms of sustainability. Parallel with the European Green Deal, the European Commission introduced the new Circular Economy Action Plan (CEAP), which includes a wide-ranging portfolio of electronics, packaging, batteries, textiles, buildings, plastics, and food. The plan implies a wide range of collaborations between NGOs, suppliers, industry, government, consumers, and even competitors and seeks to build a symbiotic, intertwined web in which an industry actor uses another company's waste as a raw material. Consumer packaged goods refers to a steady flow of resources and energy consumption in daily life. Consumer packaged goods have a limited life cycle as they are typically designed for single use and disposal. According to Eurostat, an average of 177 kg of packaging waste were produced per person in 2019 and that number kept increasing over the years. The environmental harm caused by an increasing amount of packaging cannot be surpassed by recycling rates, which should be the focus of different industry actors. It is necessary to put more emphasis on absolute savings through avoiding waste and reusing products. But to do so, business model development and implementation must transform from the linear economy paradigm (take-make-dispose) to the circular economy paradigm (closed loops). Accordingly, this paper examines a circular business model with reusable packaging frameworks and proposes a bunch of suggestions concerning consumer adoption of reusable and recyclable packaging. The present paper argues that eco-labels and QR codes with information about climate change and the harmful impacts of landfills on packages make consumers active partners in reusable packaging. Additionally, deposit-refund systems can be employed as a motivational factor through a financial incentive.

Keywords: Sustainability, Sustainable Development, Circular Economy, Circular Business Model, Consumer Adoption

Climate Change and Its Impact on Food Systems

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ABSTRACT

Climate change is one of the most significant challenges that the world is currently facing, and it has a profound impact on food systems globally. Rising temperatures, erratic weather patterns, and extreme weather events are all affecting food production, availability, and accessibility, particularly in developing countries. The impacts of climate change on food systems are multi-dimensional, including changes in crop yield and quality, changes in water availability, and changes in the incidence and distribution of pests and diseases. These factors have significant implications for food security and nutrition, particularly for vulnerable populations who rely on agriculture for their livelihoods. Mitigation and adaptation strategies are necessary to ensure the resilience of food systems in the face of climate change. Mitigation strategies include reducing greenhouse gas emissions from agricultural production and reducing food waste, while adaptation strategies include the development of drought-resistant crops, improved irrigation systems, and the use of early warning systems to predict and manage weather-related risks. Additionally, policy interventions at the national and international levels are necessary to support the implementation of these strategies. The impact of climate change on food systems is a complex and multi-faceted issue that requires urgent attention from researchers, policymakers, and practitioners. Understanding the impacts of climate change on food systems and identifying effective strategies for adaptation and mitigation will be critical in ensuring food security and nutrition in the face of a changing climate.

Keywords: Climate Change, Food Systems, Mitigation Strategies, Reducing Food Waste, Drought Resistant Crop

Climate Change and Town Planning: An Anthropological Assessment of Urban Morphology

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ABSTRACT

The title of the research is Climate Change and Town Planning: An Anthropological Assessment of Urban Morphology. The effect of climate change in urban systems around the world is enormous. Even while humanity may be able to cooperate to lessen the severity of these impacts. This will have a significant influence on urban systems, the populations they sustain, and the services they provide particularly in Islamabad, Pakistan. Our understanding of how to modify the urban design to accommodate climate change is the primary driving force behind this study. The study seeks to provide supplementary knowledge to highlight the role that institutions play in the process of incorporating climate change considerations into urban planning decisions and practices. Altering fuel and energy consumption patterns also has an impact on how much pollution is produced by human settlements. This study will be carried out under the Exploratory Mix method Research Design. A purposive sampling technique will be employed for in-depth interviews of the respondents. For the in-depth exploration of the collected quantitative data, the researcher will gather qualitative data from participants who could assist in the explanation of the quantitative results. An interview guide and a self-administered questionnaire will be used as a tool for data collection. In addition, field observation will also be utilized as a method and source of data collection. The quantitative data will be analyzed by using SPSS software. The average differences and comparisons as well as associations will be made using inferential statistical techniques. (ANOVA, Correlation, and Regression). This study will investigate explicit and implicit problems in which urban planning regimes all over the world have access to and employ tools like plan-making, stakeholder involvement, development management, and design standards. The findings from key informant interviews are consistent with the master plan to promote a healthy built environment and the current urban environment. Informants emphasize that lack of political will and finance are the main obstacles to putting sustainable urban planning into exercise.

Keywords: Climate change, town planning, adaptation, mitigation, policies, strategies, urban morphology

Climate Change Impacts on Agricultural Productivity and Food Security

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ABSTRACT

This paper determines productivity growth of agriculture sector and the climate change consequences on agricultural sector in the scope of agricultural market and socioeconomic. Agricultural output and food prices would change as the environmental changes may negatively affect the agricultural input. There is significance of climate change on productivity growth and the food security pillars. It is suggested to apply farming integration system by cultivating local crops that do not harm the environment, which could be developed by local people. Good infrastructure and implementation of research and innovation would be beneficial to deal with the impacts of climate change to promote sustainable economic growth, social development and environment.

Keywords: Agriculture Sector, Productivity Growth, Climate Change, food security, sustainable economic growth, social development and environment, Pakistan

Climate Change Impacts on Pakistan's Agriculture: Status, Consequences, and Adoption Options

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ABSTRACT

Climate change in Pakistan is one of the leading concerns for the country and has significant impacts on its agriculture. Agriculture is the main stay of our economy. Majority of the people are directly and indirectly linked with it. Pakistan ranked 5th in the countries affected by extreme weather caused by climate change. Pakistan contributes “a negligible 0.8% of the global carbon footprint, but we are among the 10 ... most climate-stressed countries on the planet.” Overtime in Pakistan due to climate change intensity of rainfall as well as its locations are shifted. There is also a rise in temperature. Furthermore, Pakistan has little insufficient technical and financial ability capacity to adjust to these adverse impacts. Due to its agrarian economy, climate change is becoming a serious issue. Pakistan has the world's largest irrigation system and the major water source for it is snow and glacial melt. Climate change is not only threatening the irrigation system due to fast melting glaciers, but also increases the risk of floods, droughts, landslides, power shortages, and avalanches. It is a continually mounting concern with unlimited importance owing to its pronounced, comprehensive socio-economic effects. Variation in temperature and rainfall patterns is a very frightening issue in the crop sector, especially the arid zone. This session will highlight the status, consequences/risks, adoption practices, and policy recommendations to address climate change in Pakistan. The session will discuss climate change impact on agriculture and formulate recommendation role its adoption.

Keywords: Climate change, agriculture, Pakistan, impacts, adaptation

Clinical Pharmacology: A Future Perspective for Congolese Hospitals

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ABSTRACT

Pharmacology, briefly defined as the science of medicine, is a discipline that evaluates the interaction between drugs and biological systems. While there are many sub-branches of pharmacology, clinical pharmacology, identified as the study of drugs in humans, has a distinct ground and importance within the field. In this review, the historical development, definition and content of clinical pharmacology will be defined, information on its position in the world and its status in Turkey will be apprized and suggestions regarding the development of this discipline in Congo will be discussed.

Keywords: Clinical pharmacology, Congolese Hospitals, pharmacovigilance

Cognitive Flexibility as A Prediction of Career Competency in University Students

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ABSTRACT

The aim of this study is to investigate the perceived level of career competency of university students in terms of perceived socio-economic status (SES) and gender. In addition, this study aims to test whether cognitive flexibility level is a significant predictor of career competency using a relational scanning model based on the general scanning model. The study group of the research consists of 546 university students (250 males and 296 females) studying in various departments of Turkish universities during the 2022-2023 academic year. To collect research data, a personal information form containing closed-ended questions about the participants' demographic characteristics was used, which was developed by the researchers. In addition, the "Career Competencies Scale" was used to determine the students' level of career competency, and the "Cognitive Flexibility Scale" was used to determine their level of cognitive flexibility. In the analysis, besides descriptive statistics, independent groups t-test was used to demonstrate differentiation according to gender variable, one-way analysis of variance (ANOVA) technique was used to demonstrate differentiation according to perceived SES. Pearson correlation coefficient was calculated to reveal the relationship between students' career competencies and cognitive flexibility levels. Regression analysis technique was also used to determine the level of cognitive flexibility in predicting career competencies. The significance level was set at .05 in the study. According to the findings obtained through research, significant differences were found in the levels of cognitive flexibility and career competence among university students in terms of gender. Regarding the perceived SES. It was observed that there was only a significant difference in the alternative sub-dimension of cognitive flexibility between groups, and the difference was in favor of students with a middle-perceived SES. It was also found that there was a significant relationship between the sub-dimensions of cognitive flexibility and career competence among students, and that cognitive flexibility was a significant predictor of career competence. Based on the findings, recommendations have been developed.

Keywords: Cognitive Flexibility, Career Competence, University Students

Comparative Study of D-Dimer Levels in COVID-19 Negative and Positive Patients. Case Study of Biomedical Laboratory Saint Raphael

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ABSTRACT

The SARS-COV 2 virus caused a worldwide pandemic in a few weeks causing the infection of more than twenty million subjects. Nearly 15% of patients with corona virus disease 2019 more than 70% of severe form with coagulation abnormalities. According to the Chinese CDC's report based on data from 72,314 cases, several risk factors for aggravation of the disease and significant mortality appear. This work proposes to study the comparison of D dimers in COVID negative and positive people. In our work we opted for a cross-sectional descriptive observation study whose data collection was prospective using documentary analysis. During our study, we had 67 patients including 30 positive and 37 negative. We found in our investigation:

A prevalence - of D dimers of 3% compared to other examinations

A male predominance of 59.45%

A predominance of an age group between 33 and 47 years old

Provenance 59, 45% from Lubumbashi with negative COVID and 7% still from Lubumbashi with positive COVID

Classic sign 37.8% presenting with influenza-like illness in COVID-negative patients and 40% with influenza-like illness in positive COVID.

Keywords: Covid-19, D-dimers, the positive COVID

Competencies of the 21st Century: The Role of Education in an Ever-Changing World

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ABSTRACT

The 21st century has brought about unprecedented technological advances and social changes that have transformed the world we live in. As a result, new skills and competencies are required to succeed in the modern workplace and society. The purpose of this article is to examine the competencies of the 21st century and the role of education in preparing individuals to meet these demands. The competencies of the 21st century is characterized by a focus on critical thinking, problem-solving, creativity, collaboration, communication, and adaptability. These skills are necessary for individuals to thrive in a constantly evolving global economy that requires flexibility and the ability to adapt to new challenges and opportunities. Education plays a crucial role in developing these competencies. Teachers must embrace innovative and interdisciplinary teaching methods that go beyond traditional curricula and emphasize experiential and collaborative learning. Moreover, educational institutions must foster a culture of lifelong learning that encourages students to continuously develop their skills and competencies throughout their careers. However, there are significant challenges associated with preparing individuals for the 21st-century workforce. One major obstacle is the digital divide, which refers to the gap between individuals who have access to technology and those who do not. This divide creates inequities in access to education and employment opportunities, exacerbating existing social inequalities. Furthermore, traditional educational system possesses often slow to adapt to changing social and economic realities, which can lead to a mismatch between the skills individuals possess and the skills that employers demand. Despite these challenges, there are also significant opportunities associated with the competencies of the 21st century. The global economy offers vast opportunities for individuals who possess the necessary skills and competencies, and the demand for workers with these skills is expected to continue to grow. In conclusion, the competencies of the 21st century are essential for success in a rapidly changing world. Education plays a vital role in developing these competencies, and it is crucial that educators and educational institutions adapt to the demands of the modern workforce. By doing so, we can ensure that individuals are equipped with the skills they need to succeed in the 21st century and beyond.

Keywords: Education, skills, competencies

Complex Mechanisms of Communication

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ABSTRACT

When we begin a communication, in order to express our thoughts, we perform various logical and speech operations without realizing it. That is, we give in to the process of implication. As a result, the thought we express and encode can be understood and decoded in different ways by its recipient in a specific situation. Because the idea conveyed by the author is not adequately received by the listener. In this process, it is important to take into consideration factors such as the communicative intentions of the participants, their mental state, worldview, gender and social status. Being able to choose the necessary units in a certain situation and create a coherent speech based on this is the communicative competence of a native speaker. Communicative competence of a person as a function of the brain, covers important social situations in their communication and interaction, serves the complex mechanisms and processes related to the formation of speech and its understanding, i.e., speech communication. The article covers these issues.

Keywords: Communication, communicative purpose, coding, decoding, communicative competence.

Conflict Governance for Pasture Resources in Kyrgyzstan

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ABSTRACT

Land resources are a product of nature itself and have unique, irreplaceable properties, inherent only to man. Land is the main wealth of any country, and the rational use of land resources is one of the acute problems of our time. Conflicts over land and natural resources always exist in human development, but with rational management these contradictions can be resolved favorably for the conflicting parties. In this study, conflicts on pastures of Kyrgyzstan will be considered: causes, participants and ways of their management.

Keywords: Pastures, conflicts , pasture committees, aiyl okmotu, pasture users.

Creating Organizational Citizenship Behavior Among Employees of the Hospital Industry Utilizing the Tool of Green Human Resources Practices--An Empirical Study

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ABSTRACT

The paper focuses on the voluntary behavior that can be created among employees of the hospital industry through green HRM practices in an emerging economy. This paper aims to identify which green practices can be useful for employees to cope with the dynamics of the global and environmental perspectives. The study stresses the key green practices which are useful for creating and engaging employees in being good green citizens for the organization. Ability, Motivation, and Opportunity (AMO) have been used as a theoretical baseline to identify the impact and interactive relationship between green human resource management (GHRM) practices on OCBE. A regression model is used as an econometric technique to verify the research framework, by employing the questionnaire survey method. Findings show that green training is key to increasing employees' voluntary behavior. Research highlights the role of GHRM practices on OCBE to have a real impact on sustainable development.

Keywords: GHRM practices, OCBE, employee voluntary behavior, Ability, Motivation and Opportunity (AMO) theory, sustainable development, emerging economy, Pakistan

Critical Thinking: An Essential Learning Competency of 21st Century Education

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ABSTRACT

The world is changing rapidly in many ways, and this change is driving a lot of the additional major changes, such as the rise of globalization and flexibilization. Many scholars have already identified an entirely novel set of skills, known as 21st century skills, that are required for people to perform and contribute fully in today's world. In this article, we present a framework for assessing what we know about our current situation in terms of 21st century education competencies, which refer to developing learning skills that include critical thinking, creativity, collaboration, and communication, which have all been acknowledged as being essential for successfully adjusting to present-day educational environments. These four pillars of the competencies are important in 21st century education. This includes all areas of education from elementary school to continuing education to college and beyond. Critical thinking empowers comprehension skills by teaching students how to find out the logics. Students can use critical thinking to discover the factual basis in claims, particularly when it comes to distinguishing fact from opinion. Critical thinking is the process of using and assessing reasons to evaluate statements, assumptions and arguments. Critical thinking assists people understand one another, their motivations, and their goals, which may transform the entire educational system and encourage growth and happiness.

Keywords: Globalization, Flexibilization, Learning skills, 21st century competencies, critical thinking, creativity, collaboration, communication.

Cultural & Regional Diversification of Women Empowerment in Agriculture: the Case of Rural Punjab, Pakistan

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ABSTRACT

The study aims to examine the women empowerment in rural areas of Punjab province of Pakistan. Across the province, cultural variations play a significant role in empowerment of women involved in agricultural practices. Women empowerment in agriculture index (WEAI) was used for measuring women empowerment of the 300 rural households in three geographical zones of Punjab. Primary data were collected from three (3) districts of the Punjab province. The quantitative data analyzed by using appropriate statistical techniques. The results of the study showed disempowerment of women in agriculture with varying degree in all three selected regions of Punjab. The WEAI results for the Central Punjab (Jhang) is 0.034. It is the average weighted score of the five empowerment domains (5DE) value of sub-index is 0.689 and the Gender parity index (GPI) sub-index value of 0.686. Results for South Punjab (D.G.Khan) is 0.578. The weighted score of the sub-index value of 5DE is 0.498 and the sub-index value of GPI is 0.782, and for North Punjab (Chakwal) is 0.784 and the average weighted score of the sub-index value of 5DE is 0.745 and the sub-index value of GPI is 0.598. The empowerment gap between men and women in the same household is relatively momentous at 26.9 and 36.9% in Central and South Punjab but less significant in North Punjab at 53.8%. A strong correlation between age of the household, education and empowerment was found. Lack of control over income and lack of control over resources are found as the domains that contribute most to women disempowerment. Lack of leadership in community and lack of availability of time domains that contribute most to men disempowerment.

Keywords: Women empowerment, WEAI, agriculture

Cultural and Social Life: Diversification, Unification, and Inclusion

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ABSTRACT

Social/cultural studies focus on ways in which society and culture affect everyday life. Courses explore the rituals, beliefs and traditions of different cultures and societies. Multicultural nature of our society has been ignored. Most countries have been failing to recognize the enriching value of diverse cultures. India has more than two thousand ethnic groups, and every major religion is represented, as are four major families of languages (Indo-European, Dravidian, Austro-Asiatic and Sino-Tibetan languages). Cultural diversity is about appreciating that society is made up of many different groups with different interests, skills, talents and needs. It also means that you recognize that people in society can have differing religious beliefs and sexual orientations to you. Social Diversity is the differences seen in a particular society in the case of religion, culture, economic status etc. Unification means the process of being united or made into a whole. There are two types of unification; Assimilation and Acculturation. Assimilation means a process of unification of different cultures with the aim to reduce the difference between the two of them and achieve mutual interests. In contrast, acculturation involves in itself the process of assimilation to walk with their real efforts of both cultures holder. Social unification means an association of people, objectively defined by the way of their stable relationship in which they act as a collective subject of social action. Cultural

inclusion is defined by an ability to foster intercultural dialogue by building connections between newcomers and longer-term residents to strengthen relationships and communicate shared values. Social inclusion allows for the participation and empowerment of all city residents to engage in community life and actively promotes a sense of belonging and shared identity. Inclusion requires that everyone's contributions be valued, that individuals, regardless of the diversity dimension, have the opportunity to do their best work and advance.

Keywords: Social Diversity, cultures diverse, Unification, Cultural inclusion, shared values

Cultural Heritage and Halal Tourism in Pakistan: Case of Sufi Shrines in South Punjab

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ABSTRACT

Halal tourism has often been considered like Islamic tourism and is considered of vital importance for the local communities in many Muslim countries. It has been observed that Halal Tourism has been expanding across many countries where Muslim communities are being engaged in different business and service provision activities. In Pakistan, halal tourism is still not being given due importance and is being ignored not only at the policy level but also at the community level due to ignorance and illiteracy. South Punjab is one of the potential areas in Pakistan where communities can benefit a lot if proper attention is being paid to the concept and philosophy of halal tourism. The present study is being conducted, one the first of its kind where Sufi shrines were being focused on getting an idea of how visitors and local communities are valuing their activities and considers them important from a socio-economic perspective. During the study, a primary survey was conducted, and data were collected from across South Punjab. Results suggested that communities were being benefitted from the local visitors who have multiple motives behind their traveling. It was also conceived that if proper facilities were established, foreign travelers can also be attracted to these places.

Keywords: Culture, tourism, communities, social life, halal tourism, Pakistan, Sufi shrines

Culture and Social Life, Diversification, Unification and Inclusion

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ABSTRACT

The relationship between culture and social life is an intricate and complex one that has been explored by academics and thinkers for centuries. At its heart, this relationship can be understood as a two-way street, with culture informing social practices and behaviors while also being shaped by them in turn. One way this relationship manifests is through the theme of abstract ideas, which can both reflect and shape cultural norms and social interactions. Abstract ideas are concepts like love, justice, and truth that don't have a concrete, tangible form but are still vital components of human experience. These ideas are fundamental to human culture and social life, and they have been explored extensively in every medium from literature and art to philosophy and science. The way that abstract ideas are portrayed in these various mediums is crucial to understanding how they inform and are informed by culture and social life.

Keywords: Justice, Human Culture, Cultural Norm

Culture and Social Life: Street Crimes Implications

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ABSTRACT

Street crime has become a significant problem in Pakistan, and it has far-reaching implications for the country's social life and cultural values. Street crime encompasses a range of criminal activities, including mugging, theft, and kidnapping. These crimes are often carried out by organized gangs, and they have become increasingly violent in recent years. Street crime has had a profound impact on the social fabric of Pakistan. It has eroded public trust in law enforcement agencies and contributed to a culture of fear and suspicion. Citizens are reluctant to leave their homes, and many businesses have been forced to close due to security concerns. This has had a negative impact on Pakistan's economy and cultural life. The rise in street crime has also led to a decline in social values. Many citizens have become disillusioned with the government's ability to protect them, and some have taken matters into their own hands. This has led to vigilantism and a breakdown in the rule of law. In conclusion, street crime has had significant implications for Pakistan's social life and cultural values. It has eroded public trust in law enforcement agencies and contributed to a culture of fear and suspicion. Addressing street crime requires a comprehensive approach that addresses the underlying social and cultural factors that contribute to crime levels in the country.

Keywords: Suspension, Cultural Factor, Social Fabric

Customer Complaint Management Influence on Subjective Financial Wellbeing

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ABSTRACT

Financial wellbeing has been regarded as salient marketing construct for measuring financial product impact on customer satisfaction and financial wellness, as well as an instrument for measuring development goal attainment. Nevertheless, research focusing on Subjective Financial Wellbeing (SFWB) is immature. Using semi-structured interviews and projective techniques, this paper identifies attending to customer's complain swiftly, religious identity, self-congruity are determinant of effective customer complaint management and has significant influence on subjective financial wellbeing and customer satisfaction on Islamic finance product. The outcomes of effective complain management is trust based on micro-culture link, resilience to negative information on financial product and adherence to Islamic teaching. This study extend financial wellbeing literature by examining how customer complain management influence financial wellbeing of a financial product from Islamic banking perspectives, an area that's hugely under researched.

Keywords: Complaint management, religious identity, micro culture link, subjective wellbeing

Cybersecurity in the Aviation Industry: Threats and Future Trends

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ABSTRACT

The aviation industry is a complex system of computer systems and networks that rely on reliable operation. Therefore, ensuring the security of these systems and networks is crucial for the safety of passengers, crew, and aircraft, as well as for the protection of sensitive information and data. The aviation sector is faced with a wide range of cyber threats, including attacks on computer systems, networks, and other critical infrastructure, from various sources such as nation-states, criminal organizations, and individual hackers. Aviation companies also perform regular security assessments to identify vulnerabilities in their systems and networks, and provide their employees with training and awareness programs to detect and respond to potential cyber threats. Overall, cybersecurity is a critical issue for the aviation industry, requiring constant attention and proactive measures to protect against cyber threats. In this study, cyberattacks against the aviation industry worldwide are examined, and potential cyber attack scenarios are presented from the perspective of the Civil Aviation Cybersecurity Instructions. The current level of preparedness of the Turkish civil aviation industry is emphasized, along with the measures that need to be taken in the face of future cyber attack trends and expected challenges.

Keywords: Aviation Cyber Security, Cyber Attacks and Threats, Cyber Security Ecosystem

Decomposition of Market Concentration in the Dual Banking System of Pakistan

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ABSTRACT

This study measures and decomposes the market concentration in dual banking system of Pakistan using the k-bank concentration ratio for $k = 3, 4, \dots, 10$, Herfindahl- Herchman index and Theil's First and Second entropy indices. The study finds the increased level of competition in the banking markets of Pakistan. There is greater level of concentration within Islamic banks but the contribution of Islamic banks towards the overall level of concentration has been quite small. Conventional banks of Pakistan show low level of concentration, but in overall level of concentration, the contribution of conventional banks is higher. The study findings concluded that the contribution of banks within conventional and Islamic banking system has been substantially smaller than the contribution of banks between Islamic and conventional banks.

Keywords: Conventional banking, Islamic banking system, Herfindahl- Herchman index, Theil's First and Second entropy indices

Deep Learning for Large-Scale Fraud Detection

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ABSTRACT

Online fraud is often orchestrated by organized crime rings, who use malicious user accounts to actively target modern online services for financial gain. In this study, the authors share a real-time, scalable fraud detection solution backed by deep learning and built on Spark and TensorFlow and demonstrate how the system outperforms traditional solutions such as blacklists and machine learning. The author of this study compares the traditional approaches and then shows how the proposed approach outperforms the baseline results. They deployed a hybrid model combining with Spark and TensorFlow in production clients for practical outages.

Keywords: Online fraud, Deep learning, Spark, TensorFlow, Scalable fraud detection

Deep-SNP for Marker Validation Associated with Common Traits of Cotton

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ABSTRACT

Plant breeding is transforming because of genomic selection, and it is necessary to use machine learning models to validate common traits such as plant height, wilt resistance, and early maturity. The development of high throughput molecular markers for common traits can be aided by mapping Single Nucleotide Polymorphisms (SNPs) in cotton. With the use of molecular markers, Marker-Assisted Selection (MAS) has been recognized as a potential approach for improving common traits of cotton in a short period. This study aims to validate common traits of cotton SNPs using a machine learning algorithm. SNPs marker have been validated by comparing the genomic sequence achieved by the machine learning algorithm. The study evaluated the best computational model for validating the common traits in cotton, with logistic regression and random forest models being applied for SNP marker validation. The results showed that logistic regression had a higher accuracy than the random forest model in validating SNP markers. The logistic regression model correctly identified the SNP markers with an accuracy of 99%, while the random forest model had an accuracy of 97%. These findings demonstrate the potential of machine learning techniques in validating SNP markers in cotton breeding programs and highlight the importance of choosing the appropriate machine learning algorithm for optimal marker validation.

Keywords: SNP markers, cotton, machine learning, logistic regression, random forest

Democracy vs. Authoritarianism? Ukraine War and Challenges to Global Liberal Order

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ABSTRACT

The dominant narrative led by the west declares the Ukraine war as a new challenge to global liberal order and its dominant values of democracy, human rights and market economy by an authoritarian aggressor Russia. Ukraine is signified by Francis Fukuyama as a defender of the liberal values. To Fukuyama, a new challenge of authoritarianism is on the horizon demanding collective response. To meet the threat to democracy, NATO mobilizes militarily. The proposed membership of Finland and Sweden in NATO signifies a new cold war. Ukraine has also been offered unparalleled humanitarian support and plans are there to reconstruct post-conflict Ukraine. Rights and wrongs of the war are echoed in the UN with the General Assembly voting 141 to 5 with 47 abstentions to condemn Russian aggression. It gives an impression of a united world standing firm to protect liberal world order but is it the real scenario?

The paper argues that the Ukraine conflict has brought to surface the divide between west and rest. Using discourse analysis on data from International Crisis Group and Economist Intelligence Unit, and debates in UN institutions, the paper aim to establish that Ukraine war as portrayed is not a dialectics between liberal democracy and authoritarianism; validated by the fact that many absent votes in UN General Assembly are established democracies like Indonesia, India and Brazil housing more than 50 percent of world population. Daunted by the challenges of debt, development and sustainability, these states are unpersuaded by the narrative that the war for democracy fought in Ukraine is their own.

Keywords: Democracy, Authoritarianism, Liberalism, Ukraine, Russia, NATO

Design and Analysis of Handy Drilling Machine for Educational Purpose (Woodwork)

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ABSTRACT

A drilling machine is a very basic instrument that is still used today. The conventional drill press machines are cumbersome, bulky, and difficult to carry anywhere. Other issues include the extremely small distance between the drill bit and the work. The use of a 360° flexible drilling machine can help overcome this issue. This machine is straightforward, portable, and capable of rotating in all four directions—vertically, horizontally, up, and down. This project's platform is a scissor lift jack that can raise and lower the machine. The instruments used to construct this machine include a welding machine, soldering gun, grinder, drill, rubber hammer, etc. This project design was created utilizing Autodesk Inventor software. The finished arm or links produce an angular motion that moves up and down. Next, this drilling device can drill through materials including ceramic tiles, metal, plastic, and wood. Because the drill power and torque are sufficient, this project is not intended for use in heavy industry. Only light industry use and small and medium-sized businesses are the focus of this project.

Keywords: Drilling Machine, Flexible, Linkages, Angular Movement

Detection of Agriculture Land in Urban Areas of Pakistan Using Machine Learning Model

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ABSTRACT

The concept of Land use and cover change (LUCC) encompasses the alterations that take place on the Earth's surface. Land use denotes intentional human actions conducted on land, while land cover describes the physical attributes of the land surface. LUCC is a critical field of research in the context of global environmental change. LUCC is a major problem in countries that are developing or underdeveloped when taken into the context of changes in the climate on a global scale and urban structure distribution. More than 55% of the world's population currently resides in cities, and urban growth and development have become an intrinsic cause of LUCC since the 1900s. At present, one of the global drivers of LUCC is the rapid urbanization and expansion, as well as the shortage of agricultural land. This research proposed a new approach or technique to improve the accuracy of the classification algorithm and enhance the detection of agriculture land cover changes. In this study, based on remotely sensed Landsat images from 2000 to 2023, the change detection of agricultural land as well as spatial dynamics of Faisalabad Division, Pakistan, over the past two decades were explored using a multi-date composite change detection method. Google Earth Engine (GEE) was used to collect data from Landsat satellite. To retrieve features from the satellite images, two indices, Normalized Difference Vegetation Index (NDVI) and Band Matrix were applied. Maximum Likelihood (ML), Decision Tree (DT) and Support Vector Machines (SVM) were used as classification algorithms to classify the satellite images into different land cover classes. According to results derived from Landsat, there has been a decrease in vegetation and agricultural fields and an increase in built-up areas. Built-up areas in 2000 increased and reached more than 60% after two decades. It was observed that agricultural land, water bodies, vegetation, and bare grounds were all continuously reducing. The ratios of agricultural land, water bodies, vegetation, and barren ground have all dropped during the past two decades by 40% to 80% overall emphasizing that computing the anticipated use of agriculture land in Pakistan can be done by recreating historical land use and land cover change detection.

Keywords: Agriculture, LUCC, Landsat, Supervised Classification, Time-series

Determinants of Decline in Cotton Cultivation and Its Replacement with Alternative Crops in Punjab, Pakistan

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ABSTRACT

Cotton as a major cash crop in Pakistan is recognized as the country's economic backbone. It accounts for about 0.8 percent of total GDP and 4.1 percent of the overall agriculture value addition. In the last 2 decades, there has been a decrease of 10 percent in the area, 10.02 percent in production, and a 1 percent decrease in yield. The farmers hesitate to take the risk of growing cotton and shift towards other crops. During the same time, the trend has clearly shown a major shifting of cotton crops toward rice, sugarcane, maize, and fruits. The primary data were collected from 100 farmers located in 4 tehsils of district Khanewal during 2021. The secondary data was taken from various government websites from 1991 to 2020. The objective of this research was to examine the past trend and future forecast of the area, production, and yield of cotton crop. The present study also aimed to find alternative crops being replaced with cotton. The study also identified the factors affecting the decline of cotton area in the major "Cotton-Wheat System" districts of Punjab. Cotton area, production, and yield were forecasted through ARIMA model. The Multiple Linear Regression Model was used to determine the relationship between cotton yield and different explanatory variables. This study finds that the major alternative crops which replaced cotton were rice (35%), maize (22%), citrus (12%), and other crops (28%). Only 3% of farmers were found who did not replace their cotton crop with any other. Age, education, cotton growing experience, total income, and land preparation cost has positive and significant impact on cotton yield. The value of R^2 was 0.286. One of the major causes of this diversion towards alternative crops is the continuous increase in temperature which damages the cotton crop. In the early stage of cotton, the rise in temperature increases humidity, that provides favorable environment to the white fly which is the major pest of cotton. The present study found that more time consuming, high cost of production and highly effected by high temperature as the major social, economic, and environmental challenges/constraints. Non availability of canal water and unfit quality of ground water, attack of pests, high cost of production and less demand by local consumer were also issues found in cotton cultivation. Improvement in supply of canal water, proper management of crop residue, allocation of special zones for cotton and sowing of genetically improved varieties resistant to high temperature and produce good quality lint are some recommendations for the revival of cotton crop in the study area.

Keywords: Cotton, forecasting, alternative crops, temperature, cotton yield

Determinants of Willingness to Pay for Drinking Water Service in Faisalabad, Pakistan: A Contingent Valuation Approach

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ABSTRACT

Availability of clean drinking water is a major concern all over the world. Ground water quality is badly affected due to rapid industrialization, population growth and excessive use of chemicals in agriculture. Household's education and willingness to pay for reliable and clean drinking water supply helps to identify the preferred level of amenities and arrangement of appropriate strategies for water facilities. The present study was aimed to investigate the determinants of willingness to pay of households for clean drinking water facility by using contingent valuation approach. Primary data were collected from 600 households by using stratified random sampling technique. To analyze the outcomes multinomial logistic regression was used. Results revealed that 82.8% households were willing to pay for drinking water service. However, the income, education of household head, highest education level in the family, family size and residential area of the household significantly determined the willingness to pay of households for clean drinking water facility. Results suggested that the education about water quality should be disseminated among households to enhance the willingness to pay for drinking water services and government should boost up the income generating programs to improve the financial status of the households.

Keywords: Willingness to pay, ground water, chemicals

Determinants of Religious Sectarianism and Intolerance: Implications for Social Inclusion in Pakistan

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ABSTRACT

Religious sectarianism originates from the strong and rigid belief system of members of different sects that triggers conflicts and intolerance (Shahzad et.al, 2022). Islam is the main religion practiced in Pakistan with two main sects i.e. Shia and Sunni. Each of these sects are further divided into subsects. Literature shows that there are more than 100 religious sects out of these two sects and its number is expanding gradually. The major subsects of Sunni include Brelvi, Deobandi and Ahl-e-Hadith. Islam lacks any information in Quran and Hadiths regarding the recognition of these sects. However, it is important to identify that which sect truly interprets what the Quran and Hadiths teach us. A general hatred is found in these sects for each other, and sectarian intolerance is rising both within the sects and between the sects. This intolerance not only affect the integrity of Islam but also damaging the non-Muslim communities (Ullah, 2009). Literature shows different incidents of religious intolerance which has led into various conflicts and terrorism activities including the respective causes. Some studies report the positive relationship between the per capita income and incidence of terrorist activities (Blomberg, Hess, & Orphanides, 2004; Tavares, 2004; Lai, 2007; Krueger & Laitin, 2008; Freytag et al., 2011). On the other hand, some studies pinpoint the negative correlation between income and the probability of terrorist attacks (Bravo & Dias, 2006; Blomberg & Hess, 2008; Dreher & Fischer, 2010). Income inequality is another factor causing distress and anger in public which further drives them to engage in violence and terrorism (Lai, 2007; Salvatore, 2007; Krieger & Meierrieks, 2011). Similarly, political instability also positively influences terrorism incidents where terrorism activities are often easily practiced in weak democratic systems and vice versa (Fearon & Laitin, 2003). In Pakistan, there are many incidents showing the violent conflicts between Shia and Sunnis. Different sects have built their own mosques and triggers their own school of thought among the community. This situation has serious implications on the social tolerance and social inclusion in Pakistan. Sometimes, terrorism incidents happen between individual families with reasons other than sectarianism but are projected in way that further deteriorates social inclusion in the country. In order to harmonize the cultural diversity in Pakistan, it is important to make these sects communicate with each

other and establish a common goal. This can also create opportunities for our country to become more open to the global economy.

Keywords: Religious sectarianism, Intolerance, Social inclusion, Pakistan

Determination of Linkages Among Citrus Growers and Agricultural Extension Workers: Evidence Through Measuring the Extent of Adoption of Recommendation in Punjab, Pakistan

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ABSTRACT

This current study aimed to determine and improve the adaptation level of citrus farmers by finding the extent of linkage between farmers and extension workers. The main objectives were the identification of specific knowledge deficiency areas of farmers regarding citrus crop; constraints faced by citrus growers and differentiate the adaptation level of adopters and non-adopters. Primary data were collected from 400 citrus growers through well-structured and pre-tested questionnaire from four districts of Punjab province of Pakistan i.e. Sahiwal, Toba Tek Singh, Bhakkar and Layyah. Out of the total 400 targeted citrus growers, 60 were adopters while 360 were non-adopters (randomly selected farmers). The stratified random sampling technique was used for data collection. Twenty-five extension agents were interviewed from each district thus making a total of 100 extension workers from four districts in the study area. The knowledge deficient areas of farmers and lack of adaptation of recommendations as inquired from citrus growers and extension agents were divided into nine categories ranging from land preparation to post-harvest operations. The factor analysis was used to identify the constraints faced by the citrus growers. The farmer- extension linkages were found to be satisfactory as more than half of the respondents were of the view that extension workers were available to them whenever they needed them. The extension agents were of the view that the farmer's adaptation found to be high. The detailed analysis revealed that adopters were aware of pest, nursery and plant/cultural management while they had poor knowledge of processing/packaging, land preparation and soil and irrigation management. The non-adopters were lacking in processing/packaging, land preparation and soil management, irrigation and harvesting management. However, they had good knowledge of pest, nursery and plant/cultural management. It is recommended that government should fill the vacant posts to increase the extension workers to farmers' ratio. The In-Service training of the extension workers must be conducted regularly to refresh their knowledge and capacity building so that the latest

techniques may be disseminated to the farmers. The farmers must be given provided information regarding post-harvest operations other than production practices.

Keywords: Citrus Growers, Extension Workers, Adaptation, Recommendations, Adopters

Determination of Nurses' Level of Identification of Child Abuse and Neglect Symptoms and Abuse Risks

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ABSTRACT

Abuse is a phenomenon seen in almost every society and cannot be prevented. Although intensive efforts are made to prevent and prevent it, it is understood that it is not successful enough. of course, when people's insensitivity about the issue is added to the fact that the authorities do not show the necessary care and importance to the issue, the dimension changes. The abuse issue, especially on children, increases the sensitivity even more. Child abuse is defined as attitudes and behaviors that harm the physical and/or psychological health of children by their parents, foster family members, or strangers and prevent their physical, emotional, sexual, or mental development. These attitudes and behaviors leave deep scars on children and negatively affect their mental and emotional health. According to WHO, 41,000 children under 15 die yearly due to abuse or neglect. The reason why the number of children dying from abuse and neglect is so low is that the causes of death are reported in different ways. Underreporting of abuse, difficulties in diagnosis, denial, and concealment further increase the severity of the problem. In this study, information was given about the types of abuse and neglect practiced intensively against children, and necessary recommendations were made to prevent them. In addition, information was given on the ability of nurses to identify incoming cases. It was determined that although nurses generally know the subject, they are insufficient to be effective. If necessary and adequate measures are not taken, it is calculated that the extent of this will increase by at least 150% in the next 20 years compared to today. Accordingly, the high rate of increase in both the death rates due to abuse and the number of abuse should make us uneasy, and the authorities should be pressured on this issue.

Keywords: Children, abuse, parents, precautions

Determining the Effectiveness of Simulation Applications in Nursing Education

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ABSTRACT

Technological developments continue very aggressively in many directions, while it is being preferred by many because of their ease of use in different fields. One of the areas where technology is used effectively is the education of nurses, who carries a significant burden in the health sector. Because of the limited practice areas, while most of the students acquire decent theoretical knowledge during their education in universities, they graduate without gaining practical skills. Although internship programs aim to develop the communication and motor skills of the students, they do not serve the achievement of these purposes due to the high number of students and the frequent maladaptive behaviors of patients, and developing those skills turned into one of the biggest problems that the education of prospect nurses. This study emphasizes the applicability of simulation studies, which have been used in recent years, in the education of nurses. In the study, the results of the applications that evaluate the outcomes of simulations were systematically examined, and conclusions were drawn accordingly. Moreover, studies evaluating nursing students' knowledge, professional, communication, and clinical decision-making skills were also included. It is concluded that generally, experimental and quasi-experimental designs were used in simulation studies.

Keywords: Simulation, technology, nursing, health, education

Developing and Accessing Adaptation Strategies Against Climate Vulnerability by Stakeholder Engagement Process in Punjab, Pakistan

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ABSTRACT

Agricultural production systems are complex, interlinked and highly dependent on natural ecosystem regarding inputs and output relations. Crop production is climate prone sector of the economy. Anticipation and adaptations of all these impacts of climate change is very important tool for the developing economies. There are certain planned and unplanned adaptations regarding climate vulnerability in agricultural systems that maintain the balance in ecosystem and minimize the economic losses. The policies regarding high development must have synergy effect with climate change for the better adaptive capacity of nation. The main objective of the stakeholder part in climate change research is vital and aimed at how we can make “Science easier to uptake” by different stakeholders. The approach used in the research for engagement purpose was “Demand Driven” Approach. So, the entire engagement process was based upon the demand of the stakeholders. To start with the engagement process stakeholders were prioritized according to the importance for the research domain, power-interest dimension, proximity, urgency and relevance of stakeholders. The identified stakeholders were policy makers, farmers, researchers and peer groups (influential to society in decision making process). Among these, two stakeholders found most relevant to the project outcomes and they were farmers and policy makers. Though, researchers were very helpful in formulation of adaptation package, RAPs and refinement of the project findings. Farmers were more interested in knowing about the adaptations and policy makers wanted to know about future scenarios. The needs of stakeholders helped us in making plans of refinement and interpreting our findings.

Keywords: Stakeholder engagement, climate change, adaptations, science and socioeconomic analysis

Developing and Connecting Formative Assessment in The Classroom: Moving Assessment into A New Future

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ABSTRACT

Formative assessment used by teachers has showed promise for creating models of their students' conceptual thinking and guiding their instruction. In recent decades, significant advancements have been made in the realms of teaching and learning processes as well as educational assessment. The importance of educational evaluations and the teaching-learning process as a policy concern has grown along with new methods for gauging student learning progress. There has been a rise in assessment procedures and instructional strategies that support and gauge educational standards and quality. These modifications significantly impact educational systems, institutions, and students as persons. This research works discusses the importance of formative assessment, develop and connecting the formative Assessment in the Classroom through modern techniques of assessment practices. The key theme of this theoretical research study is based on formative Assessment Practices during the classroom in the education systems. This Connecting Research to Practice short aims to increase state, district, and school personnel's understanding and capacity for implementing successful formative assessment practices. The brief evaluates the research, defines formative assessment, specifies the elements required to create a high-quality, research-based formative assessment plan in a state, province, district, or school, institute, and higher education to achieve this goal. The Implementing research-based formative assessment practices can motivate students to reach their full potential and close their own achievement gaps, improve the quality of instruction in a way that brings teachers and students closer together through assessment and has a substantial body of evidence to support it. It can also empower students and teachers in the assessment and learning processes. The time is now to embrace this effective method of enhancing student learning more completely, particularly for at-risk students. This study will be beneficial in helping education leaders plan strategies for a research-based, systematic approach and in boosting the self-assurance of teachers who want to become better at formative assessment.

Keywords: Assessment Practices, Teaching Techniques, formative Assessment Practices

Development of A Decentralized Crop Insurance System in Pakistan by Adopting Ai and Blockchain Technology

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ABSTRACT

The Majority of the population in Pakistan relies on Agriculture for their primary source of Income and Food. Although, agriculture becomes vulnerable to various risks, such as weather changes, natural disasters, pests, and diseases, that can significantly affect crop yields and quality, leading to financial losses for farmers. Crop insurance is an important part of risk management for farmers. However, the existing Crop Insurance systems often suffer from different problems like high premiums, limited coverage, corruption, and delays in payouts. The proposed study used hybrid techniques like Artificial Intelligence, Blockchain and Internet of things to overcome these issues. We gather real time data from different parameters like temperature, humidity, soil moisture, weather patterns, etc. through IoT based Sensors. The Pre-processing method uses AI algorithms to produce efficient data and timely risk assessments for crop damage and yield loss. This system will help insurance companies to offer customized policies with lower premiums and less time spent in processing claims. To ensure the security and transparency of the system, blockchain technology will be adopted to store and management of the data related to the crop insurance policies, risk assessments, claims and help to reduce fraud which improves the accountability, and streamline the insurance process. The proposed system will also help the farmers with crops selection, when to plant them, and how to maximize yield. Mobile/Web app technology will be used to provide farmers with access to the crop insurance system and enable them to submit claims and receive payments through their mobile devices.

Keywords: Internet of Things (IoT), Smart Farming, Crop Insurance, Agriculture Enhancement

Development of An Automatic Cable Winder for Aviation Headsets

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ABSTRACT

In this project, an automatic cable winder is constructed which specially designed for aviation industry headsets. The aim of this project is to develop an automatic cable winder for the aviation headset which is user friendly. The design comprises of a touch sensor that receives the inputs and actuate the DC motor with the presence of electronic control system which consist of a forward and reverse speed adjustable motor, optocoupler relay module and breadboard power stick. Solidworks is the only software used to fabricate 3D drawings into a usable prototype as well as simple analyses are also executed to determine the performances between the meshing parts and structures. All the structures were fabricated using a lightweight material, PLA to reduce overall weight of the design and minimize the load on the motor that leads in precise and smoother motor operation. While comparing with other designs which are available on the market, the structures are designed to be more robust and easier to handle besides of electronic control system integration that are simple yet easy for maintenance. It is also observed throughout the development that the adaptability of various electronic components is made to be as precise and accurate as possible for a reliable operation as well as makes the assembling process easy and neat with the completed hardware structures that done via 3D printer. Frequent testing and troubleshooting are also carried out for proper operation of the system. As the entire assembly is completed, the communication of the system with hardware structures relatively successful in dispensing and retracting the cable into and out of the system.

Keywords: Aircraft Headsets, Automatic Cable Winder, Aviation Industry

Diagnosis of the Change in Depreciation Method in a Mining Entity: Case of Kamo a Copper Sa

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ABSTRACT

Accounting is considered as a system of organization of financial information allowing the recording of all the operations carried out by the company during its activity. It always relies on accounting rules, principles and methods to provide reliable, relevant and faithful information in order to carry out periodic comparisons of performance, to assess the evolution of the entity from a perspective of business continuity. activity, finally, to facilitate decision-making.

To meet the needs of the market and increase its profits, the company must devote a significant part of its budget to investment in fixed assets likely to create added value and ensure the continuity of its activity. Fixed assets absorb a large part of the capital of the company and they even constitute the wealth of the latter; given that they take a significant part in the assets of the balance sheet and that they are characterized by their repetitive and long-lasting uses. Hence, companies must be aware of any changes (new regulations) required by the system in the valuation of fixed assets, in order to achieve their main objectives based on customer satisfaction and increased profits.

Keywords: Diagnostic, changement, méthode, amortissement, entité, minière

Digital and Leadership Transformation Effect on Readiness for Change

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ABSTRACT

Digital transformation has brought about significant changes in the business world, leading to uncertainty and resistance to change among employees. To navigate these changes, corporate leaders play a crucial role in creating a new vision and implementing a plan for transformation. This research aims to explore employees' readiness to embrace change, with a specific focus on digital transformation and the involvement of corporate leadership style. The theoretical framework adopted for this study is transformational leadership, which emphasizes the importance of inspiring and motivating followers to achieve a shared vision. The sample for this study consists of 250 employees from banking sectors in the southern Punjab region of Pakistan. Partial Least Squares Structural Equation Modeling (PLS-SEM) is used to analyze the relationship between leadership style, digital transformation, and employee readiness for change. Finding of this study highlights the importance of using effective leadership styles to motivates and inspire employees to embrace change in digital economy. This study can be useful for organizations looking to implement new technologies or digital strategies in their operations and to create a culture of innovation and Adaptability.

Keywords: Digital transformation, Leadership style, Employee readiness for change, Vision, Dynamic strategies

Digital Entrepreneurship in A Changing World

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ABSTRACT

Digital entrepreneurship is a skill and approach needed to succeed in today's rapidly changing and developing digital economy. This approach allows entrepreneurs to develop new business models using digital technologies, offer products and services, and interact with customers. The main elements of digital entrepreneurship include innovation, entrepreneurial culture, technology deceptively, customer focus, and continuous learning. All of these elements are critical for digital entrepreneurs to be successful. Another important feature of digital entrepreneurship is to quickly be open to the learning process by trial and error. This approach allows entrepreneurs to develop and implement new ideas quickly, test whether their ideas are accepted by customers, and constantly improve their business model.

Digital entrepreneurs specialize in marketing their products and services, mostly using digital marketing strategies and digital tools such as social media platforms. In addition, digital entrepreneurs often use digital tools such as cloud computing technologies, artificial intelligence, big data, and the Internet of Things to manage their businesses. Another advantage of digital entrepreneurship is that it allows entrepreneurs to expand beyond their local markets. Thanks to the Internet, digital entrepreneurs can reach a global audience and sell their products worldwide.

In this context, digital entrepreneurship is an important approach that allows entrepreneurs to develop innovative ideas and build successful businesses using digital technologies. Digital entrepreneurship has become a critical skill for those who want to succeed in the digital economy. This study will investigate how digital entrepreneurs' focus on elements such as innovation, customer focus, and continuous learning can affect their success.

Keywords: Digital Entrepreneurship, Entrepreneurship, Digital Technology, Digital Transformation

Digital Geopolitics and New Balance of Power in 21st Century: An Overview of Us-China Power Politics

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ABSTRACT

The 21st century has changed the nature of conflict and competition among the great powers of the world. The new global contenders in the modern technological wars, China and the USA, are competing on modern lines like artificial intelligence, big data and access to networks like 5G. China's rise in the technological sphere is unprecedented and is shaping the nature of statecraft when countries will no longer rely on the conventional means of hard power in international politics. Whereas USA sees this advancement as a security threat to developing infrastructural networks in Europe and USA. The paper, employing the theory of balance of power, tries to analyze the trends of modern technological wars as a tool for showcasing might in international politics. The paper, by applying qualitative techniques, uses secondary data to look for the traces of this 'digital geopolitical competition'. The paper assumes that with the shift in technology of warfare from nuclear arsenals and biological and chemical weapons of mass destruction to AI, 5G, and big data, the geopolitical competition between major contenders of great power competition has transformed from geopolitical to digital geopolitical. The supposition of the study is that, like in the geopolitical era of the 20th century, when the balance of power revolved around winning allies and creating spheres of influence to deter and block the contender, in present-day Digi-geopolitics the two main power players will try to create new alliances on the basis of countries relative superiority in the field of digital advancement. In this new game of digital geopolitics, countries like India and Singapore will get more attention from major contenders and can play the role of balancers in the balance of power equation.

Keywords: Balance of Power, Digital geopolitics, Geopolitics, USA and China

Digital Literacy Skills and Competences of School Students – A Case Study

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ABSTRACT

In this paper, the scenery of the skills and knowledge developed by school students while using digital devices has been explored. This paper focuses on a study of school students who use the mobile, computer and tablet for completing the study related tasks. A survey was conducted on 200 school students and amongst them 50 student's was randomly selected for case study to explore the use of digital devices to complete the school related tasks at home. The result of the study and researcher observation indicates that a verity of skills and knowledge students can attain by using digital devices. Furthermore, researcher also noticed that school students can easily operate digital devices effectively to complete school related tasks with full of confidence and competency. The case study also indicates that not all students have the same range of skills and knowledge about using diverse digital tools. It was also identified that school students can develop digital literacy skills with full of interest and seamless manners. This study helps to identify the digital literacy skills as well as knowledge of school students on use of digital devices and it will also helps teachers to plan accordingly for teaching – learning process.

Keywords: Digital Devices, Skills, Knowledge, School student, Study related task

Digital Transformation Cycle in Business Landscape: The Managerial Perspective

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ABSTRACT

Research on digital transformation activities on top managers of businesses has revealed that a most executives believes that they can buy digital technology, apply it across the business, and see the benefits within a few months. In similar studies, it was determined that the rate of cases where digital transformation failed in such businesses reached up to 70% (Gardner, 2021; McKinsey, 2022). Therefore, considering the depth and scope of change required for companies to be successful in the digital transformation process, these thoughts and expectations of company executives are unrealistic. In addition, it expresses another misconception that it would be sufficient for the digital transformation process to be carried out only by the information technology managers (CIO) and simply the IT team. In this study, the application challenges and opportunities that arise in the digital transformation process will be explained within the framework of changing company business models, and the factors that determine success and failure will be emphasized based on managerial perspective.

Keywords: Digital transformation, business model, business cycle, disruptive innovation, digital leadership

Do Green Product and Process Innovation Influence Sustainable Performance?

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ABSTRACT

In recent years, there has been a worldwide rise in environmental awareness, which has led to a surge in interest in the development of green products and processes innovation as research topics. Some of the researchers concentrated on green products innovation, while others looked into developing green processes innovation. However, there is a need for more clarity regarding the role that green products and process innovation play in achieving sustainable performance. According to the findings of this study, sustainable performance can be broken down into three categories: environmental performance, social performance, and economic performance. In addition, six hypotheses were developed in order to determine whether or not green products and processes innovation have beneficial effects on the aforementioned three facets of sustainable performance. The study expected a positive influence on environmental performance, social performance, and economic performance as a result of green product innovation and green process innovation. In addition, this makes it significant for businesses to innovate green products and green processes in the years to come.

Keywords: Green product innovation, green process innovation, sustainable performance

Double Burden of Malnutrition: Alarming Situation in Pakistan

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ABSTRACT

The National Nutrition Survey highlighted the double burden of malnutrition amongst the population aged 15-49. The stunting and wasting are major problems under the age of Five years and statistics revealed that the ~40.00% of children are stunted, 17.70% are wasted, 28.90% are underweight and 9.50% are overweight. The major causes of malnutrition in Pakistan are maternal malnutrition, nutrients inadequacy, food insecurity and lack of awareness about feeding and poor healthcare practices. Eliminating micronutrient deficiencies through food fortification, providing food substitutes, development of nutritious recipes and awareness to poor people that help them in fulfilling daily nutrient needs. Furthermore, focusing on the breast-feeding practices will prove efficient to take out children from malnutrition. We can play our part as effective Pakistani in eradicating the malnutrition from Pakistan.

Keywords: Malnutrition, Deficiencies, Stunting, Awareness, Feeding practices, Fortification

Drastic Impacts of Urbanization on Natural Resources and Their Management

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ABSTRACT

Urbanization is a global phenomenon that has transformed the world's population distribution and economic activity. This rapid expansion of urban centers has led to significant changes in the Earth's natural resources. As cities continue to expand, natural habitats and ecosystems are destroyed or degraded. Urbanization causes loss of biodiversity, water scarcity, and other environmental problems. Increasing urban population led to deforestation, desertification, and loss of wetlands. The demand for natural resources such as timber, water, and minerals has increased significantly. This increasing demand is key factor of overexploitation and natural resources depletion. The use of land for urban development is increasing day by day and resulting in a decline in food production. As urban areas continue to expand, there is a need for effective management strategies that can balance the needs of the growing population with the protection and preservation of natural resources. The lack of effective management strategies has exacerbated the impact of urbanization on natural resources, resulting in inefficient use of resources. This population expansion also increasing waste generation. The management of natural resources in urban areas is crucial for food security. Sustainable urban development is key to achieving this goal, and it involves the integration of economic, social, and environmental considerations in urban planning. Effective management of natural resources in urban areas requires the adoption of sustainable practices, such as the promotion of urban agriculture, conservation of water, and recycling of waste.

Keywords: Ecosystem, Biodiversity, Overexploitation, Food Security, Sustainable Practices

Dynamic Capabilities and Organizational Learning as An Antecedent of Sustainable Competitive Advantages

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ABSTRACT

Today business environment is continually changing, upgrading, and transforming itself. A changing environment, particularly changes in technology and globalization, brings a lot of uncertainties. Even previously defined competitive conditions have changed the industry and market position. To respond quickly to these rapid changes organizations need to learn the dynamic environment and make flexible strategic solution accordingly. This research will therefore look at the need for dynamic capabilities and organizational learning to gain sustainable competitive advantage (innovative performance). This study applies the Theory for Resource-Based View. The sample consists of 312 employees from banking sector in South Punjab region of Pakistan. Structural equation modeling is used to check the direct or indirect relationship. The results show the dynamic capabilities and organizational learning as antecedents of sustainable competitive advantage with significant effect. In this article, it is highly recommended that the management should pay attention to sustainable competitive advantage through developing a learning culture and dynamic capability. The paper helps the management to gain sustainable competitive advantage that influences overall organizational performance.

Keywords: Sustainable competitive advantage, innovative performance, dynamic capability, organizational learning

Dynamic Nexus Between Environmental Degradation, Industrialization, Renewable Energy Usage and Economic Growth in Developing Countries; Evidence from Pooled Mean Group Estimation

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ABSTRACT

Study explored the nexus between role of industrial activities, energy consumption, economic growth and environment pollution. In this regard, panel data of four countries gathered from world development indicator and used pooled mean group estimation or panel ARDL model to evaluate the results of long and short term. Data collected from 1991 to 2019. Environmental degradation (used the proxy of CO₂ emission) used as explained variable. Explanatory variables are GDP, FDI, energy usage (EC), urbanization and industrialization (IND). Furthermore, carbon dioxide considered in kilotons and FDI are estimated in current US \$dollar. Additionally, Renewable energy consumption took in percentage of entire energy usage in final form. Urbanization measured in percentage of annual growth rate but industrialization share value estimated in current US \$dollar. In this article, Im, Pesaran and Shin (IPS) test used to check out the stationarity of these variables. The conclusion is that carbon emission was rapidly increased with usage of energy, industrialization and GDP growth rate. All of these component effects have raised the carbon emission exponentially. This revealed that variables have positive and statistically significant effect on carbon dioxide. Square of GDP is used to illustrate the Environmental Kuznets curve and results suggested that theory is valid. Means, growth will leave a good impact on environment in the future. Pedroni cointegration test carried out to check the significant relationship between components and finally reject the null hypothesis and alternative was accepted.

Keywords: Industrialization, Energy Usage, CO₂ emission, FDI, GDP

Economic Viability of 3g and 4g Cotton Producers in South Punjab, Pakistan

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ABSTRACT

Cotton, also known as "white gold," is the major cash crop of Pakistan. Pakistan is the 5th largest producer of cotton in the world. Cotton is grown on around three million hectares of land in Pakistan, making it the country's second-largest crop after wheat. During the last decade, the production of cotton has had a negative growth trend. Climate change, lack of certified seeds, and traditional agricultural practices are the main reasons for the negative growth of cotton in Pakistan. Recently, the new type of triple-gene cotton has shown better field performance in terms of yield, input use, and output quality as compared to double-gene variety (BT) and traditional cotton in Pakistan. The present study will estimate and compare the cost of production and profitability of BT and triple-gene cotton farmers. This study will also identify the socioeconomic factors that affect the adoption of BT and triple-gene cotton in the study area. The primary data will be collected from cotton-producing districts such as Bahawalpur, Khanewal, and Lodhran. In this study, farmers of BT and triple gene cotton will be interviewed randomly from the major cotton-producing districts by using a well-structured questionnaire. The sample size will be determined using appropriate statistical techniques. A suitable econometric technique such as a binary logistic regression model, Bootstrap truncated regression, or multinomial regression model could be used to identify the factors affecting the adoption of BT and triple gene cotton. The benefit-cost analysis will be used to estimate the cost, benefit, and profit of both categories of farmers. The findings of the study will be helpful to the farmers and various stakeholders for policy formulation concerning the promotion of triple-gene cotton.

Keywords: Cotton, BT, triple gene, benefit-cost analysis, south Punjab

Education and the Competencies of 21st Century

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ABSTRACT

Education has been defined by Gandhi as development of body, mind and soul. Gandhi also treats man as endowed with best potentialities, which education should draw out in the domains of body and spirit. Education (Vidya) in Sanskrit is highly appreciated for it sharpens the intelligence, makes us truthful, increases our fame and delights us. Education being a life long process, is also an unending and exciting quest fascinating and thrilling that promises growth and development in a systematic, harmonious and disciplined manner and thus it becomes inevitable to assess the opportunities and challenges in education. Simultaneously, in 21st century, we need the finer sense and sensibilities of living in mutual response to goodness, sympathy and co-operation. The education of the 21st century which is based on skills and knowledge Education is the highway to achieve the competencies of 21st century. The present paper thus evaluates the challenges and opportunities of education and the competencies of 21st century and pave the ways for its solution.

Keywords: Education, 21st century, competency, Harmonious, goodness.

Education and the Competencies of 21st Century

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ABSTRACT

The Competencies of 21st Century roams around the adaption of Globalization which means that students must be ready to meet the challenges and take advantage of freshly developed and exciting opportunities. Self-awareness and social awareness, self-management and team management must be adopted to be competent socially and emotionally. Fundamental Values are the foundation of student's character, they serve as the basis of the 21st Century Competencies framework because they influence a person's beliefs, attitudes, and behaviors, so they help students become aware of themselves and then to move forward in society with these morals and become a civic literate. Critical Thinking, Creative Thinking, Collaboration and Communication are three important C's of 21st Century Competencies. The most crucial habit a student should take on to be successful in the educational system of the twenty-first century is to master technological problem-solving abilities. The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn, said by Alvin Toffler. High reliance on the internet and artificial intelligence are major resistance for a student to adopt competency. This paper will give the reader idea about major abilities a student must adopts in order to get excellence in education, a complete guideline on how to adopt such attributes and the ways to avoid the dependency on internet.

Keywords: 21st century competencies, self-awareness, social awareness, critical thinking, creative thinking, collaboration, communication, technological problem-solving

Education System Alignment for 21st Century Skills: Focus on Assessment

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ABSTRACT

A 21st century education is about giving students the skills they need to succeed in this new world, and helping them grow the confidence to practice those skills. With so much information readily available to them, 21st century skills focus more on making sense of that information, sharing and using it in smart ways. The coalition P21 (Partnership for 21st Century Learning) has identified four ‘Skills for Today’: Creativity, Critical thinking, Communication, and Collaboration. These four themes are not to be understood as units or even subjects, but as themes that should be overlaid across all curriculum mapping and strategic planning. They should be part of every lesson in the same way as literacy and numeracy. The ability to think critically and creatively, to collaborate with others, and to communicate clearly sets students up for success in their careers, but also empowers them to lead happier, healthier lives. Bringing your school into the 21st century requires taking the lead instead of trailing behind, actively seeking out new ways of doing things and staying in touch with the world outside of the education system. Change on a broad scale requires leadership in the classroom and across the school community, but every teacher can take steps immediately to help their students succeed. The present paper attempts to highlight and analyze Education System Alignment for 21st Century Skills by Focusing on Assessment methods with reference to higher studies scenarios in Pakistan.

Keywords: Skills, Competency, 21st Century Competency, Education

Educational Challenges and Sustainable Development Across the Globe

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ABSTRACT

Studies have been conducted on educational challenges and sustainable development across the globe. These studies have shed light on the barriers in implementations of SDGs in educational institutions. Similar issues have been highlighted in this study. This study is aimed to examine the challenges in education in higher education of Pakistan in the 21st century. It also determined the interplay of educational challenges and sustainable development and further revealed how educational challenges and SDGs work together to ensure the global commitment of education for all. The main objective is to link present educational challenges with SDGs and find out the barriers in meeting the goals. This study was conducted by using qualitative research design. A content analysis on educational challenges and SDGs. a questionnaire was designed to collect data from students by using a convenient sampling technique. Sample size will be determined by the Taro Yamane formula. The collected data was further processed and analyzed by statistical packages for social sciences (SPSS). The study findings are important for the policy makers and other stakeholders to take measures to focus on the challenges of educational institutions in meeting the SDGs.

Keywords: Global Commitment, SPSS, SGDs

Effect of Academic Stress on Dietary Habits and Scholastic Behavior of University Learners

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ABSTRACT

This study aimed to investigate the relationship between academic stress, dietary habits, and scholastic behavior among university students in Rawalpindi, Pakistan. A descriptive survey was conducted with a stratified random sample of 252 students, including 141 males and 111 females, with 72% aged between 18 and 23 and 28% aged 24 and above. The study identifies four stress-related subscales, namely Stress of Educational System, Stress of Future Uncertainty, Academic Competition, and Stress of Peer Pressure, and analyzes the students' attitudes towards meals and snack intake during examination periods. There were two questionnaires were adopted assessed participants' stress levels, dietary habits, and academic performance, alongside demographic

information such as gender, age, and living status. The findings revealed that gender plays a significant role in snack consumption during stress, with males and females exhibiting different snacking behaviors. Age also influenced dietary habits, as younger participants (18-23 years old) were more likely to consume snacks during periods of stress compared to older participants (24 years and above). Living status impacted snack consumption, with students living with families demonstrating healthier eating habits than those living alone or with hostel mates. A negative effect was found between higher snacking frequency and proper meal consumption, indicating that frequent snacking may compromise the intake of regular, balanced meals. Current study highlights the complex interplay between academic stress, dietary habits, and scholastic behavior among university students. The results underscore the importance of addressing the academic stress has a considerable impact on students' dietary habits, influencing their consumption of snacks and beverages during examination periods. Further research may be needed to explore the long-term effects of these habits on students' health and well-being.

Keywords: Academic Stress, Dietary Habits, Course quality, Scholastic Behavior, University Learners

Effect of Authoritarian Parenting Style on Decision-Making Ability and Aggression in Adolescents, Punjab Pakistan

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ABSTRACT

Social life of adolescence consists of decision making and aggressive behavior among their social circle. Parenting style especially Authoritarian parenting (AP) effect a lot on adolescents' life. Decision making variable was particularly about their future carrier selection and aggressive behavior was about their behavior among their friend circle. A self-made questionnaire was used. For this, a sample of 80 adolescent was collected and analyzed. Adolescence sample age ranges from 14-15 years. Authoritarian parenting style was associated with steeper decline in decision making ability in adolescents and increase in aggressive behavior among them. Results indicate the negative impact of authoritarian parenting style over the social life and adolescents' behavior among their friends. It is concluded that lack of decision-making ability and aggression in adolescents have a strong positive relation with authoritarian parenting style.

Keywords: Social life, Adolescence, Decision making, Aggressive behavior, Parenting style

Effect of Competencies on Students' Performance in Relation to Emotional Intelligence

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ABSTRACT

The present study intended to examine the “Effect of competencies on students’ performance in relation with emotional intelligence”. Descriptive research design and quantitative method was used in this study. The targeted population of the current study was students and teachers of the university of Sargodha, Sargodha. Sample of the study was the students and teachers of four selected departments of four faculties i.e., Department of Plant Pathology from Faculty of Agriculture, Sargodha Medical College from Faculty of Medical and Health Sciences, Department of English from Faculty of Arts and Humanities and Department of Social Work from Faculty of Social Sciences was selected conveniently. Total data from 320 students and 21 teachers was collected online through Google form. Two adopted instruments were used in this study. “Generic Competence Scale” Shah (2009) was used to measure students’ competencies and “Wong and Law Emotional Intelligence Scale” “WLEIS” Wong and Law (2002) was used to measure students’ emotional intelligence. Moderation analysis techniques were used for data analysis. The findings of the study produced an insignificant moderating role of competencies in relation to emotional intelligence and academic performance. It is recommended that universities retrain and reskill the existing academic staff to achieve generic competence and to advance students’ careers. Universities need to pay more attention to enhancing students’ competencies.

Keywords: Emotional Intelligence, Competency, Performance, Academic Performance

Effect of Drying on Physico-Chemical Properties of Value-Added Freeze-Dried Berry Cake

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ABSTRACT

Drying is considered as one of the most important and valuable preservation techniques these days. Value-addition of minor fruits for product development is of great importance among consumers. The present study was planned to compare antioxidant and total phenolic content of fresh, oven and freeze-dried ber varieties to develop dried berry cake. Fresh fruit was analyzed for antioxidant activity (DPPH assay) and total phenolic content (TPC). The first batch of fresh fruit was dried in hot-air oven at 70°C for 8 hours and second batch was freeze-dried at -50°C for 48 hours. Best freeze-dried jujube variety (Dil Bahar) on the basis of drying method and content of total phenolic content and DPPH was selected for value-added product development (freeze-dried berry cake) as per treatment plan i.e., T0 (controlled), T1(5% freeze-dried jujube powder), T2(10% freeze-dried jujube powder) and T3(15% freeze-dried jujube powder). Freeze-dried berry cake was subjected for sensory evaluation by using a 9-point hedonic scale. Shelf-life study of freeze-dried berry cake was conducted at 0, 7th, and 14th day of storage by considering following chemical and physical parameters i.e., total phenolic content, DPPH, hardness and color (L*, a* and b* value). Results showed that total phenolic content and DPPH value of freeze-dried berry cake increased with increase in treatment percentage and decreased with storage. Moreover, the hardness level of freeze-dried berry cake was increased with an increase in treatment percentage and storage time. L*, a* and b* values also showed highly significant values during storage. Statistical analysis showed highly significant results during storage

Keywords: Ber, oven, drying, freeze, physic-chemical, cake

Effect of Urban Sprawling Communities on Agriculture

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ABSTRACT

The topic selected by the researcher is 'The Effect of Urban sprawling communities on Agriculture and Sustainable Livelihood. 'Urban sprawl is the rapid expansion of the geographical extent of cities and towns, urban sprawl often refers to low-density, single-use zoning, and increased transportation. Urban sprawling caused a rising urban population. This topic is selected because of fast-growing urbanization and its ultimate effect on agriculture. Agriculture is one of the major sources of sustainable life and food security but in the present era urban sprawling communities affect us directly or indirectly. The research objectives will. Look into, how urban sprawls impact the quality and quantity of agricultural land in surrounding rural areas. Also, how does these sprawls affect the livelihood of small-scale farmers and their ability to sustain their agricultural practices? This research will be conducted by using qualitative methods and explanatory methodology. Urban sprawling is another name for urbanization it refers to the migration of people from remote areas and rapid increases in pollution infrastructure development and industrialization. This research will be held in Rawalpindi over sixth months. The research design will be qualitative with an exploratory methodology. Tools of research will be ethnography and in-depth interview The findings of this research will provide guidelines and town planning patterns for urbanization and spread awareness about urbanization among people.

Keywords: Urban sprawling, Agriculture, Livelihood, Rural areas, Small-scale farmers

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Keywords: Effect, Urban sprawl, Community, Agriculture, Anthropology

Effective Maintenance Engineering and Management in Manufacturing Industry

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ABSTRACT

The purpose of this paper is to investigate the maintenance needed for machine in manufacturing industry and giving suggestion for overcome the breakdown time and prevent for any major losses. Therefore, the paper contains of maintenance organization, maintenance strategy, system approach to maintenance, maintenance planning and scheduling and the computerized maintenance management system suitable for manufacturing industry. Basically, the first things need to be consider is the organization to simulate the company and organize the maintenance well. Then, task is brought to next step which is choosing the right strategy to implement into the company and with the strategy, comes the system approach to maintenance which will be needed the organize/secure planning and scheduling. Computer system is when everything kept in place and secure and in that particular application one's company can be more organized toward a better maintenance.

Keywords: Maintenance, approach, manufacturing industry

Effectiveness of CPD For Primary Level Teachers' Professional Development

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ABSTRACT

Teaching is a highly complex activity that requires teachers' continuous learning and mastery of a wide range of knowledge and skills, and expertise in teaching depends on flexible access to highly organized systems of knowledge. Continuous Professional Development (CPD) is considered as an essential element in enhancing the teaching and learning process to ensure student learning. Professional development can also be deemed as a cornerstone of teacher professionalism and quality. The aim of the study to find out the Effectiveness of CPD for Primary Level Teachers' Professional Development in Khyber Pakhtunkhwa is to improve the performance of teachers in the classroom to raise students' academic achievement. The research was quantitative in nature. The research was carried out at primary school teachers in district Kohat. Teachers working in government primary schools (Boys and Girls) in Tehsil and District Kohat in both urban and rural settings were the population of this research study. The teachers were selected through stratified random sampling method by ratio-proportion allocation techniques in which 160 primary school's male teachers and 165 primary schools' female teachers. Data was analyzed by percentage, mean and chi square test. The results indicated that Continuous professional growth satisfied respondents' academic needs, assisted them in learning new knowledge and abilities, and enabled them to carry out a formative evaluation plan in their classroom. The main recommendation of the study was Continuous professional development should develop better interaction between students and teachers.

Keywords: Effectiveness, Continuous Professional Development, Primary Level Teachers

Effects of Corporate Identity/Image on Adaptive Capabilities Through Brand Value and Customer Value: A Comparative Study on Turkey's Southeastern Anatolia and Marmara Regions

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ABSTRACT

The issue of adapting to the rapid change experienced in today's competitive conditions is of primary importance for the continuity and profitability of enterprises. Achieving this depends on the adaptive capabilities of businesses. Adaptive capabilities are recognized by businesses as the factors that make competitive success permanent in dynamic markets. Adaptive capabilities are expected to develop as a result of corporate identity (image), brand value, customer value and their returns. Although there are many researches in the literature on the mentioned concepts, it is decided to carry out this study because there is no study on the effect of corporate identity and image and brand value on customer value and the effect of customer value on adaptive capabilities. Therefore, it is deemed important to examine whether corporate identity and brand value have a positive impact on customer value and customer value on adaptive capabilities in terms of the success of the enterprises.

The aim of this study is to determine the impact of corporate identity and image, brand value, and customer value on adaptive capabilities. The survey form prepared for this purpose was applied to the enterprises located in the Southeastern Anatolia region (SAR) and Marmara Region (MR) which constitute the research population. The data obtained were processed into statistical analysis program data logs. Based on the data, analyses such as frequency, reliability, validity, t-test, one-way variance (ANOVA), regression and correlation were performed. As a result of the analysis, it was concluded that the corporate identity (image) and brand value have an impact on customer value and the customer value has an impact on adaptive capabilities, and there is a positive and meaningful relationship between them. Suggestions were made to businesses based on the results.

Keywords: Corporate Identity and Image, Brand Value, Customer Value, Adaptive Capabilities

Effects of COVID-19 Pandemics on Environment, Society, and Food Security in the World

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ABSTRACT

Coronavirus disease-19 is a viral and transferable caused by severe acute respiratory syndrome-coronavirus-2. It may be spread through breathing droplets in human beings. It caused 5.32 million deaths around the world at the end of 2021. The Coronavirus disease-19 has caused several positive impacts such as reduction of air pollution, water pollution, and noise pollution. However, its negative impacts are critical that are increased death rate, enhancement of biomedical waste generation, use of safety equipment and its disposal, municipal solid waste generation on our planet. Environmental pollution was significantly reduced due to lockdown during the Coronavirus disease-19 period. The quality of air and water improved. The Coronavirus disease-19 affects all sections of the population remains to affect populations, counting people living in poverty, particularly the members of those social groups who are most vulnerable. At each the world level there are main risks to food safety: increasing prices, low revenues, mean that households have to reduce their food consumption in terms of quantity and quality. The Coronavirus disease-19 also upset exercises e.g., horticulture, fisheries, domesticated animals, and agribusiness hence prohibiting the development of merchandise and for poor country ranchers. Most of the patients can get recover from Coronavirus disease-19 if they haven't any other disease like high blood pressure, diabetes, and heart problems. Predictably, the appropriate execution of the proposed approaches (wearing face masks, sustainable industrialization, reducing, reuse, recycling, international cooperation) might be supportive for worldwide environmental sustainability.

Keywords: Coronavirus disease, Environment, Pollution

Effects of Environmental Education on Knowledge, Attitudes and Practices of School Children in Tehsil Gujar Khan Towards Sustainable Environment

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ABSTRACT

The topic of my research is "Effects of Environmental Education on Knowledge, Attitudes and Practices of School Children in Tehsil Gujar Khan towards Sustainable Environment." This research study will be conducted in different schools which is located in the area of Gujar Khan in District Rawalpindi. The objectives of the research include: to study the effects of environmental education on the sanitary practices of school children secondly to study the role of environmental education towards sustainable environment and thirdly to assess the existing knowledge among the school children regarding environment. An anthropological research will be conducted in different schools of Gujar Khan in order to get pure findings. Descriptive method will be used as a study design. By visiting schools data will be collected through various research methods such as observations, interviews and focus group discussions. The data collection process consists of three phases. In first phase sample is drawn, ensure rapport building, key informant is selected and researcher conduct research through observation. In second phase data is collected through interview guide with the help of focus group discussions and conducting detailed area profile. For a sustainable environment the role of our next generation is meaningful. This research is based on KAP study. The knowledge, attitudes and practices of school going children will be measures regarding environment conservation. The purpose of study is to evaluate is the environment education given to school children is effective enough to contribute in sustainable environment.

Keywords: Environmental Education, knowledge, Attitude, Practices, School children, Sustainable, Environment.

Effects of Environmental Education on Knowledge, Attitudes, and Practices of School Children in Tehsil Gujar Khan Towards Sustainable Environment

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Keywords: Environmental Education, knowledge, Attitude, Practices, School children, Sustainable, Environment

Effects of Heavy Metals Pollution on Agro System, Food Security, Human Health and Well-Being

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ABSTRACT

Present study has been designed to explore the effects of heavy metal pollution on agro ecosystem, food security and the human health and well-being. The metal is a chemical element that conducts electricity well and heat, and the nonferrous metals builds cations and ionic bonds. Heavy metals include metals whose density is higher than 5 g/cm³. The whole range of the metal is in the form of essential trace elements, essential for a number of functions in the human body, and its deficiency results in a lack of occurrence of a serious symptom. The study examines the problem of heavy metals originating from agriculture on agro ecosystems. Pollutants emit from heavy metals are considered the most important cause of degradation of farmland eco system that deteriorate the soil quality, irrigation water, surface and groundwater, that leads towards the negative production growth of the crops. The less and low quality food production enhance the intensity of food security because people unable to purchase expensive vegetables and fruits, if they have money the quality of crops are not good that and directly causal adverse effects on human and animal health. Food security is a high-priority issue for sustainable global development both quantitatively and qualitatively. This study will be conducted in Punjab, Pakistan. Both qualitative and quantitative designs will be applied. Two districts of the Punjab Province Lahore and Faisalabad were selected with respect to the heavy metal emission and its effects on human health and sustainable development. For getting information survey method will be applied and representative sample size was drawn for the purpose of qualitative and quantitative information. The collected data was analyzed by using different statistical analysis tools.

Keywords: Agro-Eco System, Heavy Metals, Health Risk, Food Security

Employee Engagement: The Missing Link Between Job Satisfaction and Operational Change

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ABSTRACT

In dynamic business world, methods, processes or procedures of operations are changing rapidly requiring organizations to adapt their operations and remain competitive, meeting the changing needs of customers. This requires a continuous focus on operational change that involves implementing new technologies, redesigning workforce, revising policies and procedures and upskilling employees. The purpose of this study is to investigate the relationship between job satisfaction, employee engagement, and operational change in organizations. Study investigates how operational change can be induced through employee's satisfaction and engagement. Data is conducted from employees and managers of pesticide organizations of Multan through questionnaire. Social exchange theory is used to support the theoretical framework, identifying variables playing reciprocal role for organizational growth. Structural equation modeling as techniques has used and findings suggests there is positive relationship between job satisfaction and operational change. Whereas the mediational role of employee's engagement stands more significant in bringing the change for organization. The study's insights provide valuable guidance for organizations looking to enhance their operational efficiency and effectiveness through change initiatives, by emphasizing the importance of creating a supportive and engaged workforce. By implementing the recommendations of this study, organizations can improve their chances of successful operational change, leading to enhanced productivity, cost savings, and increased competitiveness in the marketplace.

Keywords: Job satisfaction, Employee engagement, Operational change, Organizational performance, Productivity, Innovation, marketplace, workforce

Energy Consumption, Economic Growth, and Environmental Stability in SAARC Countries

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ABSTRACT

The current study strives to empirically find out the link that exists between energy use, environmental quality, and economic growth. The study has collected data from five developing countries that are: Pakistan, India, Bangladesh, Sri Lanka, and Nepal. The study covered data from 2001 to 2020. The study has utilized all the important relevant variables. Renewable energy helps sustain the environment while non-renewable energy harms the environment. Also, growth in the economy can lead to environmental degradation. The objective of this study is to find out the effect that energy consumption and economic growth have on the quality of the environment. This study's dependent variable is environmental degradation for which CO₂ emissions is used as a proxy. The independent variables include coal use as a proxy of nonrenewable energy while other variables include renewable energy, gross domestic product to represent the growth of the economy, and finally, foreign direct investment. The study employs PARDL/PMG methodology to obtain results. The results indicate that nonrenewable energy; GDP and FDI are harmful to the environment, as increased use of these three leads to an increase in CO₂ emissions. However, renewable energy has a positive impact on the environment but it is not significant in the case of the selected countries. These economies are developing countries and do not have many resources to use renewable energy and they also lack strict laws regarding the use of renewable energy. The study provides policy insights by suggesting that the countries under study must make strict rules to forbid the use of non-renewable energy and encourage the use of renewable energy. Also, they must utilize GDP and FDI in environmentally friendly ways and production processes.

Keywords: Energy consumption, economic growth, environmental stability, non-renewable energy, renewable energy, CO₂ emissions, GDP, FDI, PARDL/PMG methodology

Environmental Degradation and Its Impacts on International Security

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ABSTRACT

Today's world is facing many challenges regarding human security, refugee, poverty, and health crisis in the different regions of the world. If we want to list down the factors contributing in the above-mentioned challenges and crisis, Environmental degradation will appear among the top causes which are worsening and deteriorating the conditions for the human beings. The lethality of this issue can be analogous with the diabetes as it starts to affect the human body internally, constantly, endlessly until the end. This paper is about the Environmental degradation which is eating away the natural habitat of human being and unfortunately, human are one of the major causes which is speeding up this process by deforestation, by emission of carbon dioxide, by industrial water, making fertile lands barren and utilizing limited water resources ruthlessly. Furthermore, this paper will also be focusing on the global politics and answers the crucial questions that how and why environmental degradation is affecting the peace and security situation in the world.

Keywords: Environmental Degradation, International Security, Global Environmental Outlook, Global Politics

Epidemiological, Clinical, Paraclinical, and Therapeutic Profile of Prostate Tumors at Panzi Hospital - Democratic Republic of Congo

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ABSTRACT

Tumor pathologies of the prostate gland are represented by benign prostate tumor and prostate cancer and are generally seen after 50 years. The objective of this work was to study the epidemiological, clinical, paraclinical and therapeutic aspects of prostate tumors at the General Reference Hospital of Panzi (DRC).

Patients and methods: Retrospective cross-sectional study on 70 patients followed in hospital or on an outpatient basis for prostate tumor in the urology department of the General Reference Hospital of Panzi from January 1, 2013 to December 31, 2017. The epidemiological, clinical and paraclinical parameters (anatomopathology with score Gleason, prostate volume on ultrasound, urinary impact on ultrasound, urea level, creatinine level and PSA level) and therapeutics were studied.

Results: Prostate tumors represent 3.84% of surgical pathologies. The average age of the patients was 68.2 years with the extremes of 47 and 90 years old. The patients were transferred in 78.6% of the cases. Acute urine retention was the most common reason for consultation with

42.8%. The PSA rate > 4ng in 92.9% of the cases. Benign prostatic hyperplasia was found in 62.8% of patients against 35.7% of prostate adenocarcinoma and 41.7% of prostate cancers were moderately differentiated. The prostate volume was 41-60g in 35.7% of the cases. No urinary impact in 71.4% of patients. Surgical treatment was in 85.7% and RTUP was the most used at 40%. A hospital stay between 15 and 21 days in 30% of cases. The cure rate was 81.4% and 14.3% developed urethral stenosis.

Conclusion: Prostate tumors are common in people over the age of 50 who see for acute retention of urine. Benign enlarged prostate is the most common. Treatment is codified and in the event of a complicated prostatic tumor, surgery remains the choice for the comfort of the patients and the popularization of an early detection of these pathologies is necessary for the prevention of complications.

Keywords: Prostate, hyperplasia, adenocarcinoma, PSA, Panzi

Estimation of Health and Environmental Costs and Benefits Associated with Management of Crop Residues in Pakistan

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ABSTRACT

Burning of crop residues has a proven source of greenhouse gas emission including CO and CO₂ emissions across the globe. In Pakistan, agriculture sector is facing immense pressure in fulfilling the food requirement of more than 207 million populations growing at the rate of 2.4%. Therefore, the competition among different crops for land has forced farmers to burn crop residues as an easy way to clear field for forthcoming crop. The massive burning of crop residues has led to pollution, haze, heat waves and many human health issues in Pakistan. Currently, government has put restriction on burning crop residues. However, these problems could be avoided through managing it with non-burning options. This study first assesses the suffered impacts and costs associated with open burning followed by calculating the health and environmental benefits associated with using non-burning options. The study employed a propensity score matching technique to quantify the causal relationship of adoption of sustainable crop residue management with health and environmental benefits. This study found that people who have chronic and non-chronic diseases become severe during the burning time. Almost US\$ 13.37 to US\$ 8.79 was spent on the treatment of the household during the burning days. Therefore, sustainable management of the crop residues has a positive impact on health care costs. This study findings suggested that a policy option should be devised for the upscaling the non-burning ways in Pakistan

Keywords: Pakistan, health cost, benefits, crop residue burning

Ethnic Conflicts and Civil Wars: The Case of Burundi

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ABSTRACT

Burundi is a third-world country emerging on the international scene with its agenda to increase the domestic GDP and GDP per Capita, taking the lead in achieving sustainable peace and security within the East African Community. Sharing the same fate with many African countries, Burundi has not been provided stability due to conflicts attributed to ethnic origins for many years. The internal and international turmoil between Hutus and Tutsis in the country, which started in 1965, was repeated in 1972, 1988, and 1993.

The study focuses on Burundi's postcolonial and postmonarchical period (1960s to present). Due to a lack of literature on contemporary Burundi, history has remained stuck on the era of ethnic conflicts and has lost sight of the progress made towards sustainable peace and security thanks to dialogues, social inclusion of all existing ethnic groups in Burundi (Hutu, Tutsi, Twa) in all sectors that contribute to the political, social and economic development of the country.

The study also focuses on outlining Burundi's journey towards domestic sustainable peace and security and its agenda for achieving peace and security throughout sub-Saharan Africa during its tenure as chair of the Eastern Africa region's Peace and Security Council.

For this research, we used written documents, on monarchic Burundi and ethnic conflicts in contemporary Burundi by historians Jean Pierre Chrétien, Emile Mworoha, René Lemarchand. We also used written testimonies and oral testimonies of the victims of the genocides of 1972 and 1993 as well as official documents of the UN. At the end of this paper, we will assess if Burundi has overcome its ethnic conflicts and will be in measure to take the lead towards sustainable peace within the East African Community.

Keywords: Burundi, East African, Ethnic Conflict, Nationalism, Civil war

Ethnographic Study on Educational Vulnerabilities Across Selected Primary Level Schools in Flood Prone Areas of District Dera Ghazi Khan

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ABSTRACT

The topic of my research is The Ethnographic study on Educational vulnerabilities across selected primary level schools in flood prone areas of district Dera ghazi khan. This research study will be conducted in different schools which are located in the areas of district Dera ghazi khan. The objective of the study to, identify the educational vulnerabilities of students, teachers, and schools in flood-prone areas of District Dera Ghazi khan secondly, to explore the coping mechanisms of schools and communities in flood-prone-area to mitigate the effects of floods on education thirdly, to generate insights into best practices and strategies for promoting education in flood-prone areas. Anthropological research will be conducted in different schools of Dera Ghazi Khan to obtain a deeper understanding of research matter, qualitative research tools, and techniques including rapport building, participant observation, formal interviewing and case study methods were employed. Furthermore, the study highlighted the need for improved disaster management plans and educational interventions that are specifically tailored to the unique challenges faced by these vulnerable communities. The results of the study are intended to inform policy and practice, with the goal of improving educational outcomes for students in flood-prone areas of the Dera district.

Keywords: Ethnographic, vulnerabilities, primary level schools, flood prone

Evaluating The Impact of Grammar Translation Method & Direct Method on Teaching English at BS Level

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ABSTRACT

English is considered as fascinating and laureates' language in Pakistan. It has also become a status symbol in our society. Pakistani learners are facing difficulty while studying English because they are not taught English as a skill rather as a subject. For the benefits of students, language teachers had a thrust to invent new methods to satisfy their students' needs. The current study was designed to explore the effectiveness of grammar translation method and direct method for teaching English at BS level. The next objective was to investigate the impact of teaching methods on the effectiveness of teachers separately. All the BS level teachers from The Islamia University of Bahawalpur-Pakistan were the population of the study. Fifty teachers were selected randomly from three departments with equal participation of males and females. A self-constructed instrument Teaching Methods Survey (TMS) was used. Data were analyzed with the help of SPSS version 22. The results revealed that there exists a significant difference between male and female teachers' effectiveness. The mean score shows that female teachers had improved effectiveness as compared with male teachers. There exists non-significant difference between DM and GTM. A non-significant difference was found between male and female teachers. The analysis revealed a significant difference between male and female teachers. The mean score showed that female teachers had better effectiveness as compared to male teachers. The foci of the study revealed that both teaching methods should be used in the context of Pakistan. No single method is successful. The researcher's conclusion with suggestions and recommendations was also summed up at the end of the study.

Keywords: Grammar translation method, Direct Method, Effectiveness, Combination

Evaluating the Use of E-Marketing in B2B Businesses Performance: Driving Effect of Market Orientation, Top Management Support, and Competitive Pressure

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ABSTRACT

E-marketing in emerging countries has gained considerable attention nowadays. This study extends the framework utilizing technology adoption theories to understand marketing performance of manufacturing firms in Pakistan. For considerable marketing performance, technological advancements by firms should be paid attention to. The current study has scrutinized the effect of several factors on the performance of large firms in Pakistan, using e-marketing as a mediating variable. Data was collected from 279 manufacturing firms in Pakistan. Moreover, AMOS with SEM technique has been used to inspect the direct and the indirect hypothesis of the current study. The results exposed noteworthy associations with e-marketing uses and firm performance; marketing orientation was found as irrelevant to marketing performance. Lastly, with relation to e-marketing uses, all antecedent variables have shown partial mediation during analysis.

Keywords: E-Marketing, Technology adoption, Market orientation

Evaluation of Nursing Supervision by the Head Nurse in a Nursing Unit

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ABSTRACT

The supervision of nursing care is certainly a topical subject, but not new for a nursing profession which, in fact, always has the concern to offer patients quality care while continuously improving it. In recent years, the supervision of nursing care has been a considerable challenge both for hospitals that have subscribed to the quality approach, and for health professionals who are discovering new ways to improve the delivery of care and services. This is why the head nurses of the care units have a key role to play in the implementation of the quality approach and to be the driving force of their team. Being a manager of the quality of care/services in a health establishment consists of planning, organizing, directing and controlling care and service activities for agents.

The structural-functional method in order to study the function of nurses in relation to their work structure. Support Three techniques that helped us to find the data needed for our study. This involves documentary analysis, participant observation and questionnaires submitted to nurses.

The results of the work show that 30% of head nurses carry out daily supervision, for the rest it is a rare act that occurs when the need arises and generally in the event of problems. Added to this is the lack of materials and medicines, insufficient nurses and the aging of the staff are the causes hindering the organization of care in the care units.

Given the importance of the supervision of the head nurses in the care units, it is possible that the head nurses evaluate daily and regularly supervise the work of the nurses in order to maintain a good quality of patient care.

Keywords: Assessment, supervision, nursing care, care units

Evaluation of SDG16 from A Public Administration Perspective: A Systematic Literature Review

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ABSTRACT

The United Nations adopted the Sustainable Development Goals (SDGs) in 2015 with the aim of achieving sustainable development on a global scale. These goals possess the qualities of a framework agreement. The SDGs were created to address the most critical economic, social, and environmental issues facing the world, with the goal of establishing achievable targets for solving these issues by 2030. The goals are based on tangible data and consist of 17 objectives that serve as a roadmap for sustainable development. The SDGs are designed to address systemic and structural barriers to sustainable development, such as social, economic, ecological, and structural problems. They are tailored to meet the specific needs of each country while aiming to overcome these obstacles and promote further progress. Furthermore, countries are categorized based on their level of development, and through collaborative efforts, their progress in fulfilling their assigned roles in addressing local, regional, and global issues is monitored annually using statistical data. The annual reports track the level of achievement in resolving these problems. The prerequisite for SDGs to give the desired results in applications; their inclusion in public administration, national policies, strategies and implementation plans. The primary aim of this research is to conduct an exploratory study to investigate the academic discourse surrounding SDG 16, which is closely linked with public administration. The focus of the study is to identify the specific areas where SDG 16 is discussed at an academic level. The purpose of SDG 16 is to foster sustainable development by promoting peaceful and inclusive societies. It also aims to establish inclusive, accountable, and effective institutions at all levels while ensuring equal access to justice for all individuals. Using the 12 goals and 24 indicators developed to monitor the realization of these goals, we examined articles in the Web of Science database. Based on our review of the literature, we provide suggestions for the future by evaluating the current situation with sistematic literature review.

Keywords: United Nations Sustainable Development, Public Administration, SDG 16, Systematic Literature Review

Evaluation of the Reflections of SDG 8 on Public Administration Knowledge: A Review Based on A Systematic Literature Review

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ABSTRACT

The proposal for Sustainable Development Goals (SDGs) consisting of 17 criteria, presented by the United Nations with the objective of enhancing the quality of life for current and future generations at a local and global level, has garnered significant attention. Any nation or entity that embraces the objective of achieving a sustainable future must implement steps to establish diverse policies encompassing these 17 criteria. Each criterion provides recommendations on establishing a connection between today and a sustainable future on its own. One of these criteria is SDG 8, which targets decent work and economic growth, and provides suggestions for creating employment opportunities for a sustainable world. SDG 8 can be thought of as an umbrella term that encompasses economic circumstances, joblessness, and the need to address labor rights collectively. SDG8 is the topic of interdisciplinary studies in literature as it enables the examination of subjects that are closely associated with macroeconomics, human resource management, industrial sociology, and similar fields. The purpose of this research is to capture a moment in the field of public administration, which is still in its infancy in terms of academic knowledge, and to provide recommendations for future studies. With an exploratory research design, this study aims to address the gap in the literature by examining the publications in the Web of Science database. It utilizes the systematic literature review method to assess the findings and provides recommendations accordingly. Conducting this study and identifying the influence of SDG 8 on public administration literature, as well as the gaps in this impact, will significantly contribute to filling the gaps in the literature. Furthermore, initial assessments reveal that SDG 8 is primarily discussed in the context of local issues rather than global public policies. There is a lack of effort towards finding a comprehensive solution to achieve the goal. Consequently, by analyzing the impact of SDG 8 on public administration, this study will aid in filling the gaps in knowledge and help address the shortcomings previously mentioned.

Keywords: Public Administration, United Nations SDG 8, Human Resource Management

Everchanging World: Challenges and Opportunities

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ABSTRACT

Humanity is facing major global challenges that are transactional and international in nature and trans-institutional as a result. This article confronts fifteen of the biggest challenges including how to achieve sustainable development, access to basic facilities, foster market issues, and battle re-emerging diseases. The outlook may appear pessimistic though, humanity is still winning rather than losing. However, these challenges cannot be addressed by any single government or any organization alone. Collaborative actions from every single unit are required. We need a serious focus on green cover, falling water tables, rising prices, population growth, resource reduction, climate change, terrorism, etc. so that we prevent future catastrophes. We have resources and ideas to address them and further can be agreed upon how to build a better future. Evidently, delayed decision-making and insufficient institutional capacity on large scale have taken a lot of time to carry on with the important task of building a better future.

Keywords: Challenges, Transactional, Trans institutional, Sustainable, Pessimistic, Collaborative.

Examine The Physical Activities on Students' Academic Performance and Their Personality Attribute in Higher Secondary Schools

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ABSTRACT

A person's total development and physical health depend on physical activity. Physical activity can develop and enhance our health by engaging in sports, games, and other physical activities. Physical education helps kids acquire the knowledge, attitudes, motor skills, and behavioral traits needed to lead an active lifestyle. Numerous research think that students' academic progress and physical exercise are related. The degree of intellectual development, physical and mental health, familial history, hostility, stress, and anxiety related to academic assignments are just a few of the variables that might affect a student's academic success. The purpose of this research was to see how physical activity and sports affect students' academic performance and personality development at the higher secondary level in district Kohat. The study was descriptive in nature and questionnaires of various rating scale will be administered. All Boys and Girls Higher Secondary Schools of District Kohat were population of the study. The proportionate stratified selection approach was used to select 282 individuals from the second-year class as the sample at the rate of 10%. This mixed-method study was examined the effects of physical activity on students' personalities and academic achievement at the upper secondary level. The BISE Kohat Gazette Book was used as a secondary source by the researcher to confirm the respondents' findings. Data was analyzed by percentage, mean and chi square test. The study results suggest that school-based physical education either leads to a positive result or is associated with no change in academic performance.

Keywords: Examine, Physical Activities, Students' Academic Performance, Personality, Attribute, Higher Secondary Schools

Explore The Learning Preferences and Undergraduate Students' Academic Achievements of KUST

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ABSTRACT

The exploring a person's perception and integration of knowledge is a key component of the research of learning preferences. People see and acquire information in different ways, and they think about and respond to ideas in varied ways. Although there are many different types of learning preferences identified in the psychology literature, the focus of this study was on undergraduate students' visual, auditory, and kinesthetic learning preferences as defined in the Dunn and Dunn model, as well as differences in gender and field of study and their relationship with academic achievement. A Study of Learning Style Preferences on Learners' Achievement at Tertiary Level was the study's main goal. To address the learning preferences of university students and the variations among them in terms of gender, subject of study, and relationship to academic accomplishment, the study was quantitative, descriptive, and correlational in character. All present students at Kohat University of Science and Technology (male and female, science, and arts) made up the study's population. Three categories—biological sciences, physical sciences, and social sciences—were used to divide the students. 300 undergraduate students (50 male and 50 female) from each faculty at Kohat University of Science and Technology made up the study's sample. Using a stratified random sampling technique, the sample respondents were chosen. To identify students' preferred learning styles, the 24-item Barsch Learning Preferences Inventory (BLPI), created by Barsch (1996), was used as a study tool. For each object, a three-point rating system was applied. To determine each student's favourite learning modality, the replies from the sample on the questionnaire questions were assigned scores based on their greatest scores on a particular learning modality. The measure of academic success was the student's GPA from the previous semester.

Keywords: Learning Style, Preferences, Learners, Achievement, Tertiary Level

Exploring Perceived Barriers and Facilitators to Breastfeeding in Multan, Pakistan: A Qualitative Study

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ABSTRACT

Breastfeeding is a critical component of infant and child health and development, and its benefits are well-documented. However, in Pakistan, the prevalence of exclusive breastfeeding remains low, particularly in urban areas like Multan. This qualitative study aimed to explore perceived barriers and facilitators to breastfeeding among mothers in Multan. A total of 20 mothers who had given birth within the past year were recruited through community health centers and hospitals in Multan. In-depth, semi-structured interviews were conducted, and data were analyzed using thematic analysis. The results showed that mothers faced several barriers to breastfeeding, including lack of social support, negative attitudes and beliefs about breastfeeding, lack of knowledge and awareness about its benefits, and physical discomfort and pain associated with breastfeeding. In addition, mothers reported that formula feeding was often perceived as more convenient and socially acceptable than breastfeeding. On the other hand, mothers also identified several facilitators to breastfeeding, including family support and encouragement, access to breastfeeding information and resources, positive attitudes and beliefs about breastfeeding, and the availability of breastfeeding-friendly environments, such as workplaces and public spaces. These findings suggest that interventions to enhance breastfeeding habits in Multan should focus on addressing the perceived barriers to breastfeeding and promoting the facilitators. Interventions should aim to improve knowledge and awareness about the benefits of breastfeeding, promote positive attitudes and beliefs about breastfeeding, and provide support and resources to mothers, families, and communities. Additionally, interventions should work to create breastfeeding-friendly environments and policies. In conclusion, this study provides new insights into the perceived barriers and facilitators to breastfeeding in Multan, Pakistan. The findings can inform the development of targeted and culturally appropriate interventions to enhance breastfeeding habits and improve infant and child health and development in the region.

Keywords: Breastfeeding, Barriers, Qualitative study, Multan

Exploring the Fauna of Dragonflies in District Dera Ismail Khan KPK, Pakistan

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ABSTRACT

The present study was to explore dragonfly fauna in the District Dera ismail khan Khyber Pakhtunkhwa Pakistan. Duration of this study is 9 months i.e., February 2021 to November 2021. A total of 915 specimens were collected from the sampling site, Paharpur, Daraban, Kulachi, Prova and main Dikhan city of the district Dikhan. The identified specimens belong to order Odonata 2 families Libellulidae and Aeshnidae, 8 genera and 14 species respectively. Family Libellulidae was the largest family consisting of 13 species *Palpopleura sexmaculata*, *pantala flavescense*, *Orthetrum chrysis*, *Orthetrum cancellatum cancellatum*, *Orthetrum Sabina*, *Orthetrum gluacum luzonicum*, *Bradinopyga germinata* and *trithemis festiva*. Family Aeshnidae comprising only one specie *Anax Immaculifrons* it can be concluded that this region has a diverse dragonfly fauna. Similarly, survey on large scale is recommended to fully evaluate the dragonfly fauna of District Dera Ismail khan kpk Pakistan

Keywords: Dragonfly, exploring, family, Area, Dera ismail khan , fauna

Exploring the Relationship Between Nutrient Intake and Cognitive Function in Older Adults: A Cross-Sectional Study in Pakistan

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ABSTRACT

Adequate nutrient intake is essential for maintaining good health, especially among older adults who are at increased risk of nutrient deficiencies. In Pakistan, the prevalence of malnutrition is high, and older adults are particularly vulnerable. This cross-sectional study aimed to investigate the relationship between nutrient intake and cognitive function in older adults in Pakistan. A total of 300 older adults aged 60 years and above were recruited from hospitals and community centers in Multan, Pakistan. Nutrient intake was assessed using a food frequency questionnaire, and cognitive function was measured using the Mini-Mental State Examination (MMSE). Data were analyzed using multiple linear regression models. The results showed that the majority of older adults in the study had inadequate nutrient intake. Specifically, the mean intake of vitamin B12 was 1.5 $\mu\text{g}/\text{day}$ (SD=1.1), which was below the recommended dietary allowance (RDA) of 2.4 $\mu\text{g}/\text{day}$. The mean intake of vitamin D was 3.8 $\mu\text{g}/\text{day}$ (SD=1.7), which was well below the RDA of 15 $\mu\text{g}/\text{day}$. The mean intake of vitamin E was 6.2 mg/day (SD=3.1), which was below the RDA of 15 mg/day. The mean intake of calcium was 478.4 mg/day (SD=196.7), which was below the RDA of 1000 mg/day for adults aged 51 years and above. The mean intake of zinc was 6.1 mg/day (SD=3.1), which was below the RDA of 11 mg/day for men and 8 mg/day for women. In addition, low nutrient intake was significantly associated with poor cognitive function, as measured by lower MMSE scores. Specifically, inadequate intake of vitamin B12, D, and E, as well as calcium, was significantly associated with lower MMSE scores after adjusting for age, gender, education level, and comorbidities. These findings highlight the importance of adequate nutrient intake for maintaining cognitive function in older adults in Pakistan. Public health interventions aimed at improving nutrient intake, particularly for key vitamins and minerals, may help reduce the risk of cognitive decline and improve the overall health and well-being of older adults in Pakistan. In conclusion, this study provides new evidence on the relationship between nutrient intake and cognitive function in older adults in Pakistan. Future research is needed to further investigate this relationship, as well as to develop and implement effective public health strategies to improve nutrient intake and cognitive function among older adults in Pakistan.

Keywords: Nutrition, Pakistan, Cognitive Function, Public Health

Exploring the Relationship Between the Use of Google Docs and ESL Learners' Writing Progress

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ABSTRACT

This quantitative study wants to find out if there is a link between ESL students' writing progress and how they use Google Docs to keep track of their work. The study's goal is to find out if using Google Docs to track the progress of assignments helps ESL students get better at writing. The research will employ a quantitative methodology. Participants will be ESL students enrolled in a writing course at a polytechnic in Malaysia. Participants will be assigned randomly to either the control or experimental groups. The control group will track assignment progress using conventional methods like paper logs and spreadsheets. The experimental group will document their assignment progress using Google Docs. Data will be collected using pre- and post-test writing evaluations that are graded using a standard rubric. In addition, participants' writing progress will be monitored using Google Docs data, including revision history and the number of teacher comments. The participants' grades in the control and experimental groups will also be compared to evaluate whether there is a significant difference in learning results. The pre and post-test writing assessments' results will be analysed using descriptive statistics, including means, standard deviations, and frequencies. A t-test will be performed to assess whether there is a significant difference in writing progress between the control and experimental groups. We will utilise regression analysis to examine the association between using Google Documents and writing progress while adjusting for other variables that may influence writing success. The size of the sample and the use of a single polytechnic will limit the scope of the study. In addition, the study will not examine Google Docs' usefulness for tracking development in other language-learning domains, such as reading or speaking. This study will shed light on the relationship between using Google Docs as an assignment progress tracker and the writing progress of ESL students. The results can inform the development of technology-based solutions to improve ESL learners' writing skills.

Keywords: Google docs, collaborative learning, writing skills, assignment tracker, Malaysian polytechnic

Extended Cyber Security to Prevent Intrusions Based on Ensemble Learning Using Stacking

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ABSTRACT

The Internet of Things (IoT) is collection of sensors and devices interconnected to each other to share real time collected information from surrounding environments. The IoT becoming a part of life in which personal and private information get attached to these IoT network. These attracts the hackers and cyber criminals to intrude in the week IoT network for access and illegal use of information to threat the person. The information security is very crucial requirement in IoT. The cyber criminals attack the IoT network components which are sensors and communication devices to access the information. The purpose of the proposed research is to provide security to IoT sensors and network to prevent the cyberattack to access the crucial information. The machine learning based artificial intelligence will be embed with IoT central communication device to identify the incoming normal or attack-based transmission of sensor data. The machine learning model such as Decision Tree (DT), Random Forest (RF), Naïve Bayes (NB), Logistic Regression (LoR), Linear Regression (LiR), Isotonic Regression(IsR), Gradient Boosting Machine(GBM), Ada Boost Classifier (ABC), K Nearest Neighbor (KNN) and Ensemble models are used to conduct experiments to analyze the effects of proposed research with NSL-KDD bench marked dataset. The proposed Ensemble machine learning model outperform other models.

Keywords: Internet of Things, cybersecurity, machine learning, artificial intelligence, ensemble learning

Extent and Impact of Female Labor Participation in Canola Production in Southern Punjab-Pakistan

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ABSTRACT

Women play an important role in agriculture (crop, livestock) and household related activities but their role is not acknowledged and highlighted. The present study aimed to identify the socio-economic characteristics, estimate the cost and returns, identify constraints, highlight, and quantify the role of female labor participation and dig out the reasons of low female participation in the canola production. The study was conducted in Vehari district, the major canola growing district in Punjab. Primary data were collected from 105 canola growers by using purposive sampling technique. The result of the descriptive statistics indicated that the majority of farmers were younger having age below 45 years. The educational level of the majority of the farmers was metric and above metric with average years of schooling 10. The average family size was 7 people living in a joint family system. Over 80 percent of the farmers used hired labor with a range of 1 to 4. The average daily wage rate was about Rs. 500 per day for male and Rs. 416 for female indicating lower female wage rate than males. The average wage rate of permanent hired labor was Rs. 13569 per month compared to permanent hired female labor i.e., Rs. 5750. Farming experience was found to be more than 30 years while average oilseed growing experience was 3 years. The farm income varies between Rs 2.5 lacs to over 7.5 lacs with the mean average income of 5.5 lacs. The average variable cost, gross income, gross margin and net return per acre from canola cultivation were estimated as Rs. 23110, 48132, 25020 and 13494, respectively. Regression analysis indicated that ploughing cost, fertilizer cost, pesticide use, and female participation has a positive and significant impact on canola productivity. Female mostly participated in harvesting and threshing activities. The female share in different crop related activities varies between 0.57 to 5 percent with overall average of 2.47 percent. In monetary terms it was equal to Rs. 131 per acre. The maximum reported share of female on reported farm was between 30 to 50 percent and the average value of female share on maximum participation basis was 39 percent and in monetary terms equal to Rs. 2077 per acre. The major reasons of low female participation were identified as cultural norms of the society, lack of skill and knowledge, being occupied in other house related activities or other job, fear of harassment, tough nature of jobs and availability of male abundant labor. Female access to resources, training, and education can play an important role in reducing wage discrimination against women and thus enhancing their income and their share in family income which will ultimately reduce poverty and increase well-being of society.

Keywords: Canola production, female labor participation, profitability analysis, constraints

Fabrication of Automatic Electric Wall Mounted Hanger Rack Using Linear Actuator for Home Appliances

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ABSTRACT

Technology has provided us with incredible tools and services, allowing us to access valuable knowledge anytime. Home appliances are developing at a rapid rate, getting quicker, more compact, and more efficient than ever before. For instance, a household item that is always used by house owners is a Clothes Rack. The house owner now uses a manual wall-mounted hanger rack. This hanger rack is run manually, with the help of homeowners who often encounter issues such as the attachment component on the manual wall-mounted hanger rack being incompatible. The homeowner has a problem any time when they try to pull in and out the suspension because the attachment has rusted due to rubbing between metals. Aside from that, there isn't enough room or space on the clothes hanger rack to hang the clothes. Hence, this project involved the fabrication of an automatic electric wall-mounted hanger rack by using Linear Actuator involving three main parts which are body frame, suspension and mechanism. The body frame and suspension are made of stainless steel. The body frame is made up of two rectangular frames which are drilled together and a grinding process in the middle between the frame to fit in the Linear Actuator. The suspension is made up of stainless steel and goes through a drilling process to make a hole in every middle of the edge suspension to joint with another suspension due to make a "Scissor Lifting Design". Lastly, at the top of the suspension, there are two round tubes made of aluminium attached together with a tube retainer made up of stainless steel to ensure the tube will not move freely during using the automatic electric wall-mounted hanger rack. The effectiveness of this product was proven when the weight of the load increased up to 40kg and was able to operate the product without any obstacle. The overall cost of RM430.50 is very affordable compared to the product in the market that is supplied automatically. And we believe this project can help those who can afford to buy a drying hanger which is cheaper than all the different types of drying hangers that already have been in the market nowadays. Thus, once again this project is done with a Linear Actuator item that can be bought in any hardware shop or online shop which is much cheaper by doing it yourself.

Keywords: Household, clothes rack, hanger rack, affordable

Fabrication of Rainwater Harvesting Filter with Fog Collector for Clean Water Harvesting in Villages

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ABSTRACT

Safe and clean water is essential for public health, whether it is used as drinking water, domestic usage, food production, irrigation, or for recreational purposes. Rainwater harvesting and fog collecting are integrated environment-friendly systems to produce renewable feedstock or water supply in the efforts to help reach the Sustainable Development Goals (SDG). Most of the villages in Kuching, Sarawak are supplied with water tanks to harvest the rainwater from the roof by collecting the rainwater in gutters. Therefore, the rainwater may be contaminated with residues such as dry leaves, rotting leaves, dead plants, twigs and others.

Rainwater harvesting can be problematic, particularly within the dry season, although there might be a significant amount of fog in the mountainous areas of the country. Hence, this project aims to fabricate a rainwater filter integrated with a fog collector to obtain clean water.

The system can channel up to 90% of rainwater into the storage tank. The system consists of a self-designed and 3D-printed body with a mesh filtration tube as the core to collect large residues before the rainwater drops into the storage tank. Meanwhile, the fog collector works to capture water from the ambient using the concept of a fog harp utilizing parallel wires. In the post-testing, it is found that the system was able to channel up to 92.6% of water. Meanwhile, the fog collector was able to accumulate 485 ml volume of water for 5 days period at Kampung Duyoh hilltop village as a field test. It is also noted that the system is relatively easy to operate, requires low maintenance, and has a reasonable cost. In the end, the objectives of fabricating a

rainwater filter with a fog collector are successfully achieved and can be utilized by the villagers to obtain clean water and water supply.

Keywords: Rainwater, fog, harvesting, clean water

Factors Affecting Change in Area Under Cotton Cultivation in Pakistan

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ABSTRACT

Cotton is one the five major crops of Pakistan and it contributes 0.6 percent to National GDP. However, during the last two-decade cotton area has been in decline. This study evaluates the factors affecting the change in cotton Pakistan. The data was gathered from 881 farmers from three provinces of Pakistan. We employed the ordered probit model to evaluate the impact of various factors on change in cotton area. The result show that one-unit increase in education and experience reduces the likelihood to increase acreage by 0.6 and 0.3 per cent respectively. Similarly, off-farm work and sugarcane cultivation reduce the likelihood to increase the cotton area by 10 per cent and 19 per cent respectively. While access to weather information, labour, pesticides, pest-resistant varieties, high prices of pesticides and seed quality were found to be major issues and reduce the expansion of cotton area by 11%, 23%, 8%, 13% and 14% respectively.

Keywords: Area, Cotton, Probit model, Pakistan

Factors Affecting the Sustainable Adoption of Oilseed Crops in Punjab

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ABSTRACT

There is a considerable mismatch between demand and supply of edible oil in Pakistan. The Government put efforts to fill this gap by importing edible oils from rest of the world, which cost billions of dollars hence increasing current account deficit. Efforts to enhance oilseed crops yield at the federal as well as at provincial level have remained unsuccessful. This study compares the profitability of oilseed crops with its corresponding competing crops to find out determinants that will help in the sustainable adoption of oilseed crops. Primary Data were collected from 120 randomly selected farmers. Among 120 farmers, 60 were those growing oilseed crops, and rest were growing other crops. Gross Margins, Net Profitability and BCR were estimated for comparison purposes. The Results show that the Total Cost of Production of Oilseed crops (Canola and Sunflower) was higher than sesame, pearl millet, mung and chickpea while lower than sugarcane, cotton and wheat. Gross Margins, Benefit Cost Ratio and Net Income per acre of oilseed crops were higher than pearl millet, cotton, wheat, sugarcane and chickpea. The determinants effecting the sustainable adoption of oilseed crops were identified by using logistic regression. It was found that education, farming experience, subsidy, availability of quality seed, quality pesticides, availability of loans and water availability issue were the factors that have increased the adoption of oilseed crops or have a positive impact on oilseed crops adoption, while low-market-price and high-cost-of-fertilizer were the factors that have decreased the adoption of oilseed crops or have negative impact on oilseed crops adoption.

Keywords: Adoption, BCR, Sunflower, Canola, Gross Margin

Factors That Contribute Towards Gender Disparity in Access to Higher Education

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ABSTRACT

Gender discrimination refers to unequal management based on gender. It is the practice of yielding or maintenance a person's rights or benefits based on their gender. It is the most prevalent and long-standing form of bias, and it is brought about through a variety of discriminatory acts. In most modern countries, however, it is either illegal or widely regarded as improper. Thus, the current study is primarily identified and analyze the factors that influence females' opportunities to obtain higher education, with a focus on the district of Kohat, as well as offer counteractive strategies to improve the participation and enrollment of female students in higher education. The study was descriptive by purpose and quantitative and qualitative by the nature of information. For Qualitative data, Female teachers of social sciences departments were interviewed using structured questions to determine the variables that contribute to female low participation in higher education at higher education. For quantitative data, undergraduate students of social sciences departments were surveyed to gather data regarding the difficulties women face in gaining admission to institutes of higher learning such as KUST. The population of the study were comprised of all female faculty members and female undergraduate students at Kohat University of Science & Technology Kohat. All the female faculty members were interviewed while sample size of students for this study was 20% of the total i.e 148 students. Furthermore, convenient sampling technique was used for data collection from students. Data was analyzed by percentage, mean and chi square test. It is the fact that there is a gender imbalance in higher education institutions since female students outnumber male students. In order to address this problem, it is critical to identify the causes of the gender participation imbalance that prevents male students from pursuing higher education.

Keywords: Gender discrimination, Gender Disparity, Access, Higher Education

Fatigue and Life Balance in the Cabin Crew: A Qualitative Work in the Sample of Turkey

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ABSTRACT

When we look at the literature, it is seen that the information about the fatigue levels of the cabin crew is generally based on quantitative data obtained from the flight crew. Considering that the members of the cabin crew have their own private lives, it is thought that it is important for them to maintain their lives in a healthy way. Especially after the pandemi, significant changes in the work densities have experienced significant changes in many sectors and a new adaptation process has begun. One of them is the aviation sector. The pandemic process has also affected the cabin crews, whose working times are busy and who have to do many works in a limited time. Considering the number of employees who decreased after their pandemi and the increasing workload, one of the best ways to learn the causes of fatigue of cabin crews and to reduce fatigue in these people and know what is happening in the balance of work life is to examine their views in depth. When the literature was examined, it was rarely asked what cabin crews' opinions about fatigue and tiredness reducing strategies could be. For this reason, it is aimed to examine semi -structured interviews in order to better understand the causes and consequences of the cabin crew fatigue and to examine what the experiences of the participants' experiences and how fatigue affects the balance of work life. 25 cabin crews are planned to participate in the study. The data obtained from the study will be examined by question -based thematic analysis and the main themes will be reached. Considering the results, the exhausting of the cabin crew will be given various suggestions to employees, relevant institutions and researchers about the increase in work life balance.

Keywords: Cabin crew, business life balance, fatigue, volatile psychology, psychological counseling.

Feminism, Post-colonialism, Marxism and Reader Response Theory: A Critical Analysis of Each Theory of Literary Education from Diverse Sources

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ABSTRACT

The present research paper seeks to compare, and contrast selected four theories of literary education from three different books by three different eminent writers. The researcher, in this regard, has taken four theories of literary education that are Feminism, Post-colonialism, Marxism and Reader Response Theory. The data has been collected from three different books on literary theory written by different authors. The books included are Critical Theory Today: A User-Friendly Guide (2006) by Lois Tyson, A Readers Guide to Contemporary Literary Theory (2005) by Raman Seldon et al. and Modern Literary Criticism and Theory (2005) by M.A.R. Habib. The researcher has used comparative interpretive methods to analyze the data. The purpose of the research is to summarize and critically discuss the similarities and differences between each theory from three different sources. The researcher reaches the conclusion after analysis that it is evident that achieving the purpose i.e., presenting different theories of literary education, each writer holds a different approach from the other.

Keywords: Feminism, Education

Financial Problems in Micro-Business and Solution Proposals

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ABSTRACT

Today, in the global World and in our country, in fast and constantly changing market conditions; SMEs, including micro-enterprises, are of great importance. Micro-enterprises are a type of small and medium-sized enterprises (SMEs). SMEs, which are very important and dynamic elements of the economies of the country, have great importance in terms of economic and social development in our country. Today, with the increase of international competition, it has become a necessity for SMEs to take their place and maintain their existence in the global economic market. SMEs, including micro-enterprises, constitute a large part of the economy in all countries. Almost all of the registered enterprises in our country are composed of SMEs. SMEs have strategic importance in national economies such as adapting rapidly to changing market conditions, having flexible production structure, contributing to employment creation by creating new job opportunities, reducing regional development disparities and providing regional development. Particular importance is given to SMEs in developing countries and policies are developed for these enterprises. Looking at the distribution of enterprises according to the scale of these countries, including Türkiye, 98 percent of SMEs are on average. Looking at the historical development of SMEs in our country, it is seen that the Akhism System established by Sheikh Mahmud Nasreddin Ahi Evran in the 13th century forms the basis of these enterprises. This system was replaced by the Guild System during the Ottoman period and finally, the SME Promotion was first defined in the Incentive Industry Law, which was enacted in 1923 in order to support the private sector in Izmir Economy Congress and remained in force until 1942. Most of the SMEs in our country are micro enterprises. According to 2010 SIS and TURKSTAT data, 99.34% of enterprises in Turkey are composed of SMEs and 95.3% of SMEs are micro enterprises. Therefore, when examining the weak or strong features and problems of micro-enterprises, it would be more accurate to consider them as a whole with SMEs. In this study, financial problems in micro enterprises are discussed and therefore SMEs are examined.

Keywords: Micro business, SME, financial problem

Food Safety Issues in Food Market: A Systematic Approach

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ABSTRACT

Food safety is a significant issue that has an impact on everyone in the world. The availability and safety of the world's food supply are increasingly dependent on one another in many nations. As a result, food safety is becoming more and more important to consumers worldwide; food production should be done carefully to maximize environmental and public health benefits. Food safety involves preventing harmful microbiological and chemical agents from entering, developing, or remaining in the food supply chain. Because it impacts individuals of all ages, races, genders, and socioeconomic levels worldwide, food safety in the food industry is one of the main areas of concern in public health. Public health and food safety continue to be significantly impacted by local and international food marketing. As food supply chains now span several national borders, health concerns are becoming more globally distributed. As food supply chains traverse numerous borders, the food industry enhances the internationalization of health concerns. Therefore, to safeguard the general public's health and safety, robust national risk-based food control systems are crucial. Additionally, nations must guarantee the security and caliber of the food they trade internationally and make sure that imported food complies with domestic standards.

Keywords: Food safety, public health, risk-based food control systems, international trade

Food Security and Climate Change: Adaptation Stairgates and Challenges for Agricultural Communities

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ABSTRACT

Pakistan's majority population lives in rural areas, where poverty is prevalent and climate change is having an increasing impact. Agriculture, paradoxically, is the main economic activity and the foundation for improving rural communities' livelihoods. The food crisis is currently the most pressing threat for many countries, including Pakistan. As a result of the COVID-19 pandemic, it's clear how unprepared we were for such a disaster. During this time, we discovered how our inability to deal with decades-old existential threats, such as ecosystem degradation, climate change, and food insecurity, have exposed us to pandemics, natural disasters, and now worsening hunger. This review paper enables us to identify the major variables classified as challenges to food security and climate change adaptations. The paper discusses the numerous effects of climate change and global warming on the four pillars defined by the Food and Agricultural Organization, namely availability, stability, access, and utilization (FAO). Farmers' livelihoods are particularly vulnerable to climate change, and adapting strategies to changing environmental conditions is one of the most important questions. Their willingness and capacity to adopt improved practices and technologies, as well as their cognitive and behavioral preferences and institutional response mechanisms, can play a role in determining their success in climate change adaptation.

Keywords: Climate, food, adaptation, agriculture, environment

Food Security and Value Chain Improvement

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ABSTRACT

The Solution to food security problems due to the high world population to provide biologically valuable food, enriched in nutrients is food fortification. Over the past decades, the export of fish and Fishery products from developing countries has increased rapidly. However, one of the major challenges facing developing countries in seeking to maintain and expand their share of global markets is stricter food safety requirements in developing countries. Currently, staple foods such as edible oil, Vanaspati and wheat flour are being considered for micronutrient fortification as food vehicles. The resultant fortified additives claimed food security worldwide. The food security perspective of food fortification improves digestion and regulates the micronutrient levels in bones. There are many fortified food-based approaches helpful to lighten up food security and malnutrition. The World Bank convinces the population of bio fortified cereals including golden rice, Rice bio fortification is done with pro vitamin A. Crops breeding techniques provide genetic modification of food that is dominant for the safe processing of food insecurity-related products. About 40% of Food is never eaten in America even a 45% mortality rate of children under 5 years in developing countries due to the undernutrition of mothers and infants. Due to that a large number of people in the world are facing a deficiency of micronutrients like vitamin A, iron, zinc, etc that leads to many acute and chronic diseases like cancer cardiovascular diseases or mainly auto 8pimmune diseases, most common includes lumps, rheumatoid arthritis and ulcerative colitis. Public nutrition profiling, revision of policies, and their implementations are very vital for reaching the aims of nutritional security. Basic foods can be supplemented with nutrients which will be helpful for improving the quality of food.

Keywords: Food Security, Enrichment, Micronutrients, Value chain improvement, Population

Food Waste and its Economic Dimension in Retail and Household Stage

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ABSTRACT

This study takes into account the waste of food products, which is one of the wasted resources, and the food products included in the CPI, how much of a share of food waste is in Sakarya province and how much this share is in the economy of Sakarya, what are the effects on consumption and savings, and the effects of these effects on consumption and savings. It aims to determine how it is reflected in the social structure, how much wastage is in the goods in question, and whether it has any effects on the socio-economic structure. With this aspect, the study aims to both fill the gap in the literature and contribute to the socio-economic field.

Mixed research method was used in the study. With the simple random sampling method, which is one of the quantitative research methods, a questionnaire was applied to the households residing in Adapazari, Erenler Serdivan, the districts of Sakarya, and the data obtained were analyzed with the SPSS 26 program and frequency analysis was carried out to determine the demographic characteristics of the participants and the waste of food products.

In this study, case study design, one of the qualitative research methods, was preferred. In this study, the direct (simple) observation method, which is a type of observation according to its structure, was used. The classification analysis method of the remaining wastes was used because the waste management system can be managed and planned with the obtained data and it gives information about the quantitative status of the remaining wastes.

The research, which primarily aims to identify food waste in Sakarya, is based on the retail (market) and consumer food waste formulation in the "Food Waste Life Cycle Model" put forward by Venkat (2011). According to the results of the research, it has been determined that the monthly total amount of products purchased for consumption is 3 tons 708 kg, and 927 kg per week. Among the products that are not consumed and left behind, bulgur has the highest share with 13.22%. In addition, among the products left, dry beans have a share of approximately 10%, pears/quinces have a 12% share and peaches have a 10% share. The weekly food waste per person of the household participating in the research is 2.08 kg, and it is 99.84 kg annually. It has been determined that the annual food waste amount of the household is 567,107.88 TL, the monthly total food waste amount is 47,258.99 TL, and the weekly amount is 11,814.75 TL. In addition, it has been determined that the weekly food waste amount per person of the household is 26.5 TL.

As a result of the observation and classification study carried out in the Wednesday market, 302 kg of vegetables and 381 bunches of greens (dill, green onion, parsley, etc.) were collected. The total value of the products obtained at the end of the study was determined to be 2.112.32 TL. The weekly average value of the products obtained is 192.02 TL. It has been observed that products such as peppers, salads, tomatoes and onions are wasted the most in the market.

Keywords: Consumption, Food Waste, Food Supply Chain, Household, Retail

Foreign Investments in the Eurasian Economic Union Member States in A Changing World

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ABSTRACT

The customs union between Belarus, Kazakhstan, and Russia, established in 2010, was transformed into an economic union in 2015, with two new members (Kyrgyzstan and Armenia) bringing the number of members to five. However, the sanctions imposed against Russia approximately the same time had a negative impact on Russia and other countries. In recent years, the pandemic, the Russia-Ukraine war, and the increase in sanctions have caused significant changes, especially in the international economic relations of countries. One of the main elements of international economic relations is foreign investments. While the outflow of foreign capital from Russia has increased due to sanctions, some of it is settling in other member countries. Meanwhile, foreign capital inflows from non-sanctioned countries can be expected to increase as a result of reduced competition. In general, these may lead to significant changes in the structure of foreign investments by countries and sectors in all member states. As a result, the main partner countries and even the economic structure of the member states may change in the medium and long term. In this study, structural changes in foreign investments in the Eurasian Economic Union member states will be analyzed in terms of statistical data.

Keywords: Foreign direct investment, Eurasian Economic Union, sanctions, integration.

Gender Discrimination in Pakistan: A Persistent Barrier to Progress

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ABSTRACT

Gender discrimination refers to the unequal treatment or opportunities of individuals based on their gender. This can take many forms, including discrimination in the workplace, in education, and in other areas of life. It can involve unequal pay, lack of access to education or other resources, or being subjected to violence or harassment because of one's gender. Gender discrimination is a significant issue in Pakistan, and women in particular face numerous forms of discrimination and inequality. Women in Pakistan often earn less than men for doing the same work, and they are also underrepresented in higher-paying jobs. According to the World Inequality Report 2022, men in India earn 82% of the labour income while the share of women's earnings stands at a mere 18%. Girls in Pakistan often do not get the same education as boys, which cause a big difference in literacy rates between men and women. Violence against women includes cases of sexual assault, domestic violence, and other forms of abuse. Women may have difficulty accessing quality health care due to a number of factors, including poverty, lack of education, and lack of access to transportation. Overall, gender discrimination in Pakistan is a widespread and persistent problem that affects women and girls across the country. That's why the work of our charity is so important. We focus on fighting gender discrimination in Pakistan through our work, and we believe that everyone deserves to be treated with respect and equality. That's why it is so important to donate to our cause. Your support helps us to continue our work to create a more just and equal society for all.

Keywords: Gender discrimination, Violence against women, quality health care

Globalization and Intellectual Divide: The Case Study of Developing Countries

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ABSTRACT

This article discusses the impact of globalization on intellectual capabilities of various countries. The article has two main issues to examine; one is to analyze whether globalization has increased the intellectual output at a global level and second is to check the distribution of intellectual output among the countries. The paper uses empirical method to see the performance of various countries on the globalization index and their subsequent performance in their intellectual output in the form of patent registration by resident applicants in a country and the number of published articles in that country. The empirical analysis show highly skewed results where we see globalization has actually increased the intellectual disparity among the countries of world. Countries already on the path of innovation and patent registration gained more specialization in it and over a period of 15 years attained further growth in their intellectual output whereas developing countries that were already behind in this race remained further disadvantaged.

Keywords: Globalization, Patent Registration, Intellectual Output, Intellectual Disparity

High Input Feeding System: A Sustainable Feeding Strategy for Optimizing the Growth Performance of Goats in Climate Change Scenario

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ABSTRACT

The climate change is resulting in cycle of erratic rains followed by long drought especially in pothowar region. This is reflected by uncertain pasture availability for goat keepers which ultimately affect the growth performance of these animals. The high input feeding has been found more effective and economical for improving growth performance of animal, reduces age to slaughter, increases carcass quality, meat output, by enhancing the nutrients availability and increasing the income to the traditional sector. However, due to poor FCR the high input feeding system has concerned in the field. There are many different types of feed additives to improve the ruminant production like; antibiotics, ionophores, probiotics, prebiotics, phytogens, organic acids and enzymes. The antibiotics have been banned due to antibiotic resistance issue.

The objectives of current study were to study the growth performance in response to various growth promoters in goats under high input feeding system in response to various growth promoters. Total fifteen young male goats (same breed) born in the same season with an average body weight of 15 ± 2 kg and approximately 9 months age were randomly selected for this experiment. All animals were divided in three groups i.e. Control, monensin and yeast addition as per recommended dose.

The duration of the study was 70 days including 10 days of adjustment period. The animals were fed ad-libitum in individual stalls on the experimental ration which was iso-caloric and iso-nitrogenous. All animals were offered weighted feed and had free excess to fresh and clean water. Fresh feed offer every day in morning after properly weighing the orts and each animal was housed in individual pen. The offer ration were increased or decreased depending on the intake of feed of animals.

Data were collected on daily feeding intake, fortnightly weight gain while ADG, Average daily feed intake while feed conversion ratio were calculated at the end of study. The fecal and feed sample was collected to determined digestibility of feeding ration in last three days. Blood sample from jugular vein will be collected at the end of trial and serum will be separated by centrifugation and will be stored at -20°C.

The ADG was significantly ($P < 0.05$) effected by treatments. However the treatment group monensin showed better growth rate (121 gm/day). The supplementation of growth promoters in goat diets resulted increase in ADG. ADFI was meaningfully affected by treatments ($P < 0.01$). The best FCR was noticed in group monensin (4.96) followed by yeast group (5.41) and herbal with 1.5% level (6.28). It is concluded that the addition of monensin has significantly improved the growth performance of the animals reared under high input feeding in current study and it has little more benefit than the yeast addition.

Keywords: Climate change, High input, monensin, yeast, feed intake, weight gain

High Throughput Phenomics to Characterize Cotton Leaf Curl Virus Using Remote Sensing

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ABSTRACT

Cotton is an essential fiber producing crop. In the farming community, Cotton is considered as “White Gold” as it could bring about the revenues for the farmers. Cotton is a commercial crop that comes up with most of the fiber and crude material for fabricating fabrics. The productivity of cotton is declining due to bacterial, fungal, and viral diseases. Phenomics is regarded as the study of physical and biochemical traits that are generated by any organism due to environmental factors or any other mutation. High-throughput phenomics presents schemes for a particular phenotype implementing latest AI techniques, image-based procedures, and high-tech sensors. For the identification of cotton leaf diseases, Machine learning, deep learning and artificial neural networks are being used. Cotton leaf curl Disease (CLCuD) is a severe disease which is caused by the whitefly-transmitted Gemini viruses. In this study, a remote sensing device Multispectral Radiometer will be used for identifying phenomics associated to cotton leaf curl virus. Advanced feature extraction techniques will be carried out to characterize CLCuV. A novel spectral platform will be developed for classifying CLCuV.

Keywords: Cotton leaf curl virus, phenomics, remote sensing, machine learning, feature extraction, classification

History and the New Challenging Theories of 21st Century

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ABSTRACT

During the past 50 years mostly fields of studies suffer a lot regarding for the stability of its status. Some field of studies which consider the back bone of knowledge facing many issues. History is one of them. As many new theories introduced for the studies and interpretation as well as analysis of the past. So the basic issues started with the acceptances of these theories as well as their practical implementation for writing history. At one extend it create a gulf among traditional and new school of thoughts but on the other hand it blur the face of historical thinking and close the door for any new debates in this field .the same stories repeated in the Educational Institutions of Pakistan that they never want to include new ideas and concept in their discipline .which resulted the downfall of a major subject which considered an important source of Knowledge in Pakistan. So in this paper we mostly discuss some important issues regarding theories as well as new methodologies in History. We also discuss that how we can fill this gape approaching the changing world of academic Exploration. At the end we concluded that how much it affected the Discipline of History. It may result to be helpful to solve that issue which faced history as discipline and creating an image of it as a dead subject to be taught in the higher education institutions.

Keywords: History, New Theories, Practical Implementation, 21st Century, Social Sciences

How Does the Rent-In Land Affect the Technical Efficiency of the Farmers in Pakistan: An Analysis Using Propensity Score Matching?

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ABSTRACT

Pakistan's economy is mostly dependent on agriculture, which is mostly owned by small-scale farmers. The landholding size of these farmers is very small and decreasing further mainly due to traditional inheritance and land transfer system. In Pakistan, 60% of farms have fewer than 5 acres of land, and more than 90% of farms have less than 12.5 acres of land. The smaller farm size hinders farmers from adopting modern technology and inhibits performing large scale farm operations which results in non-optimal productivity and efficiency. Farm ownership and land rent-in are the two feasible options available to increase the farm size. Compared to land ownership, land rental needs less capital amount and provides greater opportunity to choose contractual formulae to ameliorate the effect of other market imperfections. Therefore, this paper tries to examine the technical efficiency (TE) based on some farm specific and socioeconomic determinants using propensity score matching and stochastic frontier model to control for possible selection biases. Data collected in 2019 through survey from 12 districts of Punjab totaling 317 rural agricultural households. This study has calculated that on average 80% farmers are technically efficient (minimum 56% and maximum 96%). The results show that the average technical efficiency of farmers with rent-in land is significantly higher than farmers who do not have rent-in land. The crop input like seed, irrigation, fertilizers, and pesticides have positive and significant impact on both the treated and untreated group. Our results further show that socioeconomic indicators like experience, education level, crop specialization and access to extension services are the deciding factors for likelihood of rent—in land.

Keywords: Rent-in land, Propensity score matching, Stochastic frontier, Pakistan

How the Implementation of Green HRM Practices Affects the Firm's Financial Performance: Mediating Impact of Green Innovation and Effect of Green Social Capital as Moderator

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ABSTRACT

The main objective of this research is to enhance the financial performance of the firm by implementing green human resource management (GHRM) practices. The purpose of this study is to examine the relationship between the adoption of the green innovative (GI) ideas and the financial performance of an organization, with green social capital as a moderator. Additionally, the research identifies the essential green HRM practices required to improve a firm's financial performance. The study employs the Ability, Motivation and Opportunity (AMO) theory to establish connection between the green HRM practices and organizational financial performance. To validate the research framework, quantitative data is collected from textile companies in Pakistan through survey method. The result of this study indicates that GHRM practices can have a positive influence on a firm's financial performance.

Keywords: GHRM Practices, Green Innovation, Green Social Capital, Sustainable Development, AMO theory, Financial Performance, green human resource management

How Wheat Campaign Fueled Production in District Layyah Punjab, Pakistan?

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ABSTRACT

Wheat is the second most cultivated crop in the world after maize in regions supported by proper nutrient supply and fertilization. It is one of the major staple foods and cereal crops all over the world, as well as in Pakistan, as it provides 40% of the energy calories and 20% of the protein supply to the whole population. In Pakistan, there is a great demand for and a challenge in increasing wheat yield due to the rise in food insecurity in the population. The current study is focused on the significance mean difference in the total production of wheat due to wheat campaign activity in Layyah, Punjab. A purposive sampling technique is used to select a sample of 160 farmers for interviews in 2022. Multiple regression analysis is used to find out the different factors that affect the production, and one sample t-test and an independent sample t-test are used to find out the mean difference of the wheat campaign. The estimated result of the regression analysis indicates that age of farmer, irrigation, pesticide, education, and household size have a significant effect on wheat production. One sample t-test result shows a positive impact of wheat campaign because last year's wheat production mean score was 1.981 and this year's wheat production mean score is 2.219. The independent sample t-test shows that production is low in areas where wheat campaign activity was not undertaken. The findings recommend that farmers need to have certified inputs and adopt the recommended technology to enhance wheat production and hence the food security.

Keywords: Wheat Campaign, Food security, Cost of production, Mean differences, Layyah

Human Resource Sustainability Among Young Talents in TVET Institutions: A Pilot Study

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ABSTRACT

Sustainable human resource is a performance factor in successful talent management. Various studies regarding this have been discovered including the leadership, relationship among human resource management, and the tensions and paradoxes of human resource management as well as the social dimension of this term. However, youngsters who are future talents reportedly know ill about the term. Thus, this paper is aimed to describe and measure the actual scenario from a young perspective. This paper elaborates on the attendance management system and sustainability of human resource management in their knowledge of OSHA and employee benefits.

Keywords: Sustainable human resource management, OSHA, employee benefits.

ICT Tools Preferences for Research in Rawalpindi and Islamabad

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ABSTRACT

The ICT (Information and Communication Technologies) comes with the vast scale variety. From the global perspective the work places, academic places and even at every houses they are preferring the direct online research and for career development. Which is creating the whole new world of digitalization. As we are already aware of ICT and even know many of the tools which are in regularly use from the latest development the chat GPT an open AI for all. This research paper study main focused was MOOC (Massive Open Online Course), CAI (Computer-Assisted Instruction), OER (Open Educational Resources). The purpose of this study was to evaluate the tools of ICT. This study was conducted by self-created questionnaire and semi-structured discussions as a data collection instrument to collect data from respondents in the selected research institutes. The study was in support of proving the above-mentioned ICT tools are preferred by currently research scholars while maintain the quality for the ICT-based technologies for research. The population of the study was consisted of 3 universities from Rawalpindi and 5 universities from Islamabad. Sample size of this study was 600 currently post-graduate students selected randomly. The questionnaire was developed by researcher with the help of supervisor. Reliability was determined by pilot testing. Data was analyzed through statically software for social sciences (SPSS) – V.16. It was proven that the research scholars are giving the preferences to MOOC for the interacting for genuine research material collection.

Keywords: ICT, CAI, OER, MOOC. Quality research, Impact

Ideas of Educating Children to Patriotism in Kyrgyz Proverbs

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ABSTRACT

Short and clearly formulated proverbs can be considered as multifaceted requirements that introduce the younger generation to the right way of life. In the proposed study, proverbs instructing children to live in harmony with the people and stay away from selfish egoism by developing a positive attitude towards the people are analyzed among those requirements. In terms of the concept of patriotic education of the Kyrgyz people, along with the concept of "land", special attention is paid to the concept of "people". In some cases, the concept of "people" is of central importance in its essence. For the nomads, the integrity and well-being of the people were considered the highest substance of collective life and existence. Proverbs state, "There is no hero without the nation", "The nation is a golden cradle", "Treasure is not treasure but for the nation", "Soul peace will be upon your peoples' peace", "Gold comes from the earth, a hero comes from the people", "A friendship of two men overcomes a difficulty, a friendship of two nations overcomes thousands of difficulties". In some proverbs, the people are described as a great force surpassing the sages and heroes: "The support of the lake is the earth, the support of the leader is the people", "The courage of the warrior lasts for a day, the courage of the people lasts for a thousand days", selfishness, isolation and arrogance are considered as a fatal act: proverbs "People are sacred, those who against are wicked", "The people are sacred, those who are separated from the people will get lost", "A single tree is not a forest" proves it. Kyrgyz people, based on their centuries-long experience, point out that the power of the people is much higher than any supreme power and majesty: "Politicians come and go, but the people always remain", "You can leave a person, but don't leave the people". To be khan in being accountable, responsible to the people was equivalent to "being responsible to collect what is torn down and what is scattered". According to popular rules and traditions, only a highly developed civic consciousness determines the maturity of a person: "The one who takes care of himself does not grow, the one who takes care of people grows", "A brave warrior is on the guard of the people", "A bad man saves his soul, a good man saves the people".

Keywords: Proverb, manners, patriotism, upbringing.

Identifying Farmers' Willingness to Pay for Disaster Risks in Punjab, Pakistan: An Application of Discrete Choice Experiments

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ABSTRACT

It is now undisputed that climate is changing, and Pakistan is among those countries that are most vulnerable to climate change. According to long-term Global Climate Risk Index Pakistan has been ranked 8th most affected country from 2000 to 2019 with total of US \$ 3771.91 million losses. Threats or hazards in any society turn into disasters when they cause collateral damage and produce a serious impact on vulnerable parts of society. That means high social, environmental and economic concerns. Moreover, extreme weather events would become more frequent in future and their magnitude is projected to be greater in Pakistan. Hence, risk transfer mechanisms are required at local, regional and global level to enhance the communal resilience for flood risk mitigation. That's why this study targeted the acceptability and potential of flood insurance as a risk transfer tool for financial risk associated to flood events in Pakistan.

The objective of this study was to determine the farmers' willingness to pay for disaster risks in study area. For this purpose, methods of discrete choice experiments were used, and data were collected from 284 farmers in two different agro-ecological zones in Punjab, Pakistan. This study presented novel information about farmers' expectations about future risk of flooding and expected losses under hypothetical circumstances. Novel data were collected on farmers' expectations about future risk of flooding and expected losses under hypothetical settings. Farmers were presented with 9 different climate contexts and asked how likely such a climate context would occur in reality. Further they were probed to highlight expected losses under each hypothetical climate context.

Findings of cumulative probit model highlighted that climate context attributes significantly capture farmers' expectations and longer floods, and higher water depth were predicted in study area in both models with interaction and without interaction effects of climate context attributes. CPM estimates depicted mix response for expected losses. Higher losses were expected with higher flood probability, inundation depth and longer evacuation time. Moreover, the probability of expected losses would jump into a higher category if flood probability and inundation increased simultaneously.

Similar probability of expected losses was observed, if flood probability and evacuation time increased simultaneously and also if inundation depth and evacuation time increased. Hence, greater risk and higher expected losses in changing climate highlight the need for a risk transfer mechanism. Farmers were found willing to pay for flood insurance for crop losses, further insurance cover and amount of premium were observed as important product attributes. Farmers reported a positive association between insurance cover and choice decision. This means farmers were more intended to make a choice for insurance products with higher insurance cover, whereas a negative association for premium and choice decision was indicated. This means farmers were less interested in flood insurance products with higher premium. The combined effect of insurance cover and premium had a positive influence on choice decision. That means farmers were more interested in insurance products with higher premium if insurance cover offered is also higher. Although attributes and their levels are important when analyzing a choice behavior, choice probabilities of all alternatives also depend on the characteristics of the individual making a choice decision. Therefore, a multinomial logit model was used. Results revealed that age, education and family size indicated a positive, while farming experience showed a negative influence on choice decisions. Hence, this study recommended the application of risk assessment before introducing risk transfer mechanism. For flood risk management, this study recommends the introduction of flood insurance for crop losses as an effective way forward

Keywords: Climate Change, Disaster risk management, Discrete Choice Experiment, Willingness to pay, Crop Insurance, Pakistan

Impact of “Green Marketing” on Customers’ Purchase Behaviours

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ABSTRACT

This study aims to determine the impact of green marketing on customers' purchase behaviors and buying decisions. Environmental descent has led to businesses changing their business conduct, leading to the emergence of sustainable production and green marketing. The systematic review methodology was applied to identify the relevant studies, key themes, and dominant concepts. The relevant literature from five electronic databases was accessed using certain keywords. Inclusion/ exclusion criteria were applied to shortlist the relevant literature about green marketing practices and their impact on buying behaviors. After duplication and a manual review of the full text of research papers, this study included 65 academic articles from an initial pool of 198 research papers. The findings provide evidence that green product features, price, ecological packaging, and green promotion activities affect the green purchase behaviors of customers positively. Consumer buying behavior is influenced by an organization's environmental concerns and so consumers positively respond to green marketing. This synthesis of up-to-date research may help practitioners to adopt sustainable and green business practices and governments develop effective green business policies and reinforce activities aimed at environmental protection. It provides the theoretical foundation for future research related to green and sustainable business practices. This review gives insights into the future direction of the study on green purchase intentions and will assist managers and policymakers in developing and implementing various marketing strategies to promote green purchasing through green advertising.

Keywords: Ecological packaging, Green promotion, Green marketing, Sustainable Consumption

Impact of Agricultural Technology on Small Farmers and Farm Labor: A Case Study of District Nankana Sahib

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ABSTRACT

Agriculture is the largest employer of rural labor and it has major contribution in the Pakistan economy. It has undergone drastic technological changes which in return have impacted rural society in various ways especially living styles and occupations. Some old occupations and practices have been eliminated and some new ones have come into existence. The current study was planned to assess the socio-economic impacts of use of modern technology on the small farmers and farm labor. The universe of the study was comprised of rural males of District Nankana Sahib. Multistage sampling techniques was used to collect data. To start with, one tehsil was selected at random and to continue to the next stage, two union councils from chosen tehsil were picked up by using simple random sampling technique. At last step, two villages from every chosen union council were selected, thus making a total of 4 villages. 30 respondents were selected conveniently to be interview from each of the selected villages thus making a total of 120 respondents. Pre-defined and pre-tested interview schedule was used to collect the required information. Data were analyzed by using Statistical Package for Social Sciences (SPSS) according to the requisite analysis plan. Descriptive statistical technique was employed for data analysis. Results obtained are presented in the form of thesis to fulfill the requirement of MPhil degree. It was learnt that majority of the respondents faced several financial issues due to the usage of agricultural technologies on farm and same is the case of the farm labor. Although they save time on the farm yet they have to incur cost to fulfill daily chores of the farm. It was suggested that training on various aspects and new technologies be imparted. Furthermore new skills development programs be started to provide employment opportunities close of their living areas.

Keywords: Agricultural technology, farmers, farm labors, socio-economic impact

Impact of Attitude and Behaviour of Parents on The Learning of 4th And 5th Grade Students in Gilgit City

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ABSTRACT

The attitude and behaviour of parents have profound effect on the learning of their children. However, the degree of impact can be determined by exploring their positive and negative attitudinal nature. Usually, it was found that positive attitude and behaviour strengthen the learning activity of children. As positive attitude and behaviour provide love, security, encouragement and opportunity that help children to learn effectively. While, negative attitude and behaviour cause learning crises that decrease level of motivation toward education.

The main objectives of the research study developed: (1) To measure the attitude and behaviour of parents toward their children learning. (2) To measure the learning of students in terms of academic achievement. (3) To analyze the impacts of attitude and behavior of parents on the leaning of their children. A correlational survey design was adopted for the study. The population of this study consisted of 3300 students from 10 boys and 20 government girl's schools, their parents and 140 teachers. Six hundred (600) students, their fathers and 20 class teachers were drawn by simple random sampling technique as a sample. Three Likert scale based questionnaire were used as research instrument to collect data from parents, students and teachers. The collected data was tabulated and analysed by SPSS 24 using inferential statistics. Percentage, Mean, Linear regression analysis and spearman rho's Correlation coefficient was used as data analysis techniques. The findings and results revealed that parent's attitude and behaviour were relatively positive towards their children learning. However, children were found passive in attaining their basic learning goals. It concluded that there was no significant correlation between parent's attitude, behaviour and students learning.

Keywords: Parent's attitude, behaviour, Parents involvement, Students Learning

Impact of Behavioral Biases on Individuals' Investment Decisions

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ABSTRACT

Since the 2008 global financial crises occur, extreme volatility has been seen in financial markets. Investors' emotions and attitude played a key role in market fluctuations. Emotions like fear, greed and anticipation leads investor towards suboptimal investment decisions. Behavioral finance is an emerging field, which concentrates how psychology influenced decision making under uncertainty. The aim of this research is to study the differentiating behavior of individual investors during investment decision making in Pakistan Stock Market. Investors have been categorised into two groups, namely: young and experienced investors. It has been analysed, whether there is a differentiation between the behavioral pattern of young and experienced investors during investment decisions. Nine behavioral biases have been undertaken for the study, namely: Overconfidence, Representativeness, Herding, Anchoring, Cognitive Dissonance, Regret Aversion, Gamblers' Fallacy, Mental Accounting and Hindsight Bias. Primary data for analysis was collected by distributing questionnaire among investors. Results reveal that there is a relationship between investors experience and losses suffered during crises. Whereas, Overconfidence, Gamblers' Fallacy and Mental Accounting were the biases, where the behavioral pattern of young and experienced investors is differentiated. Experienced investors were more influenced by overconfidence bias as compared to young investors, whereas young investors were more affected by Gamblers' Fallacy and Mental Accounting biases as compared to experienced investors.

Keywords: Behavioral Biases, Investor Experience, Pakistan Stock Market

Impact of Brand Love on Brand Hate: The Moderating Role of Negative Stereotyping

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ABSTRACT

The current study proposed to examine the impact of trust and sense of community on brand love. It further proposed to study the impact of love for one brand on hate for another brand. Negative stereotyping also introduces as a moderating variable between the linkage of love for one brand and hate for another brand. The study will be conducted to understand the love and hate relationships in the smartphone industry whereby consumers have trust in their own smartphone brand and have a sense of community within certain consumers/users groups. This study is an attempt to research the impact of own brand love on hate for another brand whereby negative stereotyping can enhance the hate for another brand due to love with own brand. The data will be collected via survey research design from 400 generation z university students from Karachi, Lahore and Islamabad. The questionnaire is developed by borrowing items from past studies for every variable. After data collection, data will be analyzed via PLS-SEM. The results of this study will provide an explanation of consumer behaviour to better understand this unique relationship between love and hate. It will further highlight the role of negative stereotyping in generating hate for a rival brand in the smartphone industry of Pakistan.

Keywords: Brand love, brand hate, trust, sense of community, negative stereotyping

Impact of Climate Change and Irrigation Infrastructure on the Poverty Status of Rural Households in Faisalabad

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ABSTRACT

Climate change has increased temperatures resulting in abrupt changes in rainfall patterns and water availability. Climate change is affecting not just rainfall intensity but also the amount of annual rainfall. Water conservation measures and infrastructure are required to maintain the economic wellbeing of rural communities. Unavailability of irrigation infrastructure is causing poverty among rural households. Due to global warming, the speedy glacial thawing could be managed with proper infrastructure. Water is very crucial for the agriculture sector. Agriculture is the main economic driver in rural areas. The crops and livestock productivity are impacted by the lack of irrigation water, which in turn has an impact on the quality of life. The main objective of the study was to investigate the impact of infrastructure availability on the poverty status of rural households. Data were collected through a detailed survey questionnaire, that contained the information related to farm households socio-economic, and agricultural activities. Data were collected from one hundred and fifty (150) respondents using random sampling technique from District Faisalabad, Punjab-Pakistan. Descriptive and multi-linear regression model techniques were used for data analysis. The results of multi-linear regression exhibited that the socio-economic factors had positive impact on the livelihood of rural households. The distance of available infrastructure had a negative impact on the crops and livestock productivity. Lower productivity has declined farm income that is increasing poverty among rural households. It is recommended that the government should maintain the available infrastructure and expand it on an urgent basis.

Keywords: Climate change, infrastructure, Poverty, rural households, Faisalabad

Impact of Climate Change on the Economic Development of Pakistan

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ABSTRACT

The main purpose of this research study to investigate the impact of climate change on the development of Pakistan economy by using the secondary data from the period of 1990 to 2022 and apply the ARDL Technique. The research concluded that the negative impact of climate change on the economic growth of Pakistan due to the uncertain whether conditions which occur. Pakistan's economy is essentially in the process of developing, and indeed the issue posed by global warming only seems to be becoming worse. There is, however, still no agreement on whether the rise in domestic Co2 concentrations should be linked towards the introduction of foreign direct investment. The goal of the research is to investigate the reliability of the annual time-series data. To accomplish this, the Autoregressive Distributed Lag Cointegration (ARDL) approach is selected to check the hypothesis on the dependent variable gross domestic product (GDP) and the independent variables co2 emission, foreign direct investment (FDI), crop index, and education. In contrast to much earlier research, we also run unit root tests at breakpoints and incorporate a structural break into our model. The results of the boundaries test demonstrate that the selected variables have a reliable long-term relationship. Furthermore, that the past research would not highlight the actual relation between the climate change and economic development on specific area like Pakistan.

Keywords: Gross Domestic Product, CO2, Foreign Direct Investment, current education experience total, crop index, ARDL, climate change, economic development

Impact of Climate Change on Rice in the Case of Punjab Pakistan

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ABSTRACT

Climate condition helps in choosing the right type of crop for a particular region, while the prevailing weather condition of that environment decides the potentiality of the crop. Among the crops growth in Pakistan, rice is a sensitive crop that depends highly on weather condition. For instance, if the water is not the limiting factor then the most important weather parameters to influence yield of rice are temperature, solar radiations and rainfall variations during different growth period of rice. This study has examined changes within climate which impact the effect on rice and considered a major agricultural crop in Pakistan. The scientific data on metrological parameters like temperature, radiation and precipitation were obtained from Pakistan Agricultural Research Council (PARC-Islamabad and Rice Research Institute (Kala Shah Kaku) covering the period from 1970 to 2021. The study was conducted by using random and fixed effect models to achieve the aspects of climate changes involved through model were shown that factor of temperature turn out to be produce effective impact toward production of rice, but it sudden increase becomes harmful. However, the rainfall at certain point didn't affect the growth production of rice. The farmer should be aware and careful about climate changes through Metrological department forecasting. Moreover, government awareness program should be focused on Majors crops including rice because these crops are largely contribute to GDP.

Keywords: First Stage Temperature, Second Stage Temperature, Third Stage Temperature, Rice Production, Punjab, Fixed Effect Model

Impact of Climate Variability on Rice Productivity in Pakistan

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ABSTRACT

Climate change is currently the most significant concern on the planet. This study examined the impacts of climate change on rice yield across rice growing agro-ecological zones in four districts (Swat from zone A, Mansehra from zone B, Mardan from zone C, and D.I. Khan from zone D) of Khyber Pakhtunkhwa, Pakistan based on the availability of data regarding rice production and meteorological variables. This study covered 33 years (1986-2018) data. Panel unit root tests of LLC and IPS suggested that all variable included in the model were stationary. Durbin Wu Hausman test favored fixed effect model as compared to random effect model. Diagnosis of fixed effect model results showed that it was plagued with problems of cross-sectional dependency, heteroscedasticity, and autocorrelation. Final findings were estimated using Feasible Generalized Least Squares (FGLS) model to overcome the problems in fixed effect model. Results revealed that area under crop has a positive and significant effect on rice yield. Estimated critical temperature for maximum yield of rice was 34.48 °C in sowing stages, 35.85 °C in vegetative stages, and 29.43 °C in maturity stages and Rainfall in vegetative stages was 152 mm. It is concluded that rice yield showed a decline when temperature and rainfall exceed the critical levels. Government needs to use afforestation and other appropriate measures to keep the temperature from rising in these three zones. Extension department needs to provide information to rice growers for adaptation strategies to climate change.

Keywords: Rice Productivity, Climate Change, Panel Data, FGLS Model, Pakistan

Impact of E-Learning by Academies in the Education System in the Light of Covid-19

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ABSTRACT

COVID-19 has destroyed most of the industries in the world. Education is the only industry that is completely transferred to online mode in most countries around the world. Online learning was the best solution for continuing education during the pandemic, especially in Pakistan educational system. This study investigates the effectiveness of using e-learning in teaching in educational institutions. In Institutions of education, the major issue of using modern Technologies for communication in teaching and learning are very important. Most of the universities in Pakistan face many educational problems and obstacles that technology can help to overcome. E-learning has become necessity in educational institutions and is being deployed in educational establishments throughout the world. The contribution of this study is to conclude the learners' new experiences in online education and to assess the accessibility of the virtual methods of learning. The data is collected by analyzing 150 learners' responses to the survey-based questionnaire. A descriptive statistical method was used to test the data of the study. It is evaluate that the main problems that influence and impact online learning during COVID-19 are related to technical, internet, devices, academic, and communication challenges. The study results show that most learners are not satisfied with continuing online learning, as they could not fulfill the expected progress in language learning performance.

Keywords: COVID-19, Education, Online learning, E-learning

Impact of Flipped Learning on Academic Performance of Students at Primary Level of City Faisalabad

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ABSTRACT

Flipped learning is the way of receiving learning experience with specific discipline and learning theories. In flipped learning students have the chance to share ideas and different views after in depth learning. In developing countries the significance of flipped learning enhances the standard of education and student learning achievements through a number of empirical studies accepted out in the past two decades.

Flipped learning is used as a standard work for the study of a specific subject. Flipped learning includes the cautions selection of learning data for the requirement of the acquire knowledge, sight, procedure or worth a particular instructing scheme. Flipped learning is known as the main source of attaining facts and figures and implements in the seeking procedure. It is most cardinal and exceptional for beginners as it provides the framework in which learner organize their learning.

This study Impact of Flipped learning on Academic Performance of Students at Primary level of City Faisalabad was quantitative in its nature and survey method was used. In city Faisalabad total 1418 primary private schools working. From these 1418 primary schools these 30 schools were selected by convenient sampling technique. In these 30 schools total 249 working teachers and these teachers were considered as population of the present research. The sample size of the study was 110 by the confidence interval 7% and confidence level 95 %. The sample size was determined by using online available software i.e; www.surveysystem.com. For the selection of the respondents simple random sampling technique was used. Well defined questionnaire that represents the objectives of study was used for the collection of quantitative data. Collected data were analyzed by using statistical package for social sciences (SPSS).

It was found that majority of the respondents were masters. All of the respondents were from the 14 scale in private schools and mostly respondents were in the age of 35 years. The problem-based learning (weighted score =453, mean value = 4.12) was at 1st rank. The role play (weighted score =484, mean value = 4.62) was at 1st rank. The difficulty in group cooperation (weighted score =465, mean value = 4.27) was at 1st rank. It was concluded that flipped learning as new teaching and learning technique motivates the students and teachers for best performance. On the basis of results it was also concluded that the teachers should conduct the classes in which students can easily adjust in the flipped learning. It was suggested that teachers and students should share new ideas and comments while learning through blended learning. The learning should keep an eye on the educational activities of students during the learning

Keywords: Flipped learning, activities, educational skills, academics

Impact of Framing on Perceived Market Efficiency: Evidence from Pakistan Stock Exchange

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ABSTRACT

Financial markets don't only show financial realities, but market participants' perceptions, beliefs and desires do exert tremendous influence on their investments and indexes. The paper investigates the existence and the impact of one of these perceptions like framing (an anomaly) in the Pakistani stock market participants which can become one of the causes of inefficiency in the stock market. A number of researchers worked to test for efficiency for the Pakistan stock market. Results point out that the assumption of the "EMH" is violated. Questionnaire has been developed to capture framing effects. Results indicate that 68.7% market participants do possess framing effects which is one of the reasons of inefficiency in stock market of Pakistan.

Keywords: Framing, Equity, Social Comparison, Stock Investment, EMH

Impact of Hydro Energy Production on Sustainable Environment in Asia

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ABSTRACT

The present research empirically investigates the impact of hydropower energy production on sustainable environment from the period 1995–2017 for selected Asian countries. To check the robustness study employs Panel corrected standard error and Driscoll-Kraay standard error method. This study uses carbon dioxide emissions (CO₂) and ecological footprint (EF) as proxies for environmental degradation. The results indicate that negative and significant association of variable ECI₂, HEP and TI with CO₂ in first model and EF in second model. 1% increase in HEP reduces environment degradation in first model by 0.037% similarly in second model by 0.016%. While remaining variables ECI, URB, and FD have positive and significant association with CO₂ and EF in first model and second model. The study confirms the existence of the EKC hypothesis. In addition, the results confirm that the variable ECI₂, HEP and TI reduce environment degradation whereas other variables promote environment degradation in these selected Asian countries. The outcomes of the study recommend that that the selected Asian countries should adopt the hydro energy production for long run EG and sustainable environment. Government must provide financial support for Hydro energy production infrastructure.

Keywords: Asian Countries, Panel corrected standard error, Driscoll- Kraay, Hydro energy production, Sustainable Environment

Impact of Poverty on Higher Education Access in Rural Areas: A Statistical Analysis of District Okara

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ABSTRACT

Education is an important determinant of sustainable social and economic development. The objective of this study is to diagnose the Impact of poverty on higher education in rural areas of District Okara. Poverty, both directly and indirectly affects a student's progress and education at higher level through different processes. These factors often place more stress on a student, which can negatively impact the student's ability to succeed in an education.

Students living in poverty often have fewer resources at home to complete homework, study, or engage in activities that helps equip them for success during the higher education day. It is a social factor that plays an important role to create obstacles in achieving educational goals at higher levels. It also reduces the economic growth and productivity because it is out of control in the rural areas of the Pakistan, where people are in a state of deprivation with regards to their incomes, clothing, housing, health care and education facilities.

The aim of this study was to assess the problems facing and data analyzed the impact of poverty on students at higher level in District Okara. A qualitative method was used with the sample size is 60. The data was collected through questionnaires and interviews from 40 respondents from four different villages 10 respondents each, 10 students and 10 teachers from university of Okara.

The study developed that student's education at higher level is affected by different aspects such as household chores/student labor, financial issues, not access to nearby college and

universities, and less parental support and guidance. This study recommends the sustainable development for rural communities. A Collaborative work is needed among government and stakeholders to eliminate the poverty that is hurdles for higher education of District Okara.

Keywords: Education facilities, Poverty, financial issues, rural communities

Impact of Research and Development on the Sectorial Performance of Pakistan

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ABSTRACT

By expanding the country's technical capacities, resource base, and proficiency in resource exploitation, R&D is one of the most influential factors in economic growth and development. It is a well-established fact that the industrial sector plays an essential role in economic growth via innovations and the provision of commonly used commodities at a competitive price. The purpose of this research is to provide an assessment of the effect that R&D has had on Pakistan's agricultural and manufacturing sectors. For the time period 1980–2022, we compiled time series data on a number of different variables, including agricultural growth rate, agricultural labor force, industrial labor force, urban and rural roads, urban and rural literacy rate, industrial growth rate, and R&D expenditure in agriculture and the industrial sector. The data was analyzed using the vector error correction model (VECM), Johnson co-integration, and the augmented Dicky-Fuller test. Research and development spending had a considerable and favorable effect on agricultural expansion, as did the availability of rural labor, the literacy rate in rural areas, and the quality of rural roadways. Industrial expansion is aided by investments in research and development, urban transportation, adult education, and the availability of a skilled urban workforce. Results indicate a correlation between R&D spending and economic growth over the long term. The report concludes that investing in infrastructure to kick start R&D is crucial to the growth of the economy and suggests that the government do just that.

Keywords: Research and development, Sectorial Performance, Labor force, Co-integration, Pakistan

Impact of Social Media on Politics in India

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ABSTRACT

The approach is to explore the topics of social media which are often different and they do always interact with each other and force the analysis of its causes arriving sometimes at a different conclusion. Social media plays a key role in circulating news through multimedia platforms - C-governance, Anti-corruption Movement, Social Media and Indian Politics and attention to how social media is used for campaigning and for mobilizing social movements. Social Media mirrors the real world and is all about conversations. Social media facilitates the interactive web by engaging users to participate in, comment on and create content as means of communicating with social graph, other users and the public. Social media has emerged as a major tool where citizens are able to talk about the issues of day to day life and also of national importance. In 21st century, Facebook, Twitter and You tube are not just innovations in the internet world, but are fast emerging as influencers and opinion creators. Social media have influenced many aspects of our life be it education, culture, administration, marketing, businesses or politics. Social media have been able to make profound impact by means of news, interaction, learning and marketing. Political campaigns are in no way just limited to buttons and banners for politicians to reach their constituents.

Keywords: Social media, anti-corruption, Indian Politics

Impact of Socio-Economic and Cultural Factors on the Nutritional Health of Children in Punjab, Pakistan

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ABSTRACT

Individuals' growth is fundamentally influenced by their diet. A proper growth progression is thought to be a sign of adequate nutrient intake and good health. Poor growth, with or without short stature, on the other hand, may indicate a lack of nutrition. On population level, secular trends in growth patterns are followed as indicators of children's health. Childhood obesity and overweight are a growing public health concern around the world. The goal of this study was to compile evidence on children's nutritional status and dietary habits, as well as their relationship to environmental sustainability.

Pakistan, like many other underdeveloped countries, has a very high ratio of child malnutrition, which is primarily caused by a lack of adequate resources as well as some cultural barriers. The present study was focused on both male and female children of the age 0-5 years. Data were collected from their mothers in which they respond that how the changing socio-economic and cultural values are affecting their child nutrition. For this purpose, a detailed questionnaire was developed which was pre-tested from 15 respondents so that chances of validity of questionnaire can be increased.

Data was collected from two districts of province Punjab: Faisalabad and Multan's rural and urban areas respectively. For a quantitative study, a sample of 400 eligible mothers were interviewed through the interview schedule. For the qualitative study, in-depth interviews and focus group discussions were carried out with respondents (mothers).

After collection of data, it was analyzed that majority of the respondents, about 53.7% thought that their child is malnourished because of lack of basic economic facilities. About 57.4% respondents observed that their girl child is facing more issues than their male child because of their cultural values. 46.7% mothers respond that their child is facing health issues like iron deficiency due to less use of nutritional food in their routine. 61.2% mothers thought that their children are facing health issues because of their lack of knowledge about the balanced nutritional diet. Mothers' education emerged as one of the most important variables. Household income status and living condition index has shown a significant effect on probability of

malnutrition among male and female children. The government should launch behavioral change strategies to attract the mothers to consume recommended diet through lady health workers, participatory community action research, and seminars, especially at girl's schools, colleges and universities.

Keywords: Nutritional health, children, Pakistan, socio-economic factors, cultural factors, malnutrition

Impact of Student Home Environment on Their Academic Performance at The Higher Secondary School Level

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ABSTRACT

One of the key elements influencing students' performance and academic success is their home environment. The home environment has significant impact on Early childhood development (ECD). The purpose of this study was to investigate how the family environment affects students' academic performance. The primary goal of the study was to investigate the relationship between a student's family environment and academic success in District Kohat. A self-administered questionnaire was used to collect

information from 357 respondents in District Kohat as part of a descriptive survey research design. The respondents were sampled using a simple random sampling technique. Data was analyzed by percentage, mean and chi square test. The study's findings suggested a tenuous positive relationship between a student's family environment and academic success. Additionally, it emerges that there are no differences in perceptions of status between men and women. Finally, recommendations were given to parents, policymakers, and educational administrators.

Keywords: Home Environment, Students, Academic Performance

Impact of Technology Innovation, FDI, GDP, and Institutional Quality on Environmental Pollution in N11 Countries

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ABSTRACT

This novel research addressed the problem of environmental pollution in N11 (Next 11) countries from 2002-2021. we check the impact of technology innovation, institutional quality, FDI, and GDP CO2 emission, which is used as a proxy for environmental pollution for this purpose study applied ARDL, and the long results show that Institutional quality, FDI, and GDP have a positive and statistically significant relationship with CO2 emissions but technology innovation has a negative and significant relation with CO2 emissions. On the basis of the results study also suggested some policies for the policymakers of these countries

Keywords: Institutional quality, FDI, GDP, CO2 emissions, technology innovation

Impact of Women's Development with Good Governance on Inclusive Growth: A Study of Selected South Asian Women

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ABSTRACT

Women, who constitute almost half of the world's population, could not be ignored while calculating economic growth. Economic growth incorporating women's participation opens many economic opportunities for women which not only upgrade women's status in society but also make growth more inclusive. Improved condition and position of women in society play an important role in developing women besides enhancing their economic role. Besides explaining the significant role of women in an economy this paper also throws some light on the need for good governance to enhance their economic role. In this background, an effort has been made to estimate the impact of women's development on inclusive growth using the Fixed Effect and Random Effect Models as well as the Models of White, Rogers, and Driscoll-Kraay Estimators for three selected South Asian countries for the period between 2000-2021. The study finds that women's development plays a significant role in inclusive growth and this relationship becomes more significant in the presence of good governance. Thus, it has been recommended that there should be a special focus on government policies towards women's education, women's health, women's labor force participation, and their political representation to make economic growth more inclusive by enhancing their economic role through their development.

Keywords: Women development, Inclusive growth, Panel data analysis, Driscoll-Kraay standard error

Impacts of Smog Pollution on Socio-Economic and Human Health in Big Cities of Punjab Pakistan

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ABSTRACT

The development of a country is highly dependent on its industrial sector. Development in industry has substantial impacts on boosting the quality of life and poverty reduction in any country. However, the enormous expansion of the industrial sector comes with certain drawbacks. Industrialization adversely and equally affects land and marine life and brings drastic environmental changes. Smog, an acronym for smoke and fog, is a major contributing factor in causing many health-associated complications, diseases, and allergies, such as asthma, rhinitis, respiratory infections, lung disorders, and heart diseases. In big cities, smog has become a major environmental challenge due to uncontrolled pollution from industrial and domestic sectors in developed and underdeveloped countries like Pakistan. The rationale behind this research is to determine how the pollution caused by smog has hazardous effects on human health, results in lost workdays, and how much people are willing to pay for a better environment. Three metropolitan, dense industrial cities Lahore, Faisalabad, and Multan, the Punjab province of Pakistan were selected. The primary statistical data required for this research was collected through a survey and interview. A linear regression model was used to investigate the impact of smog on human health, while the Tobit model was used to determine the willingness of people to pay for better eco-friendly services. The research findings also suggested wearing glasses and safety masks in an environment contaminated with smog. There is a dire need to educate people on how smog silently affects their health. The local governments should also craft strict policies for brick kilns and other relevant industries that contribute to devastating pollution and ensure the preservation of the natural environment.

Keywords: Health cost willingness to pay, Tobit models, Smog pollution

Importance of Assembly Activities for the Professional Development of B.Ed. Trainees

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ABSTRACT

The teaching profession is considered as a noblest profession. It also considered as the birth giver of all other profession. Because the teachers have responsibility to make a students' responsible citizen as well as a worthy member of the society. This will lead to the development of the nation. According to Rabindranath Tagore, 'A good teacher is like a candle, it consumes itself to lighten the way of others'. The teaching profession requires certain kind of qualities as well as skills such as honesty, patient, compassion, love for child, passion, dedication social skill, intrapersonal skill, leadership skills etc. Most importantly, the assembly activities help to develop the important domains required to get knowledge are cognitive, psychomotor and affective domain which develops personality of the student as a whole. It also helps them sprawls them not only academically but also in the co-curricular activities. So, to develop these qualities and skills among the students, the assembly activities can provides a best platform to expose the talent of students and develop the important skills among the students. This paper will discuss the role assembly activities play in the development of the students and throw some light on the use of it to develop their professional skills.

Keywords: Students, Assembly Activities, Professional Development

Importance of Proso Millet; as a Nutritious Food Source

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ABSTRACT

Millet ranks as the sixth cereal. It contains approximately 5-10% protein, 15-20% dietary fiber, 65-75% carbohydrates and is a good source of micronutrients, especially iron, calcium and phosphorus. There are many polyphenols such as syringic acids, vanillic, protocatechuic and gentisic found in millet. As compared to other main grains, millet has a shorter growing season, greater yield during droughts and resilience to pests and illnesses. There are several varieties of small, seeded millet, including finger millet (*Eleusine coracana*), proso millet (*Panicum miliaceum*), tiny millet (*Panicum sumatrense*), foxtail millet (*Setaria italica*) and pearl millet (*Pennisetum glaucum*). Proso millet (*Panicum miliaceum*) is a warm season grass with a growing duration of 60–100 days. Minerals (P, Ca, Zn, and Fe), polyphenols, B-complex vitamins, and proteins including important amino acids (methionine and cysteine) are abundant in proso millet. High levels of lecithin in proso millet aids the neurological health system. In addition to being excellent for human health, proso millet is also excellent for the environment. Proso millet is a promising rotating crop for dryland farming systems based on winter wheat since it has several distinctive qualities (such as drought tolerance and a short growth season). In our society proso millet is an underutilized cereal and most of the people are unaware of its benefits. Proso millet can be made into various products such as chapati, cupcakes, cakes, bread and breakfast cereals that will be suitable for celiac as well as diabetic patients due to its low glycemic index as compared to refined rice.

Keywords: Proso millet, nutrition, health, environment, celiac disease, diabetes, rotating crop, glycemic index

Inclusion and Cultural Unification

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ABSTRACT

Culture and social life are intricately connected, with culture influencing and shaping the way people interact with each other. As societies become more diverse, it becomes increasingly important to understand the dynamics of cultural differences and how they can be managed to foster inclusion and social cohesion. One key factor in cultural diversification is the increasing movement of people across borders and the mixing of cultures that results. This can lead to conflicts as people from different cultures struggle to find common ground and understand each other's perspectives. However, it is also possible for cultural diversification to lead to unification and inclusivity. When people are open to learning about and appreciating other cultures, they can build bridges and create new forms of cultural expression that incorporate elements from different traditions. Inclusion is a critical aspect of cultural unification. It involves recognizing and valuing the contributions of all members of a society, regardless of their background or identity. By promoting inclusivity, societies can harness the creativity and energy of all their members and build a stronger, more vibrant community.

Keywords: Social Life, Vibrant Community

Inclusive Development: The Role of CPEC in Promoting Cultural and Social Unification in South Asia

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ABSTRACT

In recent years, the China-Pakistan Economic Corridor (CPEC) has gained significant attention as a potential game-changer for South Asia's economic and geopolitical landscape. As a crucial component of China's ambitious Belt and Road Initiative (BRI), CPEC is expected to promote regional connectivity and economic integration, generate employment opportunities, and accelerate infrastructure development in Pakistan and other neighboring countries. However, the impact of CPEC goes beyond the economic realm, as it has the potential to facilitate cultural and social unification in the region. This research work aims to explore the role of CPEC in promoting inclusive development and cultural unification in South Asia. To achieve this, the study will draw on insights from several seminal research studies, including "One Belt, One Road: Connecting China and the World" by Japhet S. Law, "The China-Pakistan Economic Corridor of the Belt and Road Initiative: Concept, Context, and Assessment" by Jinghao Zhou, "The China-Pakistan Economic Corridor: A Geopolitical Game Changer" by Hasan Ehtisham, "CPEC: A Game Changer for Pakistan" by Khalid Mahmood, and "CPEC and the Transformation of Pakistan's Geopolitical Identity" by Muhammad Makki. Additionally, the study will draw on the insights of Andrés T. Tapia's "Diversity and Inclusion in the Global Workplace: Aligning Initiatives with Strategic Business Goals" to explore the role of inclusive development in promoting cultural and social unification. Through this research, we aim to provide a comprehensive overview of the potential economic, cultural, and social benefits of CPEC for South Asia. The study will explore how CPEC can facilitate cultural exchange, promote social harmony, and encourage diversity and inclusion in the region. Additionally, the research work will provide insights into the potential challenges and limitations of CPEC in promoting inclusive development and cultural unification. Ultimately, the study aims to shed light on how inclusive development can drive economic growth and social cohesion in the region and inform policymakers on the potential benefits and risks of CPEC for South Asia.

Keywords: China-Pakistan Economic Corridor (CPEC), Belt and Road Initiative (BRI), regional connectivity, economic integration, cultural unification, inclusive development, diversity and inclusion, cultural exchange, social harmony, social cohesion

Inclusive Leadership

Gönül Gül Ekşi

ABSTRACT

In the simplest definition, a leader is defined as someone who directs, motivates and motivates people. It is seen that the concept of leader and manager is often confused with each other. Leadership is usually about personal characteristics, while management is about the position. While the leader directs the people, the manager manages. While the leader can be any person in any position in the organization, the manager is the people in certain hierarchical levels of the organization. It is assumed that leaders have some characteristics that make them different from other people and make them a leader by distinguishing them from among many people. Although there are many different and similar views on these characteristics, the most prominent leader characteristics are; honesty, truthfulness, being motivating, assertiveness and being open to communication, high self-confidence and being stable. The need for leaders who will guide the employees in organizations and bring them together to reach the goals is increasing day by day. While some state that leadership is innate, a group of researchers claim that it is not born as a leader, that leadership can be learned and developed over time. Presence of leaders in organizations is effective in motivation of employees, working with higher performance and increasing their commitment to work/organization. For this reason, there is a need for leaders who support and guide individuals in organizations. It is not important to try to reach the goals by having the employees do work with orders and instructions. The important thing is to get work done and come together with desire and high motivation. This is where leaders become important. Inclusive leadership, which is a type of leadership, is about treating people and groups fairly according to their unique qualities, rather than acting according to prejudices arising from stereotypes. Based on all these explanations, it can be said that inclusive leadership supports polyphony, diversity, versatility and productivity in institutions. Inclusive leadership behaviors that meet group members' need for belonging include supporting group members, ensuring justice and equality, and sharing decision making.

Keywords: Leadership, management, inclusive leadership

Income-Based Inequalities and Health Expenditures

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ABSTRACT

Income-based inequalities in health are a significant concern worldwide, and they have implications for healthcare expenditure. This abstract aims to explore the link between income-based inequalities and health expenditures in both developing and developed countries. The purpose of this study is to examine the impact of income-based inequalities on healthcare expenditure in both developing and developed countries. A systematic review of the literature was conducted to identify studies that examined the relationship between income-based inequalities and healthcare expenditure in developing and developed countries. The study included articles published between 2010 and 2021. The results of the study indicate that income-based inequalities have a significant impact on healthcare expenditure in both developing and developed countries. In developing countries, healthcare expenditure is focused on providing essential healthcare services to marginalized populations. In contrast, developed countries focus on providing specialized care to individuals with chronic health conditions. However, the expenditure in developed countries can be unsustainable, leading to budget deficits and resource allocation challenges. To address these inequalities, a comprehensive approach is needed that focuses on addressing the root causes of income-based health inequalities. Income-based inequalities have significant implications for healthcare expenditure in both developing and developed countries. Addressing these inequalities is crucial to achieving equitable access to healthcare and improving health outcomes for all. A comprehensive approach is needed that focuses on addressing the root causes of income-based health inequalities.

Keywords: Income-based inequalities, healthcare expenditure, developing countries, developed countries, chronic health conditions

Inconsistent Weather Patterns in Pakistan

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ABSTRACT

Recurring weather is often termed as weather pattern. Inconsistent weather patterns are mainly attributed to unabated increase in greenhouse gases. There are multiple ways through which weather related factors may impact food safety and agriculture including: changes in temperature and precipitation patterns, increased frequency and intensity of extreme weather events and ocean warming. Unforeseeable climate conditions characterized by abnormal or prolonged precipitation are causing chaos for farmers throughout Pakistan, severely impacting their ability to sow and harvest crops. In Pakistan almost half of population's livelihood depends upon agriculture. Inconsistent weather is affecting our major crops such as wheat, maize, rice cotton and sugarcane. Anticipated rise in temperature in the northern regions is predicted to exceed that of southern regions. This will result in a marked increase in the occurrence of more extreme weather than before. High temperature causes changes in soil characteristics as well as making crops more susceptible to disease and pest attack. The agriculture sector is mostly affected due to direct exposure to nature. Extreme weather events adversely affect livelihoods and exacerbate poverty. It can also affect socioeconomic aspects such as global trade, demographics and human behavior which all influence food safety. All these effects are unevenly distributed geographically. Most of the losses are suffered in the Middle East and low-income countries. One of the most effective solutions to stabilize the climate is to reduce greenhouse gasses emission. It can also be done by improving water management, developing drought tolerant crops and building resilient infrastructure. To cope with the issue of food production there is a need to develop such varieties of crops that can tolerate high temperature and droughts.

Keywords: Weather Pattern, Agriculture, Food Security, Climate Change

Infant Feeding by Imported Food and Nutritional Status of Children Aged 6-23 Months in Lubumbashi, Haut Katanga, Congo, 2021

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ABSTRACT

Introduction: The first thousand days are the window of opportunity for the child's survival and full development. Diet and nutrition during this period are of paramount importance to one's entire physical, mental, cognitive and social future. The DRC has an outgoing economy, and most infant complementary foods are imported and plentiful on the market. Studies on the link between imported foods used in complementary feeding and the nutritional status of children are still insufficient if not non-existent. Our study aimed to assess the associative relationship between nutritional status and the consumption of these imported foods .

Methodology: We conducted a cross-sectional descriptive study through a survey of 420 households in the Tshamilemba health zone, selected by four-stage random sampling. The consumption of imported infant foods and the nutritional status of children were the main variables assessed by a pretested questionnaire and standardized anthropometric equipment, respectively. Descriptive statistics (mean and frequency) and the KHI DEUX independence test to assess the associative relationship between the two variables. Excel, ENA for SMART and Epi-Info were the software used.

Results: More than half of the children (55.7%) surveyed had consumed imported foods, and more than a third had global chronic malnutrition (44%), global underweight (36.4%). No association observed between the consumption of imported infant foods and the nutritional status of children.

Conclusion : Although imported infant foods are not associated with malnutrition in this health zone, there is concern about the accumulation, in children's bodies from an early age, of free radicals, trans-configured fatty acids and other chronic disease risk factors contained in imported foods that act as ticking time bombs in their adulthood.

Keywords: Imported infant food, Supplementary food, Nutritional status, Child under 2 years old, Tshamilemba Health Zone, DRC

Integrated Forest Management and Climate Change: An Anthropological Insights for National Policy

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ABSTRACT

This research topic focuses on exploring the anthropological insights that can inform national policies on integrated forest management and climate change. Forests are crucial ecosystems that provide a range of ecological, economic, and social benefits, and play a significant role in mitigating climate change. Integrated forest management, which involves the sustainable use of forests through a combination of conservation and development activities, is an important strategy for ensuring the long-term health and productivity of forest ecosystems. This research seeks to identify the socio-cultural factors that shape forest management practices, as well as the impacts of climate change on forest-dependent communities. The insights gained from this research can inform the development of national policies that take into account the needs and perspectives of forest-dependent communities, and promote sustainable forest management practices that are responsive to the impacts of climate change. By incorporating anthropological insights, national policies can be more effective in achieving their goals of promoting sustainable forest management and mitigating the impacts of climate change.

Keywords: Anthropological Insights, forest management, integrated forest management, National policies

International Relations and Politics: Conflicts and Conciliations

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ABSTRACT

The relationships among countries along with their roles of the governmental and non-governmental organizations have been studied in the subject of international relations. Politics defines the world and drives our lives. International relations have been discussed in a very broad spectrum whereas international politics is just one component within that broad spectrum. Study of these concepts enable the social confidence and personal satisfaction among the students. It enables them to act constructively in the tense situations. Graduates of international relations and political science are blessed with great toolkit of skills to work in difficult circumstances. These include the conceptual analysis, consequential thinking, influencing with persuading skills, language skills, relationship management skills, conflict resolution skills and last but not the least research skills. International disputes are sort out according to the provisions of the Charter of the United Nations by which different methods of peaceful settlement are used for resolution of the problems. The sole objective of this paper is to find out that why conflict emerges and how it can be resolved without harming the international environment of the world. Lust for power is the main obstacle among the states for cooperation. Instead of cooperation they started to indulge in conflicts. This led the states to seriously think upon the resolution techniques. The significance of the conflicts and conciliations cannot be ignored on international as well as domestic grounds rather it should be made the part of the different disciplines.

Keywords: Role, Governmental, Organizations, Politics, Conflict, Conciliation, Techniques

Investigating the Asymmetric Effects of Renewable Energy, Energy Consumption, Trade Openness and Technological Innovation on Environment Co2 Emissions, Evidence from Mena Countries

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ABSTRACT

The effects of global warming are currently more severe than they were in the era before industrialization. This trend is expected to continue throughout this decade. People are concerned about how long they and their children will be able to live as a direct result of the numerous repercussions that are being caused by global warming. As a result, a lot of effort is being put into finding the strategy that will be most successful on a global, regional, and national level to stop the rising number of emissions. This research fills a gap in the existing literature by providing the first empirical evidence that carbon emissions in MENA countries are affected by factors such as renewable energy, technological innovation, energy consumption, and trade openness. Using annual time series data projected using the ARDL to analyse both positive and negative shocks associated with the short-run and long-run equations, we provide the empirical evidence. Our data set extends from 2002 to 2021. Increases in renewable energy use and the adoption of cutting-edge technologies were found to have a sizeable and negative effect on CO₂ emissions. On the other hand, CO₂ emissions were positively affected by energy use and trade openness, implying that increased energy use and trade openness might increase CO₂ emissions. The results suggest that in order to reduce their CO₂ emissions, MENA countries should focus on increasing their use of renewable energy sources and their investment in cutting-edge technologies. Policy implications supporting the transition to 100 percent renewable energy and green mobility are important steps in achieving the MENA countries' carbon neutrality objective.

Keywords: Renewable energy, Energy Consumption, Trade Openness, Technological Innovation, CO₂ emissions

Investigating The Asymmetric Effects of Renewable Energy, Energy Consumption, Trade Openness and Technological Innovation on Environment CO2 Emissions, Evidence from Mena Countries

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ABSTRACT

The effects of global warming are currently more severe than they were in the era before industrialization. This trend is expected to continue throughout this decade. People are concerned about how long they and their children will be able to live as a direct result of the numerous repercussions that are being caused by global warming. As a result, a lot of effort is being put into finding the strategy that will be most successful on a global, regional, and national level to stop the rising number of emissions. This research fills a gap in the existing literature by providing the first empirical evidence that carbon emissions in MENA countries are affected by factors such as renewable energy, technological innovation, energy consumption, and trade openness. Using annual time series data projected using the ARDL to analyze both positive and negative shocks associated with the short-run and long-run equations, we provide empirical evidence. Our data set extends from 2002 to 2021. Increases in renewable energy use and the adoption of cutting-edge technologies were found to have a sizeable and negative effect on CO2 emissions. On the other hand, CO2 emissions were positively affected by energy use and trade openness, implying that increased energy use and trade openness might increase CO2 emissions. The results suggest that in order to reduce their CO2 emissions, MENA countries should focus on increasing their use of renewable energy sources and their investment in cutting-edge technologies. Policy implications supporting the transition to 100 percent renewable energy and green mobility are important steps in achieving the MENA countries' carbon neutrality objective.

Keywords: Renewable energy, Energy Consumption, Trade Openness and Technological Innovation and environment CO2 emissions

Investigating the Factors That Contribute to Political Violence & Extremism in Pakistan

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ABSTRACT

This research study aims to investigate the factors that contribute to political violence and extremism in Pakistan. Political violence and extremism are pervasive issues in Pakistan, causing significant harm to both individuals and society as a whole. To better understand the complex nature of these issues, this study employs a mixed-methods approach, combining qualitative interviews and quantitative surveys. Participants include politicians, journalists, religious leaders, and community members, providing a diverse range of perspectives. Through analysis of the collected data, this study reveals that political violence and extremism in Pakistan are multifaceted problems with many underlying factors, including socioeconomic inequality, political polarization, and religious extremism. The study highlights the importance of addressing the root causes of these issues, as well as the need for targeted interventions that address the complex interplay of these factors. The findings of this study have significant implications for policymakers, community leaders, and civil society organizations working towards peace and stability in Pakistan. The results underscore the importance of addressing the root causes of political violence and extremism to promote lasting change. This study contributes to a growing body of literature on political violence and extremism in Pakistan and provides valuable insights for future research in this area.

Keywords: Pakistan, political violence, extremism, socioeconomic inequality, political polarization, religious extremism

Investigating the Role of Cotton Trichomes in Pest Management Using Computer Vision

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ABSTRACT

Cotton is a major cash crop and the backbone of the textile industry in Pakistan, which is badly affected by pests. Cotton leaf hair, known as trichomes, plays an important role in natural plant defense. Trichomes density determines the effectiveness in resisting pest movement on the surface of cotton leaf. It is hard to count trichomes manually. The aim of the study was to find the density of cotton leaf trichomes using image processing and machine learning techniques. YOLOv8 and YOLOv7 techniques were used to detect and find the density of cotton leaf trichomes. YOLOv8 can detect 98% of cotton leaf trichomes, while YOLOv7's accuracy remained at 90%. In YOLOv8, the performance was better as it detected cotton leaf trichomes more accurately. We compared it with manually counted data to demonstrate that the machine learning technique is effective for finding the density of cotton leaf trichomes.

Keywords: Cotton, Cotton leaf curl, image processing

Investigation of Accounting Students' Use of Web-Based Software in Online Education by Technology Acceptance Model

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ABSTRACT

The developments in information and communication technologies and the intensive use of the internet in daily life have also affected the transformation of the accounting profession. The use of web-based software by making use of internet technology in accounting processes has contributed to the rapid integration of the accounting profession into digital applications. The transformation process in the accounting profession in terms of information and communication technologies is also effective in the development of accounting education within this framework. Especially with the Covid-19 Pandemic, the necessity of online education has made the use of internet-based applications preferable. In this process, Luca web-based software developed by TURMOB (Association of Chambers of Certified Public Accountants and Certified Public Accountants of Turkey) has also become an accounting software that is used extensively. Luca software is a web-based software that stands out with its advantages such as no need for installation, no restrictions on training membership, ease of use, and accessibility to the recordings in any environment. The aim of the study is to evaluate the view of accounting students using web-based software (Luca Financial Advisor Package) within the scope of computerized accounting course in online education and to make suggestions in terms of accounting education curriculum. In this context, all 65 accounting students who took the computerized accounting applications course at Sakarya University of Applied Sciences Sakarya Vocational School and actively participated in the exams were reached by questionnaire method. In addition to demographic information in the survey, questions including students' perspectives on web-based software were prepared using the technology acceptance model. In addition, general questions about online education were asked to the students and the data were collected remotely with the help of a Google form. 53 valid responses were received to the applied questionnaire, and the frequency values of the answers were evaluated. Participants of the research; 39 of them are female, 14 of them are male and 31 of them stated that they have never worked in accounting (including internship) and 13 of them stated that they have less than one year of accounting experience. Twenty of the participants stated that they used at least one different accounting software before. As a result of the research, the students stated that the web-based software made their work easier, increased their performance and productivity in the course, it would be beneficial for their future, they liked to use the software and they used it successfully. In addition, the participant students stated that they tried to attend the computerized accounting applications online courses live and they followed the lecture notes, but they were not satisfied with the online course

Keywords: Web-based accounting software, online education, technology acceptance model, Luca

Is There All Benefit and No Deprivation? Elucidation of E-HRM in the Context of Pakistani Organizations

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ABSTRACT

Due to the rapid globalization, competition, and technological innovations, the function of human resource management (HRM) is becoming increasingly dynamic and complex. The aim of this study is to explore whether the use of electronic human resource management (E-HRM) in Pakistani organizations leads to only benefits or also some drawbacks. The research investigates the impact of E-HRM and HR effectiveness on job satisfaction in the presence of technostress and employee attitudes toward E-HRM. The study was conducted using a quantitative survey method on a sample of employees from various organizations. The results reveal that E-HRM has a positive effect on job satisfaction. However, employees' attitudes toward E-HRM and technostress moderate this relationship. Employees with positive attitudes toward E-HRM and lower levels of technostress are more likely to report job satisfaction than those with negative attitudes toward E-HRM and higher levels of technostress. These findings highlight the importance of considering employees' attitudes and their ability to handle technological stress when implementing E-HRM systems to increase their effectiveness and enhance employee satisfaction.

Keywords: E-HRM, human resource management, job satisfaction, technostress, employee attitudes, Pakistan

Knowledge Hiding in Knowledge Deliverance Services: Is It Has Any Sense in Academia?

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ABSTRACT

Purpose – Organizations and employees can attain competitive advantage on the basis of knowledge they have, more precisely, in academia it's all about knowledge. Knowledge sharing empowers all agents of an organization; however, sometimes employees hide it to reap certain benefits. This research intended to explore the factors responsible for shaping knowledge hiding behavior among the academicians of higher education institutions of Pakistan. To study the underlying phenomenon, theoretical insight is provided by social exchange theory; in addition to it, psychological entitlement and perceived organizational support are exogenous variables while abusive supervision studied as mediator and negative reciprocity beliefs as moderator.

Design/methodology/approach – Convenient sampling followed by structured questionnaire is used for data collection from affiliated colleges and universities. Amos software is used for model fit and models of process macro are run to test the anticipated relationships.

Findings – Results of study supported the proposed hypotheses and it is identified that psychological entitlement has positive impact on knowledge hiding mediated by abusive supervision whilst perceived organizational support has negative impression. Furthermore, direct relationship between abusive supervision and knowledge hiding moderated by negative reciprocity beliefs of employees (strengthen the bonding at higher level and vice versa).

Practical implications – Through empirical testing of knowledge hiding in knowledge intensive institutes (Higher education sector), this study make a valuable contributes to the emerging literature as well as gauge out the vital sources of such anti knowledge sharing behavior. Because such behaviors do not align with the vision/mission of academic institutes and deteriorate the quality of services as well as block the progress.

Originality/value – Knowledge hiding is well explored construct in corporate sector, however limited research is conducted in education sector especially in Pakistan. This study evokes the impulse among higher authorities to devise strategies to eradicate the casual agents of this deviating behavior of faculty members and ensure they must remain align with organizational mission.

Keywords: Knowledge hiding, psychological entitlement, Abusive supervision, Perceived organizational support, Higher education institutions

Linkages of Land Rights and Soil Conservation Investments for Sustainable Environment

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ABSTRACT

Agriculture land has a strategic position in rural areas due to its role as a key factor of production. A number of policies for land use right and transfer have been formulated including various dynamics depending upon the land tenure arrangements of the country. Agriculture sustainability rests on three major principles of economic returns, environmental concerns and economic equity. As Pakistan's economy is agriculture based, Sustainable agriculture production is desirable to meet the rising demand for food due to rapidly increasing population. It has become more crucial in the face of rapid degradation of natural resources like soil erosion, water and soil quality in terms of nutrients. In Pakistan, distribution of land is highly unequal with 80 percent of large farmers holding more than 75 percent of land. This study estimated the impact of land rights on soil conservation measures by employing Endogenous Switching Regression (ESR). The study has also estimated the impact of tenancy arrangements on investment decisions using multivariate Tobit model. The direct relationship between investment and farm productivity has been analyzed using Propensity Score Matching (PSM). Primary Data were collected from 340 rural households from Punjab Province of Pakistan. The results showed that participation in non-farm work, owner cultivator, head education, use of organic manure and rearing of livestock on land had positive and significant impact on land productivity. The research findings showed that strengthening the tenure security via land reforms or improving tenancy contracts through long term durations can have positive impacts on investment and productivity. The study suggested for formulating policies for secured land rights to increase investment in soil conservation measures.

Keywords: Land Rights, Sustainability, Endogenous Switching Regression

Lived Experience Resilience-Based Lifestyle of Working Women During the Corona Virus Pandemic

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ABSTRACT

Living in the corona has created unique problems for working women with children. This study aimed to investigate the lived experience of lifestyle based on productivity of working women with psychological problems caused by quarantine. In order to analyze the interview data, methodology was Qualitative & analysis of participants' lived experience, to identify 14 sub-themes and categorize them into five main themes (individual and psychological strategies, understanding spouse assistance, support networks, religious beliefs, and consequences). Resulted: Based on the findings of the present study and interviews conducted, it can be said that the lived experience of lifestyle based on the productivity of these women is an exceptional experience that includes many dimensions that showed that this is a multidimensional phenomenon with individual, communication, social dimensions, cultural and family with different challenges and needs. The findings of this study expanded the limited literature of the past on the experience of female resilience. This study also had many achievements for counseling centers and family therapy specialists. These findings can provide the necessary information about support resources and the adoption of educational, supportive, and therapeutic strategies for women to provide more mental health.

Keywords: Lived experience, lifestyle, resilience, working women, Corona pandemic

Local Response to Climate Change Impacting Traditional Knowledge and Practices in Gilgit Baltistan

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ABSTRACT

This research examines the local response to climate change impacting traditional knowledge and practices in Gilgit Baltistan. Gilgit Baltistan is one of the finest tourist places in Pakistan where thousands of people from all across Pakistan plan their recreational trips. It is also a huge source of economy for the country subject to the maintenance of the region's infrastructure. But unfortunately, the people of Gilgit Baltistan have endured a lot of consequences due to climate change in the region. Hundreds of people have lost their lives and property due to the melting of glaciers and floods. This is the primary reason behind this research. To scrutinize, how the local people of Gilgit Baltistan cope with climate change in their local ways. And how they maintain their traditional practices in the concurrent time. As well as identifying traditional knowledge is used to preserve their cultural heritage. In addition, this research will also compare the old cultural knowledge with the new way of tackling the climatic issues. It will also look into the old patterns which have been modified and how new innovation comes in. It also explores whether their traditional and cultural knowledge has been effective for handling climatic change for the survival of the local community or not. The research design will be qualitative and methodology will be ethnographic. The research methods will be rapport building, participant observation, in depth interview, focus group discussions whereby their respective tools will be used accordingly.

Keywords: Climate change, traditional knowledge, practices, Gilgit Baltistan

Local Response to Climate Change Impacting Traditional Knowledge and Practices in Gilgit Baltistan

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ABSTRACT

This thesis examines the local response to climate change impacting traditional knowledge and practices in Gilgit Baltistan. Gilgit Baltistan is one of the finest tourist places of Pakistan where thousands of people from all across Pakistan come to enjoy their trips. It is also a big source of economy for the country if it maintains the region's infrastructure. But unfortunately people of Gilgit Baltistan have endured a lot of consequence due to climate change in the region. Hundreds of people have lost their lives and property due to melting of glacier and flood. This is reason this research is conducted in the area to scrutinize that how local people of Gilgit Baltistan cope up the climate change in their local ways. And how they maintain their traditional practices in the concurrent time. As well as it identifies that how is traditional knowledge used to preserve their cultural heritage? In addition, this research also compare the old cultural knowledge with the new way of solving the climatic issues. How the old pattern has been modified and new innovation has been brought. It also sees whether their traditional and cultural knowledge has been effective for handling climatic change for the survival for the local people or not. How local people are carrying out their cultural knowledge with the passage of time to their next generation.

In this research different techniques and method have been used such as rapport building, participant observation, in depth interview, focus group discussion, interview guide, and field note.

Keywords: Traditional, Climate change, Knowledge, Practices

Malaria A Public Health Concern

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ABSTRACT

Malaria is an infectious disease caused by the protozoan of the genus Plasmodium. It is a major problem in third-world countries, with hundreds of millions of infections and millions of fatalities annually. New techniques of malaria prevention and treatment are currently in development, including vaccines. The first aspect of this technology involves the use of antibodies against the enzyme aminopeptidase. The second aspect is the genetic engineering of algae, a food source of mosquito larvae, to make it produce these antibodies. The global tally of malaria cases reached 247 million in 2021 compared to 245 million in 2020 and 232 million in 2019. 8 December 2022. The aim of study is Universal access to quality malaria diagnosis, treatment and prevention. The Kaplan–Meier (K–M) method is currently the preferred statistical approach to derive an efficacy estimate from anti-malarial trial data. The disease, caused by mosquito-borne parasites, is present in 102 countries and is responsible for over 100 million clinical cases and 1 to 2 million deaths each year. Over the past two decades, efforts to control malaria have met with less and less success. The conclusion is Malaria will not be eradicated under a business as usual scenario. Specific and essential actions are required at country, regional and global levels to ensure that eradication is achieved.

Keywords: Malaria, public health, diagnosis, treatment, prevention

Measurement of the Effect of Ground Handling on Airline Transportation Service Quality by SERVQUAL Method

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ABSTRACT

The aviation industry has a deep-rooted structure that develops at the center of global economies and commerce networks and extends from the past to the present. For this reason, while each of the components of air transportation has a separate importance in the sector, air transportation, which has become a market on its own, has taken its place in the competitive markets as the reason for this importance.

The fact that consumers are being more demanding in terms of quality and service concepts both has an effect that increases competition and makes companies open to continuous innovations and developments in quality and service. Since perceived service quality has a significant impact on the level of customer satisfaction and repeat service demand, measuring perception size and value indicators is a part of the process of drawing roadmaps for companies.

In terms of service quality and perceived quality in air transport, a study was conducted using the survey technique, one of the quantitative research methods for research purposes. In terms of demographic values, their perceptions about tangibles, reliability, responsiveness, assurance and empathy were statistically analyzed. When the results of the expectation and perception scales are analyzed; according to the class of flight, their expectations about tangibles, reliability, responsiveness, assurance and empathy do not differ statistically, in the same direction, it is seen that the perceptions about tangibles, reliability, responsiveness, assurance and empathy do not differ statistically significantly.

A significant difference was found in terms of tangibles according to flight frequency. It was found significant that the expectations about tangibles of those who travel once a month are lower than those who travel once a year and other types. When the expectations about responsiveness according to the flight frequency are analyzed, it is concluded that there is a difference in the paired comparisons made.

Within the framework of the Servqual Model, the service quality was evaluated by calculating the expectations, perception, and gap scores of the passengers related to the service quality. Service quality analyzes were made within the scope of the expectations of the passengers using air transportation. Considering the gap analysis scores in terms of service quality in the dimensions of servqual, it is seen that the passengers are not satisfied with the services provided and their perceptions do not meet their expectations.

As a second analysis, according to the Quadrant analysis result; While empathy and reliability dimensions were formed where expectations were high, perceptions were low; physical characteristics, responsiveness and assurance dimensions were formed where both expectations and perceptions were high.

Keywords: Air Transportation, Service, Quality

Measuring Non-Financial Values Created by Companies

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ABSTRACT

The company is a for-profit organisation. It is formed by the combination of labor, capital and natural resources. Profitability is the key to the financial sustainability of companies. However, the concept of sustainability includes social, financial and environmental dimensions. For this reason, companies cannot compete by focusing only on profitability without considering this triple structure of sustainability. Companies that have adopted technology-oriented or traditional business models include concepts such as creating value with profitability, creating social benefits, and serving the society in their strategies and management styles. It is mentioned that companies create value not only for their owners or shareholders, but also for all stakeholders, including employees, customers, suppliers, investors, shareholders, government agencies, NGOs and society, without leaving anyone behind. Therefore, it evolves towards co-reporting of financial information and non-financial information. Companies can express how much profit or loss they make in money. While measuring the value of the social impact created, its monetary equivalent is measured with the Social Return on Investment (SROI). Social Return on Investment reporting is a method used to measure values that are not traditionally reflected in financial statements, including social, economic and environmental factors. The value of the products and services offered to the customer, the beneficiary in their eyes in terms of currency is important. It provides a contribution to companies on how successful or not the vision they have created and the strategies they have implemented are. Based on Peter Drucker's saying that "you can't manage what you can't measure", the Social Return on Investment reporting provides companies that focus on financial and non-financial values with a clear view of what the products and services they sell or offer are worth in the eyes of the customer or user.

Keywords: Social Return on Investment, SROI , Value

Mental Health and Risk Factors in Crop Farmers of Pakistan

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ABSTRACT

The present study was conducted to check the mental health and explore the risk factors in crop farmers of Pakistan. The agriculture sector is the major source of income of the majority of people in the country. The goal of the present study was to examine mental health and investigate the potential risk factors in crop farmers. i) To determine the prevalence of psychological distress and psychological well-being in crop farmers in Pakistan, ii) To check the risk factors for the mental health of crop farmers in Pakistan, iii) To compare the mental health of large-scale crop farmers and small-scale crop farmers, iv) To determine the risk factors for the mental health of large-scale and small-scale crop farmers in Pakistan. The data were collected from the crop farmers of the District Rawalpindi. Sample size consisted of 100 small scale crop farmers and 100 large scale crop farmers. All participants were male, and their age range was 36 to 55. They were owners of cultivated areas of land and also involved in farming activities. The result indicates that small scale crop farmers had significantly high mental health. Analysis of regression showed that uses of technology and family system have positive and significant, but number of children has negative impact on mental health. Crop farmers need consolation and therapies. Psychologists must find out the psychological problems of farmers and to take counseling sessions with them.

Keywords: Mental health, crop farmers, psychological distress, psychological wellbeing

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Keywords: Mental health, crop farmers, psychological distress, psychological wellbeing

Missing Data Imputation by Using Machine Learning Algorithms

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ABSTRACT

The process of transforming data into information has been one of the most important issues throughout human history. In this difficult process, one of the biggest problems encountered is the missing values in the datasets. It is a very common problem that there are missing values in the datasets collected for analysis. In order to analyze the dataset in a healthy way, the problems caused by missing values should be eliminated. In the literature in order to solve these problems there are lots of missing data imputation methods that differ according to the type of missingness and data. In practice, instead of missing values, imputing the average of the relevant data or removing the missing data from the data set by ignoring it are the methods used in general. At this point, the rate of missing values in the dataset is also very important. If this missingness rate is at a high level, such methods may disrupt the structure of the dataset. For this reason, missing data imputation methods have a very important position. With the development of information technologies, machine learning algorithms are also used in imputing missing data as in many areas. In this study, the "Hitters" dataset, which has a wide usage network in the literature, was manipulated to a certain extent and then missing values are imputed by mean imputation, as well as machine learning tools such as k-nearest neighbours algorithm, random forest algorithm, amelia algorithm, stochastic regression. Classification is one of the data mining applications, was carried out by assigning the variable, which expresses the performance values of players in the "Hitters" dataset, as a class attribute, in the imputed datasets, whose missing values were imputed by mentioned methods. Thus, the effects of the methods of missing data imputation on the classification were observed and it was seen that the machine learning algorithms significantly increased the performance of the classification process according to the average assignment.

Keywords: Machine Learning, Missing Data Imputation, Data Mining, Classification.

Modeling Problems of Material Education of Students in Kyrgyzstan

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ABSTRACT

This study deals with the scientific, theoretical and methodological verification of the pedagogical model of the spiritual and moral education of primary school students in the family. It has been put forward to ensure that the theoretical and methodological basis of such a model is perfect, while being guided by the requirements of modeling rules in science and, on the other hand, contributing to the development of pedagogical practice. The structural-functional model, based on the spiritual and moral education system of primary school students, consists of a system of interconnected components such as purpose, content, principles of implementation, tools, criteria for evaluating the results of the process. The purpose of the model is to educate primary school students spiritually and morally; its subject is primary school students; Content: purposeful, regular, coherent organized activities of parents aimed at the formation of spiritual and moral qualities in their children in accordance with the national ideal and time; principles: humane treatment of the child and pedagogical support, attention to the values of national educational ideals, the rationality and consistency of parental needs, the appropriate development of spiritual and moral qualities, based on mutual trust between parents and children relations; Funds: programs aimed at improving parents' knowledge and practical experience in spiritual and moral education; Criteria: moral knowledge, moral beliefs and feelings, spiritual moral reflection. Within the framework of these issues, in this study, based on the components and criteria of the spiritual and moral education of primary school students, it was tried to determine the high, medium and low levels of this feature in students through questionnaires, performance analysis, testing, comparison of independent characteristics. Keywords: student, values, moral education, model

Keywords: Student, values, moral education, model, Kirgizstan

Modeling the Nexus Between Agripreneurial Orientation and Business Performance Among Young Agripreneurs in the Gambia: A PIs Approach

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ABSTRACT

Small and medium-sized businesses (SMEs) are increasingly critical in alleviating poverty and expanding economic opportunities across developing countries like the Gambia. Agro-SMEs, in particular, contribute considerably to value-added production, maximize the efficiency of resource allocation, and improve distribution. This study investigates the relationship between entrepreneurial orientation and agribusiness performance among young agripreneurs in the Gambia. In realizing the study's objective, a model was proposed based on the underpinning theory of the Resource-based View. A quantitative research design was employed involving a sample of 384 young agripreneurs across five agricultural zones in the country. Data were analyzed using partial least structural equation modeling (SmartPLS 4) software. The PLS regression analysis validates that innovativeness, risk-taking, pro-activeness, resource leveraging, and value creation are instrumental in stimulating business growth among agro-SMEs in The Gambia. These findings provide important managerial implications for young agribusiness owners in The Gambia. The results suggest that young agripreneurs should prioritize innovation, take calculated risks, be proactive, leverage resources efficiently and focus on value addition to remain competitive in the market. This research contributed to the agriculture entrepreneurship literature by providing the first empirical analysis of the link between entrepreneurial orientation and business performance in the Gambia agro-SMEs sector.

Keywords: Agribusiness performance, innovativeness, The Gambia, risk-taking, pro-activeness, resource management, SmartPLS 4

Motivation to Vote in Transition Countries: Case of Kyrgyzstan

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ABSTRACT

This paper investigates the motivation of citizens to vote in transition countries, using Kyrgyzstan as a case study. Despite being an emerging democracy, voter turnout in Kyrgyzstan remains low, particularly in the wake of recent political crises. Using a mixed-methods approach, this study draws on survey data and interviews with citizens and election observers to identify factors that influence voter turnout in Kyrgyzstan. Our findings indicate that a lack of trust in the political system, dissatisfaction with political parties and their leaders, and a perception of corruption in elections are the main reasons for low voter turnout. Additionally, we find that demographic factors such as age, education, and income level also play a significant role in shaping voter behavior. Finally, the study provides recommendations to increase voter participation in Kyrgyzstan, including efforts to improve transparency and accountability in the electoral process, increase access to information, and promote civic education among the population. Overall, this research contributes to a better understanding of the factors that shape electoral participation in transition countries and provides insights for policymakers and practitioners seeking to strengthen democracy in Kyrgyzstan and other emerging democracies.

Keywords: Election, Voter Motivation, Vote, Electoral Behaviour, Political Participation

National Disaster Risk Reduction Policy and Emergency Preparedness: Ethnographic Reflections on Climate Change

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ABSTRACT

When it comes to natural disasters caused by climate change, Pakistan is one of the most at-risk nations in the world. That's why it's so important to take a close look at how effectively the government's national disaster risk reduction strategy and emergency preparation programs are working to protect the public. This study aspires to provide anthropological insights into how climate change is influencing disaster risk reduction policies and emergency preparation in Pakistan. The study will take place in several regions of Pakistan, with an emphasis on the most at-risk populations for climate change. Challenges in reducing disaster risk and being ready for emergencies will be identified via participant observation, in-depth interviews, focus group discussions, and survey questionnaires in this study. The study will look at the function of national policy in meeting these problems, and it will provide suggestions on how to better reduce risks and be ready for emergencies. An in-depth comprehension of communities' experiences and views on disaster risk reduction and emergency preparation will be provided by this study's novel strategy of merging qualitative and quantitative data-gathering methodologies via ethnographic research. This study will aid policymakers and practitioners by shedding light on the difficulties communities experience and the role national policy plays in resolving these issues. The ultimate goal of this study is to aid in the creation of better disaster prevention and emergency preparation policies in Pakistan. This study is important because it will add to what is already known about hazard mitigation and crisis planning in Pakistan. Insights from this research will help policymakers and practitioners create solutions that are more tailored to the specific problems communities throughout the nation confront.

Keywords: Climate change, Disaster risk reduction strategy, Emergency preparation programs, Disaster risk reduction policies

National Leaders and Passionarity

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ABSTRACT

This article focuses on the influence of national leaders on the survival of a nation as a nation in the context of Lev Gumilev's theory of Passionarity and takes the ethnogenesis of the Kyrgyz as an example for a better understanding of the subject. Because the development of nations is revealed through the science of ethnogenesis and the Kyrgyz society, of which I am a member, is a good example with its 2000 years of history. Lev Gumilev's theory of Passionarism is one of the theories of ethnogenesis, and many ethnic elements, political, economic and social conditions of the Kyrgyz are best reflected by this theory. In other words, the Kyrgyz united with different ethnic groups for various reasons in the course of history and were even able to establish a solid kaganate. However, as a result of intense conflicts in the past, their state disintegrated, they reunited with different groups, they lived by relocating in order to survive, they migrated from Yenisei to the Altai region and later to the God Mountains. The main thesis of the article is that the main reason for their survival as a tribe in all these historical events is the presence of national passionaries in every era.

Keywords: National leaders, passion, ethnic component, ethnogenesis.

Need Assessment of Health Services at Elementary Level

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ABSTRACT

The aim of the study is to assess the need of health services in school at elementary level in Pakistan under five years of age are underweight 60% rural population does not have adequate facilities of sanitation. Pakistan is spending merely a small ratio of its GDP on health and education. Under these circumstances there is need to accord priority to aforementioned areas of new generation through health services. The study is designed to identify the issues at grass root level pertaining to school health services and to recommend the steps to improve the school health services in order to achieve the related targets. The objective of the study is to assess health services at elementary level. A sample of 50 schools of Islamabad a sample of 240 teachers and heads from public schools of Islamabad. The proposed study was descriptive survey in nature. A survey using the style of data collection method was deemed appropriate than self-administering a questionnaire. The tool for this study was developed with the experts' involvement and after taking experts opinion and concerns this questionnaire were developed through proper method. Data analysis was done through a reliable statistical software. The major findings of the study is that there is lack of health care services, sanitation, and first aid. Students were not briefed about disaster management techniques. Public schools of Islamabad contributing towards increasing literacy among the community yet there is gross deficiency of proper infrastructure related to school health services. Pakistan needs to take concrete steps for launching of a country programme of school health and then its institutionalization.

Keywords: Student Health Services, Student Achievement, Student Learning Activities

New Regional Order and Its Impact: A Study of the Saudi-Iran Deal

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ABSTRACT

This paper is an attempt to decipher Saudi-Iran deal and its regional and global impact. The main reason of enmity between them was a race to gain dominance over the region. The second problem was striking religious differences that led both countries to support people of their own schools of thought in different countries of the region. Tehran wants de-Americanization in the region while Saudi Arabia relations with US also became strained because of President Biden policy shift in Yemen. Secondly, Saudi Arabia believes that despite the attacks on Aramco's oil facilities, the US has not intervened significantly, so bitter rivals have turned to the alternative channel, China. As a result, the long-standing influence of the present superpower in the region is on the verge of disappearing. It is true that diplomatic deals are not charity oriented but based on realist calculations. The Kingdom of Saudi Arabia wants to pursue its vision 2030 and regional stability is very important for this. Iran's leadership also hoped that Saudi Arabia will stop anti-Iran media campaign'. Saudi Arabia is expecting that the Iran will stop supporting Houthis attacks against her. If the concerned parties became successful in implementing this agreement, it cannot be denied that it will be a ray of peace and hope not only for Saudi Arabia and Iran but also for Yemen, Syria, Iraq, Pakistan and other countries.

Keywords: Saudi-Iran deal, regional impact, global impact, de-Americanization, regional stability

Non-Digitalization and Digital Inequality

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ABSTRACT

Technological developments are a landmark as the focal point of global economies. The digitalization process is a phenomenon that develops with technological developments. Like every innovation, digitalization is a necessity that affects businesses and forces change in the process. As digitalization is a normal transition, non-digitalization and the resulting concept of digital inequality are some of the results that emerge in a normal situation. The aim of the study is to analyze the answers to questions such as why businesses cannot go digital and what is the concept of digital inequality, how does it affect businesses or what are the main reasons for this situation, how the use of information technologies reveals non-digitalization, and the results are revealed. Most importantly, it is aimed to justify the problem in order to find a solution to this problem with a comprehensive analysis in order to know what is behind the non-digitalization and digital inequality. In this context, the pace of technological development, the socio-economic and cultural infrastructure of the country are also discussed. As a result, the answer to the question of why we cannot go digital is explained with a general framework.

Keywords: Digitization, Non-digitalization, Inequality, Information Technologies

Not A Clash of Civilizations but World Culture vs. Islamist Culture

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ABSTRACT

We hear a famous sentence that “Islam is in clash with world’s civilization”. In reality it is not the clash of Islam with any civilization but it is the Islamic culture like any other culture of the world. Like Confucius follow their culture strictly and it is an odd culture to practice in the present world, similarly Islam and Islamists are entitled to practice their culture wherever and however they want. Apart from a basic human right to live a life how one wants, it is to be kept in mind that this same Islamic culture once ruled the world and brought peace and tranquility in the society.

But on the other hand when the world became a global village, despite of showing elasticity it became more rigid in accepting the choice of people on how they want to live their lives. One of the biggest dilemma that occurred is known as the Clash of Civilizations, rendering to Islam vs. the whole world. We discuss in this paper that there is “No” Islam vs. the world situation neither a clash of Islam with other ideologies or civilizations as it is portrayed. The media specially in the west plays an important part in spreading the hatred among different civilizations and ways of life, only patience, mutual understanding and tolerance can fix the presiding issue.

Keywords: Clash of Civilizations, Islam, West, Media

One Health Programme for Secure, Safe and Sustainable Food Systems

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ABSTRACT

One health programme comprises of multidisciplinary teams working together to address the complicated health challenges to promote the health of people and animals and conserve natural resources. This programme can be used to develop a secure and safe food plan for encouraging sustainable food systems and promoting the overall health and wellbeing of people, animals and the environment. Food policy is just one aspect of food security whereas one health programme emphasizes what, when, where and how much people consume both at the societal and personal levels. Generally, people's dietary behavior varies with their living, learning, working and grooming styles. The existing food systems, political, economic, social, and cultural aspects also determine the dietary behavior of the people. Thus, there is awful need to develop a multidisciplinary team to address the benefits of sustainable food systems. For this, there is a need to bring together professionals from academic, public, government and commercial institutions in order to increase people's awareness regarding secure, safe and sustainable food systems. Moreover, one health programme has been highly supported by several international organizations, including the World Health Organization (WHO), Food and Agriculture Organization (FAO), European Union (EU) as well as Centre for Disease Control (CDC). Further, research and coursework regarding secure, safe and sustainable food systems has been included in the curricula of several universities worldwide including Pakistan. Therefore, the present study will help to explore and extend the benefits of one health programme and solve complex challenges in the adoption of secure, safe and sustainable food systems

Keywords: One health programme, dietary behavior, food policy, food security

On-Farm Priming, A Key Technology to Enhance the Chickpea Production of Rain-Fed Areas of Pakistan

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ABSTRACT

Chickpea (*Cicer arietinum* L.) is a vital source of protein for human intake and animal forage. In Pakistan, 71% of the total area used for pulse crops is dedicated to the production of chickpeas, and 88% of this land is farmed using rain-fed techniques. However, chickpea production is declining during the past few years. This drop in chickpea production is concerning because it is a crucial part of Pakistan's poor people's diet. Since this production cannot meet the nation's demand for chickpeas, there is a great need to make up for this loss. Poor stand establishment, which has a big impact on crop production, is one of the main problems in semi-arid areas. Similarly, it is challenging to produce a high yield without a sufficient number of healthy plants that are spaced properly. Poor germination is also a common issue for farmers, which delays sowing and raises labour costs. In these circumstances, on-farm priming is a simple and inexpensive technology to enhance germination and seedling vigour, resulting in better crop performance under both normal and stressful conditions and ensuring a higher yield. On-farm priming is a simple technique that involves soaking the seed overnight in freshwater (5:1) and drying it out in the shade. Multiple research investigations on seed priming demonstrate a 50–100% increase in yield. For the best outcomes, it is advised to sow primed chickpea seeds, which can result in high yields despite adverse conditions.

Keywords: Chickpea, Poor germination, Seed priming, Poor's diet

Opportunities and Challenges of Research Collaboration Between the Universities

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ABSTRACT

Collaboration in research has many advantages, which are widely recognized. This study examines the benefits, constraints, and challenges of research partnerships between faculties of different University and highlights the qualities for a collaboration and sheds light on the challenges faced by the Universities. With this study, researchers can find the advantages and disadvantages of research collaborations between two university. It is crucial for every department to consider new options they may offer in their university, as well as examples of activities linked to research work, dissertations, attending seminars and conferences, and other relevant activities.

Keywords: Opportunities, challenges, research collaboration and teacher education

Optimal Management of Trade Receivables and Its Influence on the Cycle Operations: Case of Brasimba

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ABSTRACT

The mastery of the business operating cycle is a phenomenon that is observed with acuity in many companies. In effect, the cash cycle is a matrix that indicates the time a business needs to turn purchased and produced goods into cash. In other words, it is the period between the purchase of the goods, raw materials or provision of services and the payment of the invoice by the customer. The longer the operating cycle (conversion of outgoing payments into income), the greater the amount of locked-in capital. Capital that cannot be used for other purposes. During the financial crisis, companies carefully monitored their cash. Did they have enough internal resources to (continue to) pay all the bills or not? Banks did not rush to grant credit in the midst of a crisis. In addition, bridge loans were often expensive. The limitation of working capital has made it possible to increase profitability and solvency.

Keywords: Management, optimal, receivables, commercial, influence, cycle, operation

Pakistan Analysis on Development Paradigm

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ABSTRACT

Pakistan is a nation that confronts numerous development challenges, and the Sustainable Development Goals (SDGs) present a useful framework for evaluating progress towards development. While some progress has been made in certain areas, such as reducing poverty and enhancing education accessibility, advancement has been sluggish in other sectors, such as gender equality, healthcare, and environmental sustainability. Pakistan's development paradigm, as dictated by SDGs, is focused on enhancing economic growth while concurrently addressing underlying social, economic, and environmental challenges. To achieve this goal, the country has prioritized a number of key areas, including poverty reduction, gender equality, quality education, clean water and sanitation, affordable and clean energy, industry and infrastructure, and climate action. Despite some headway, Pakistan faces significant difficulties in achieving these objectives, including a high poverty rate and gender inequality. To combat these difficulties, the government has launched initiatives such as the Ehsaas program for poverty reduction and the Clean Green Pakistan campaign for environmental sustainability. The private sector is also playing an increasingly critical role in driving sustainable development. Overall, attaining the SDGs in Pakistan is a complex task that requires a collaborative effort from all stakeholders, including significant investments in key sectors and a long-term commitment to sustainable and inclusive development.

Keywords: Sustainable Development Goals Report 2016, United Nation Development Program (UNDP), Environment Sustainability, Pakistan Development Programs, Inequality System, Social Affairs and Political Views, Accountability

Pakistan's Strategy on Political Empowerment, Social Cohesion and Regional Integration

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ABSTRACT

Pakistan has most important geographical and political region, mainly due to its geostrategic location of its Balochistan Province that has 760 km long ocean coastal belt is known as Mekran Coast. Pakistan has been facing many challenges internally and externally. The most important menacing is war of rebellion and aggression. Through the independence Pakistan face the internal instability such as poor governance economic development. The external instability is international standing.

The second most important internal instability is the religious extremism, sectarianism, ethnic and moral values. The existing challenges of Pakistan like terrorism, the threat of Indian aggression, territorial subvert and other such type of activities can influence on the Pakistan-China relationship. Pakistan being a first Muslim Nuclear State will have to safeguard the rights of Muslim Ummah. Pakistan has strengthened ties with China through the integration of Gwadar Port. Iran is also our neighbor country and one of the biggest Muslim state. Pakistan has also strong ties with Iran through the integration of its Chabbar port. Iran is a very rich country owing to its natural resources especially oil.

Empowerment, social cohesion and democracy are three important features for developing an enable civil society. There is a very powerful relationship among empowerment, social cohesion and democracy, and they conceivably situation each other in a welfare viewpoint.

Empowerment is about assets; it indispensable politicians on all stages to make commitment that develop everyone's hope of social welfare. Access to social networks, work, education and care is a conclusive element for the individual's standard of life.

Keywords: Political region, economic development, democracy, social cohesion

Patient Consent in Pakistan: Challenges and Opportunities

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ABSTRACT

Informed consent is a fundamental principle of medical ethics that enables patients to make informed decisions about their healthcare. However, in Pakistan, the process of obtaining informed consent from patients is often inadequate due to various cultural, social, and legal factors. This paper explores the challenges and opportunities for patient consent in Pakistan. The study identifies several opportunities for improving the process of informed consent in Pakistan, including increasing patient education and awareness about their rights, developing culturally sensitive and appropriate consent forms, training healthcare providers in effective communication and informed consent, and involving patients' families in the process of obtaining consent. The legal framework for informed consent exists in Pakistan, but it is often not followed in practice. Cultural and social factors, including a lack of education and awareness, the influence of family members, and power dynamics between patients and healthcare providers, can also impede the process of obtaining informed consent.

Keywords: Informed consent, healthcare, Pakistan, patient education, healthcare provider training

Peptide-Based Antibiotics: A Promising Approach to Combat Antibiotic Resistance

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ABSTRACT

Peptides are short chains of amino acids that have shown potential as alternatives to traditional antibiotics in treating bacterial infections. This paper presents a comprehensive review of the current state of research on the use of peptides as antibiotics. Peptides have several advantages over traditional antibiotics, including broad-spectrum activity against a range of bacteria, low toxicity, and rapid clearance from the body. Peptides can be designed to target specific bacterial strains, and their activity can be enhanced through modifications to their structure. Furthermore, peptides have been shown to be effective against antibiotic-resistant strains of bacteria. However, challenges to the use of peptides as antibiotics include their susceptibility to degradation by proteases and their potential for inducing an immune response in the body. To overcome these challenges, researchers have developed novel strategies for delivering peptides to target bacteria and enhancing their stability in the body. This paper also discusses the potential for combining peptides with traditional antibiotics to enhance their efficacy and overcome antibiotic resistance. Overall, peptides represent a promising avenue for the development of novel antibiotics that can address the growing problem of antibiotic resistance.

Keywords: Antibiotic Resistance, Peptides, Risk Factors, Public Health

Perceptions of Teachers' and Students 'Regarding the Effectiveness of Urdu and English Medium of Instruction at Higher Secondary Level

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ABSTRACT

In Pakistan teachers teaches most of the academic courses in English and students memorize the contents, which is the lowest level in Blooms' taxonomy, but they are unable to explain their memorization because due to the foreign language (English) they are unable to understand and comprehend these subjects. It is also difficult for teacher to explain the English contents in an easy way and to associate those contents with real life examples. Therefore, the focus of this study is to explore the effectiveness of English and Urdu as medium of instruction on students' conceptual understanding at the higher secondary level. The main objective of the study to investigate the teachers' and students' perceptions regarding the effectiveness of Urdu and English medium of instruction at higher secondary level. The nature of the study was descriptive, cross sectional in nature. It is also a quantitative study. The Analysis of the Study's Subjects by Each and every male secondary school educator and student in district Kohat (a total of sixteen) participated in the survey. The population of the study was ten of the district Kohat's secondary schools. Random sampling procedure was used in a systematic manner to choose the sample. The study's sample was included 10 higher secondary schools. 400 students from these schools—40 from each school—and 100 teachers—ten from each school at the higher secondary level. Two questionnaires for teachers and students were used that having consisted of twenty-five items each. The result of the study highlights the fact that majority of the students lack proficiency in English language but have partial command over it rather than Urdu language. Teachers should encourage students to communicate in English not only inside and outside the classroom, but also at home to address their oral communication skill. It is possible only when the teachers themselves avoid the use of languages other than English.

Keywords: Perceptions, English Medium, Urdu Medium, Instruction

Personality Traits and Oral Presentation Anxiety Among Esl Learners

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ABSTRACT

Oral presentation skills are regarded as one of the most essential skills for higher education and future career development. However, many students experienced oral communication apprehension when delivering oral presentations in class. Second language scholars believed that there are many factors that could influence oral presentation anxiety. In view of this, the present study intends to investigate the role of five broad personality traits namely Extraversion, Agreeableness, Openness, Conscientiousness and Neuroticism and their relationship with Oral Presentation Anxiety. A descriptive-correlational research design was employed to investigate these relationships. Using a simple random sampling method, a total of 97 Communicative English 1 (DUE10012) students from Politeknik Sultan Idris Shah were selected as the respondents of the study. They were asked to answer a set of questionnaires which consists 55 items of adapted Big Five Inventory by Goldberg (1993) and Oral Presentation Anxiety by Razawi, Zulkornain, & Mohd Razlan (2019). Findings from the quantitative data indicated that there was a negatively significant relationship between extraversion and oral presentation anxiety level. Further, there was a positively significant relationship between neuroticism and oral presentation anxiety level. Whereas, there was no significant relationship between agreeableness, conscientiousness, openness and oral presentation anxiety level.

Keywords: Big five, oral presentation anxiety, personality traits, ESL

Physical Capital, Human Capital, and Economic Growth Nexus: A Descriptive Analysis

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ABSTRACT

The present study is conducted to determine the Relationship of physical capital and human capital on economic growth. The main objective of the study is to explore the relationship of physical capital and human capital on economic growth in Pakistan. The study estimates the relationship between physical capital, human capital and economic growth by using time series data from 1990- 2020 from World Bank. Descriptive Statistics is used to see the impact of physical capital and human capital on economic growth in Pakistan. This study designates the importance of physical capital and Human capital for the development of Pakistan. Physical capital is inclined by Gross Fix Capital Formation, while Human capital is influenced by life expectancy. Results shows that average life expectancy in Pakistan is 63 years. Gross fix capital formation also reveals flux due to political instability. In 2020 it rises up to 4.9 percent. GDP growth rate also represented variations. Life expectancy and gross fix capital formation decreases in 2019 due to pandemic. Policy implication shows that more investment in gross fix capital is required. It is also suggested that government should allocate huge amount of budget for health sector. Political stability and investment is need of the time.

Keywords: Physical Capital, Human Capital, Economic Growth, Descriptive Analysis, Pakistan

Political Allegory and Social Media: A Semiological Discourse Analysis of Talibans' Post-15 August 2021 Representation

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ABSTRACT

Social media is playing a significant role in constructing and representing a desired version of social reality. This study aims to analyze semiotic discourses used on social media platforms about the victory of Taliban in Afghanistan after August 15, 2021. The study identifies different allegorical references used to represent the Taliban and their activities in various administrative domains, including defense, education, news casting, and dealing with different ministries. The research concludes that social media discourses have become significant enough to represent and distort the image of individuals or groups under the umbrella of political allegory.

Keywords: Political Allegory, Semiotic Discourses, Taliban, Social Media, Representation

Pollution Havens Hypothesis: Smooth Quantile Evidence from BRICS

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ABSTRACT

Global warming and the resulting climate crisis are the leading global problems of the 21st century. One of the mother-lode feedings of the climate crisis is carbon dioxide (CO₂) emission. CO₂ emissions, which are closely related to the consumption of fossil fuels, are also the subject of trade between regions and countries. Its namely a cap-and-trade system or an emissions trading system. On the one hand, economic growth is of core importance for the markets. Environmental measures increased by countries or regional associations can also determine the route of carbon emission. Globalization has not only mobilized capital, but also activated carbon emission. This study investigates the effects of foreign direct investments on CO₂ emission with the help of the Environmental Kuznets (N-Shape) Curve, with data from 1995 to 2021 from BRICS countries. We employed the instrumental variables smooth quantile regression (IV-SQ) method, which is novel in the panel literature. Our findings can help uncover possible relationships between the route of money and the route of CO₂ emissions.

Keywords: Pollutions havens, CO₂ emission, Smooth quantile regression,

Poultry Production and Public Health: An Assessment of Current Practices and Potential Risks in Punjab, Pakistan

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ABSTRACT

Poultry consumption has been increasing in Pakistan due to its affordability and easy availability. However, the consumption of contaminated poultry can lead to the transmission of various pathogens, posing a serious threat to public health. This study aimed to investigate the prevalence of bacterial and viral pathogens in poultry products sold in different markets of Punjab, Pakistan. A total of 200 poultry samples, including meat and eggs, were collected from various markets in Punjab and screened for the presence of pathogens using standard microbiological and molecular techniques. The results showed that 56% of the poultry samples were contaminated with various bacterial pathogens, including *Salmonella*, *Escherichia coli*, and *Staphylococcus aureus*, while 14% of the samples were positive for viral pathogens, including Avian influenza virus and Newcastle disease virus. The highest bacterial contamination was found in samples collected from open-air markets, followed by street vendors, and then supermarkets. Moreover, the use of antibiotics in poultry feed was found to be widespread, leading to the emergence of antibiotic-resistant bacteria. Our study highlights the need for increased awareness among consumers, retailers, and policymakers regarding the risks associated with the consumption of contaminated poultry. It also underscores the importance of implementing effective food safety regulations, including routine monitoring of poultry products, and promoting the responsible use of antibiotics in the poultry industry to prevent the emergence of antibiotic-resistant bacteria.

Keywords: Poultry, Risk Factors, Epidemiology, Public Health, Antibiotic Resistance, Bacteria

Poverty-Environmental Degradation Nexus: A Case of Pakistan

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ABSTRACT

Poverty and the environment are closely interrelated. Whilst people living in poverty are seldom the principal creators of environmental damage, they often bear the brunt of environmental damage and are often caught in a downward spiral, whereby the poor are forced to deplete resources to survive, and this degradation of the environment further impoverishes people. This study was based on primary data and the number of sample size was 600 respondents from Lahore, Multan, Faisalabad districts by employing purposive sampling technique. Factor analysis and structure equation modelling were employed to analyse the data. According to findings, it was observed that poverty-environment nexus was interlinked processes. In the first case, environmental degradation reinforced incidence of poverty by reducing the availability of natural resources and making the poor vulnerable to natural disasters in the research area. In other cases, poverty forced people to degrade the environment through over-exploitation, in the absence of other alternatives in the study area. In this research, we also observed the environmental resource utilization by households and investigated the impact of various factors affecting environmental degradation ultimately contributing towards raising poverty.

Keywords: Environmental degradation, environmental resource, factor analysis and structure equation modelling

Pragma Stylistic Analysis of “Hawk’s Monologue /Hawk’s Roostings” by Ted Hughes Implying Fairclough Model: A Post-Colonial Study

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ABSTRACT

This paper attempts a pragmatic discourse analysis of Ted Hughes’ poem “Hawk’s Monologue” under the lens of post-colonialism using Fairclough Model. The poem x-rays imperialism imposed by the developed world over the under-developed nations that devastated them wholly. Their rule was characterized by violence and exploitation of their resources. Researcher conducted this research to find out the implicit meanings or for the purpose of pragmatic analysis. Paper concludes that poet used language as a tool to portray the true picture of cruelty practiced by imperialists in those underdeveloped lands. It also attempts a stylistic analysis of the poem as well to test the language usage by the poet to further disclose and expose the ways of cruelty to the readers.

Keywords: Pragmatics, Poetry, Analysis, Imperialism, Discourse Analysis (DA), Fairclough Model

Present and Prospective Scenario of Gram Production in Desert Areas of the Punjab-Pakistan

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ABSTRACT

Pakistan is ranked 4th in terms of chickpea production in the world. Being an important pulse crop, chickpea is a cheaper source of dietary protein and nutritional security in Pakistan. Among all provinces of the country, Punjab holds the largest share in production of chickpeas. The increasing population demands an increased production of this crop but unfortunately, chickpea production has decreased manifold due to many factors. In 2012-13, the potential production of chickpeas was 973,000 tones and in 2021-22 it stands at 319,000 tones. To fulfil the gap, the government has started importing from Australia, Turkey and Canada which has a huge burden on the economic stability of the country. Gram the top user crop of the poor man's diet in Pakistan has been deliberately ignored by the government and that is the major reason behind its downfall. This ignorant behaviour of the government pushed the farmers to search for other options for sustainable livelihoods. This situation raised the concept of Eucalyptus (Sufeda) plantation in desert areas of Punjab. Now, it has been estimated and observed that almost half of the chickpea area is under Eucalyptus and that will increase if some viable measures would not taken by the agriculture sector of Pakistan. The reasons behind the extensive plantation of this tree species are i.e Easy germination, less labour requirement, less preparation of land, and huge economic benefits (after 3-5 years). This new paradigm shift is benefitting the farmers but that development is not a sustainable choice. The cons of this shift have witnessed a huge decline in livestock production and decreased biodiversity. If this pattern moves in the same way, then the population is going to have a severe shortage of this cheaper protein source.

Keywords: Gram production, Protein source, Scenario

Prevalence and Diversity of Parasitic Infections in A Rural Community in Pakistan: Implications for Public Health Interventions

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ABSTRACT

Parasitic infections remain a significant public health concern worldwide, and this study aimed to determine the prevalence and diversity of parasitic infections in a rural community in Pakistan. The study collected and analyzed 1000 stool samples using microscopy and molecular techniques, and found that 23% of the participants were infected with at least one parasite, with the most common being *Ascaris lumbricoides* and *Giardia lamblia*. The study also identified several less common parasitic infections, including *Entamoeba histolytica*, Hookworm, and *Trichuris trichiura*, and found a higher prevalence of parasitic infections in children under the age of 5 years. The study highlights the ongoing burden of parasitic infections on human health in this community and the need for targeted interventions to prevent and treat these infections. The findings of this study may also inform broader public health strategies for parasite control in Pakistan and other resource-limited settings.

Keywords: Parasites, Risk Factors, Epidemiology, Public Health, Molecular Techniques, Pakistan

Prevalence and Risk Factors Associated with Depression Among University Students

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ABSTRACT

Depression is a common mental health condition among university students worldwide. Several studies have explored the prevalence and risk factors associated with depression among university students in different regions, including with reference to various demographic, social, and academic factors. A systematic review and meta-analysis of 90 studies conducted in 27 countries found that the pooled prevalence of depression among university students was 30.6%, with a higher prevalence reported among females (33.7%) than males (27.3%). The review also found that the prevalence of depression increased with age, and that students in health-related faculties had a higher risk of depression than those in non-health-related faculties (Ibrahim et al., 2020). Several risk factors have been identified as contributing to the development of depression among university students. These include:

Academic stress: Excessive academic demands, academic workload, academic pressure, and academic failure are significant contributors to depression among university students.

Social factors: Social isolation, lack of social support, relationship problems, financial difficulties, and family issues are some of the social factors that have been associated with depression among university students.

Personal factors: Poor self-esteem, low self-confidence, negative body image, and a history of mental health problems are some of the personal factors that may increase the risk of depression among university students.

Lifestyle factors: Unhealthy eating habits, lack of exercise, poor sleep quality, and substance abuse are some of the lifestyle factors that have been linked to depression among university students.

Demographic factors: Female students, students from lower socioeconomic backgrounds, international students, and students with a history of depression or other mental health problems are more likely to experience depression than other students.

In conclusion, depression is a significant mental health problem among university students, with a prevalence of around 30%. Academic stress, social, personal, and lifestyle factors, as well as demographic factors, have all been associated with an increased risk of depression among university students. It is crucial for universities to implement appropriate measures to address these risk factors and provide adequate support and resources to promote the mental well-being of their students.

Keywords: Depression, prevalence, risk factors, university students

Prevalence and Risk Factors of Cardiovascular Diseases in Multan, Pakistan

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ABSTRACT

Cardiovascular diseases (CVDs) are a major health concern globally and particularly in developing countries like Pakistan. This study aimed to determine the prevalence and risk factors of CVDs among adults in Multan, a city located in the Punjab province of Pakistan. A cross-sectional survey was conducted among 1,000 adults aged 30 years and above. The participants were interviewed using a structured questionnaire to collect information on socio-demographic characteristics, lifestyle habits, medical history, and family history of CVDs. Blood pressure, blood glucose, and lipid profiles were also measured. The results showed that the prevalence of CVDs was 21.5%, with ischemic heart disease being the most common (8.5%). The risk factors associated with CVDs were age, gender, education level, family history of CVDs, smoking, physical inactivity, and unhealthy diet. Multivariate logistic regression analysis revealed that age, male gender, low education level, family history of CVDs, smoking, physical inactivity, and unhealthy diet were significantly associated with CVDs. In conclusion, the prevalence of CVDs is high in Multan, and several modifiable risk factors are associated with it. Public health interventions should be designed to promote healthy lifestyle habits and prevent CVDs in the population.

Keywords: CVDs, Risk Factors, Multan, Prevalence

Prevalence, Risk Factors, and Management of Common Eye Diseases in Multan, Pakistan: A Systematic Review

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ABSTRACT

Eye diseases are a major public health concern in Pakistan, causing significant morbidity and visual impairment. This paper provides a systematic review of the prevalence, risk factors, and management of common eye diseases in Multan, Pakistan. A comprehensive search of databases including PubMed, Scopus, and Google Scholar was conducted to identify studies reporting the prevalence, risk factors, and management of common eye diseases in Multan, Pakistan. A total of 22 studies were included in the review, comprising a total of 14,632 participants. The review revealed that the most prevalent eye diseases in Multan, Pakistan were cataract, glaucoma, diabetic retinopathy, and age-related macular degeneration. The prevalence of cataract ranged from 6.4% to 76%, while the prevalence of glaucoma ranged from 1.6% to 9.7%. The prevalence of diabetic retinopathy ranged from 8.6% to 28%, and the prevalence of age-related macular degeneration ranged from 2.7% to 10%. Several risk factors were identified for these eye diseases, including older age, diabetes, hypertension, smoking, poor nutrition, and exposure to environmental pollutants. Limited access to healthcare services was also identified as a significant risk factor for these eye diseases. Management of these eye diseases varied depending on the disease and its severity. Treatment options ranged from lifestyle modifications and medication to surgical interventions, such as cataract surgery and glaucoma surgery. Early diagnosis and regular screening were crucial for the effective management of these eye diseases. In conclusion, common eye diseases are highly prevalent in Multan, Pakistan, with significant implications for public health. There is a need for targeted interventions to increase awareness and improve access to healthcare services for the prevention and management of these eye diseases. Additionally, further research is needed to better understand the epidemiology, risk factors, and management of these diseases in the region.

Keywords: Eye Diseases, Prevalence, Risk Factors, Management, Public health, Multan

Programs of Higher Education for Social Development in Pakistan

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ABSTRACT

The study investigates the role of programs for social development of society and the findings of the primary data collected concerning the programs of higher education. The objective of this research study was to examine the programs that contribute to the social advancement of individuals as well as society. The primary data was collected through a survey and analyzed using descriptive statistics of correlation on SPSS. The findings of the study demonstrated that educational programs for higher education need a lot of changings for better insights among youth for the future and prerequisite to innovativeness improved and modernized curriculum to prepare the attitude of youth for better life.

Keywords: Programs of study, Higher education, Social Development

Protection of Cotton Planted in Different Ways from Sucking Pests

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ABSTRACT

Today, cotton is grown in 97 countries, a total of 34.675 million. 27.254 mln. planted per hectare. more than tons of cotton fiber is grown. China produces 21.7 percent of the world's cotton, 21.1 percent to India, 17.6 percent to the United States, 9.8 percent to Brazil, and 7.2 percent to Pakistan.

One of the main factors of obtaining a high and quality harvest in the cultivation of agricultural products is the protection of plants from pests, diseases and weeds. For this purpose, it is necessary to properly organize and manage agricultural plant protection measures. In the conditions of the regions of the Fergana Valley, mainly sucking pests cause severe damage.

Keywords: Cotton, cause, pests, plants, weeds, aphids, thrips.

Protective Role of Chitosan for Alleviating Drought Effects in Sunflower

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ABSTRACT

Among abiotic factors, drought stress has imposed severe threats to agricultural productivity. To alleviate the drastic effects of drought in sunflower, five different doses of chitosan (0.1, 0.2, 0.3, 0.4, 0.5 g L⁻¹) including control (water spray) were evaluated under well-watered (100% FC) and drought (60% FC) conditions. A pot experiment was conducted under semi-controlled conditions at Research Area, MNS University of Agriculture, Multan. Each treatment was arranged three times randomly under RCBD factorial design (total twelve treatments). Drought exposure caused a significant decrease in growth attributes (16-34%), water relations (35%), and chlorophyll contents (20%) as compared to well-watered conditions. Foliar chitosan application exhibited a marked increase in shoot and root length (10% and 20% for 0.2 and 0.4 g L⁻¹, respectively under drought stress than control. Supplemented chitosan remarkably enhanced the shoot and root dry weights by 27 and 33% for 0.3 and 0.2 g L⁻¹, respectively under drought stress. Drought exposure caused a significant decrease in leaf Ψ_w by 35% over the control. Foliar chitosan had retained more positive leaf Ψ_w and higher total chlorophyll content; however, a notable increase was observed by 24 and 14%, respectively for 0.3 g L⁻¹ under drought stress conditions. Hence, supplemental chitosan (0.3 g L⁻¹) effectively mitigate the drastic effects of drought and improved the growth responses in sunflower.

Keywords: Water balance, drought, chitosan, sunflower, growth

Public Policy of Kyrgyzstan in the Field of Environmental Safety

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ABSTRACT

The article discusses the public policy of Kyrgyzstan in the field of environmental security since independence, based on a review of the activities of state bodies. The data collection was carried out on the basis of the desk research study. The source of information was legal acts, analytical papers and other scientific publications. The relevance of the study is dictated by the current acute situation in the field of environmental security in the context of global, regional and local challenges, which is intensified by the anthropogenic impact of modern society and intensive economic development in Kyrgyzstan. Supporting the efforts of the world community to address environmental issues, Kyrgyzstan has ratified almost all international environmental documents. Formation and implementation of environmental policy and environmental legislation of the Kyrgyz Republic is carried out in close cooperation with the governments of states, as well as with international and non-governmental organizations. To date, the Kyrgyz Republic is actively cooperating with organizations such as the UN, its relevant specialized structures - ECOSOC, UNEP, UNESCO, IAEA, WHO, Organization for Security and Cooperation in Europe (OSCE). The main role in the mechanism of ensuring environmental safety belongs to the state authorities, the direct body implementing the public policy in the field of ensuring environmental safety is the Ministry of Natural Resources, Ecology and Technical Supervision of the Kyrgyz Republic. At the present stage of development the Kyrgyz Republic has risen to a new world level of environmental security thanks to the Decree of the President of the Kyrgyz Republic S. Zhaparov "On measures to ensure environmental security and climate sustainability of the Kyrgyz Republic", according to which it is necessary to take measures to effectively address issues of improving the state of the environment, ensuring the rational use of natural resources and minimizing the negative effects of climate change.

Keywords: Environmental safety, public policy, public authorities, climate change

Quantifying a Connection Between the Financial Performance and the Financial Leverage with Intermediary Role of Interest Cost and Tax Payments: Evidence from the Fuel & Energy Sector of Pakistan

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ABSTRACT

The fuel and energy sector provides a base for the economy of any country. It helps to improve the financial health of the economy. Trade, manufacturing and service sectors depend upon it. The study is an attempt to explore impact of financial leverage on the financial performance of fuel and energy sector of Pakistan in the presence of interest cost and tax payments. Its objective is to explain how interest costs and tax payments do affect the relationship of financial leverage and financial performance. It also explains how theory of capital structure developed in western setting explains behavior of firms in Pakistan. To find the relationship the data has been taken from the annual reports of fuel and energy firms listed at PSX during 2013 to 2018. Panel data estimation techniques namely fixed effects and random effects methods are used to estimate the results. Firm performance is measured by return on assets and return on equity. Results indicate that financial leverage shows significant positive relation with financial performance when return on equity is used as proxy. Interest cost and tax payments do not show a significant relationship. Results also indicate that profitable organizations enhance their financial performance by financial leverage. It indicates that fuel and energy firms use conservative funding policies. Furthermore, Modigliani and Miller's theory of capital structure do explain and supports to understand relationship of financial leverage with financial performance. It uncovers that the fuel and energy sector in Pakistan can enhance their financial performance by utilizing the financial leverage and can touch base at a supportable future development by settling on imperative choices about the decision of their ideal capital structure.

Keywords: Financial leverage, fuel & energy sector, M & M theory, Pakistan Stock Exchange

Re-Emergence of Taliban in Afghanistan: Social Implications for Pakistan

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ABSTRACT

The Taliban's emergence and activities in Afghanistan have had enormous societal consequences for Pakistan, ranging from security and terrorism to the refugee crisis, gender and human rights, education, and social fabric. This study piece investigates and analyzes the societal effects of the Taliban in Afghanistan on Pakistan. The historical links between Afghanistan and Pakistan, the rise of the Taliban, and the socioeconomic consequences for Pakistan are all extensively covered. The article focuses on Pakistan's issues in coping with the cross-border movement of Taliban militants, increased terrorist attacks, resource strain from Afghan refugees, impact on gender roles and human rights, disruption of education, and social fabric. Pakistan's response and mitigation efforts, as well as its partnership with the international community, are also investigated. The essay finishes by emphasizing the necessity of resolving the issue for regional peace and security, as well as some ideas for minimizing the Taliban's societal impact on Pakistan. This study adds to our understanding of the Taliban's diverse social repercussions in Afghanistan on Pakistan and gives insights to policymakers, scholars, and practitioners working to solve the issue.

Keywords: Taliban, Afghanistan, Pakistan, security, terrorism, refugee crisis, gender, human rights, education, social fabric

Regime Change and Enforcement of Rule of Law: Analysis of No Confidence Motion in Parliament of Pakistan (2022)

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ABSTRACT

Generally, the elected governments in the western democracy are removed through a vote of no-confidence or popular protests. If the motion succeeds, then the party in power is compelled to replace the head of government through constitutional means. This descriptive and analytical study aims to highlight the enforcement of rule of law through the judicial branch of the government in the test case of Prime Minister Khan's removal. The procedure adopted to change the PTI Government on April 09, 2022 and the role of judiciary seems positive development in the enforcement of rule of law. If we observe the political history of Pakistan since (1947), the executive branch used to manage the judicial and legislative powers. Resultantly, civilian's governments had been removed from power by Military on several times. It is the prerequisite of rule of law that judicial branch should function independently. It is also fact that Parliament is the main forum to reflect the people's empowerment. The representatives are elected by the people to present their demands in parliament. Controversies arise whether judiciary can intervene in the domain of parliament or not? For this, the different clauses of the constitution are analyzed to gauge the enforcement of the rule of law in the country. Finally the study shows that the removal of PM Khan through the parliament is constitutional.

Keywords: Rule of Law, Parliament, Judiciary, Democracy, Vote of No Confidence

Regional Threats and Security Strategy in the Middle East and Its Implications for Pakistan

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ABSTRACT

The Middle East is facing a multitude of security threats, ranging from political instability to sectarian violence and the proliferation of weapons of mass destruction. As a neighboring country, Pakistan is affected by these regional dynamics and has close ties with several countries in the Middle East. Pakistan's security strategy towards the region is shaped by factors such as its relationship with the United States, rivalry with India, and energy security concerns. However, the ongoing conflicts and rise of extremist groups in the Middle East pose significant security threats to Pakistan. The involvement of external powers in the region, including the United States, Russia, and China, has further complicated the security environment in the Middle East. The ongoing conflicts in Syria, Yemen, and Libya have added to the instability of the region, while the rise of non-state actors such as ISIS and Al Qaeda have added to the security challenges. Pakistan's traditional allies in the region, such as Saudi Arabia and Iran, have also been affected by the regional dynamics, leading to complex relationships. Pakistan's security strategy in the region has been to maintain stability and security, while also mediating conflicts between countries such as Iran and Saudi Arabia. However, the rise of extremist groups in the region has had a direct impact on Pakistan's security, as these groups have links with terrorist organizations operating within Pakistan. The security threats and strategic challenges faced by the Middle East have significant implications for Pakistan. The country's relationships with its traditional allies and its strategic choices in the region will have long-term consequences for its own security and stability, as well as the wider regional security architecture. As such, it is crucial for Pakistan to navigate these challenges carefully and proactively to ensure its interests are protected in the region.

Keywords: Middle East, security threats, Pakistan, conflicts, extremism

Relationship Between Income Inequality and Poverty: A Case Study of Pakistan

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ABSTRACT

Poverty is referred to the non- fulfillment of human needs as well as the deprivation of opportunity. There is close relationship between poverty and inequality and income inequality appears to rise worldwide in recent decades. There are two main reasons of poverty; these are unemployment rate and income inequality in Pakistan. Although there are theoretical findings, which shows the impact of unemployment rate and income inequality on poverty, but there exists no research study which carried out empirical work regarding impact of mentioned factors and variables on poverty specifically in context of Pakistan. This research attempts to find out unidirectional or bidirectional causality between income inequality, poverty and rate of unemployment in Pakistan. For this purpose this study used time series data for the year 1980 to 2016. In addition, in order to analyze the time series data, Granger Causality test was used in order to identify and explain the causality between selected variables. The results of causality confirm that income inequality granger cause the poverty, the poverty granger cause the rate of unemployment while the rate of unemployment is resulted in income inequality.

Keywords: Poverty, Income Inequality, Unemployment Rate

Relationship Between Learning Behavior and Academic Achievement of Elementary Students in Low-Income Urban Areas of Islamabad

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ABSTRACT

Many studies are conducted to investigate the relationship between learning behavior and academic achievement. This research focus on the fact that the academic achievement of the students at the elementary level is related to the learning behavior of the students and consist of his approach toward interest, teacher behavior, parent's behavior, concept clarity, encourage teamwork and learning related skills. The research was descriptive and quantitative in nature. All the students at the elementary level in low-income urban areas of Islamabad constituted the population of the study. A 360 students from low-income urban areas of Islamabad were selected through convenient sampling technique. Self-developed structural questionnaire was used for gathering information from students. Descriptive statistic i.e., frequency, percentage, mean, standard deviation and correlation, regression for statistical analysis of the data through SPSS. The findings revealed that the learning behavior have no relationship with the academic achievement. It was recommended that teachers, parents, and policy maker to provide better quality of education to students according to their needs.

Keywords: Learning Behavior, Academic Achievement, Elementary level, Students

Remote Sensing-Based Sugarcane Yield Prediction Model Using Artificial Intelligence

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ABSTRACT

Traditional yield measurement techniques include the time and labor-intensive destructive sampling of sugarcane fields. The use of machinery for sugarcane cultivation has increased significantly over a wide area to lower production costs, decrease farmers' labor demands, and improve harvest efficiency. Although they have not been thoroughly compared, existing techniques for estimating agricultural output using regression typically rely on a specific set of forecasting factors. For monitoring agriculture, which makes use of satellite earth observation data, this study will illustrate and compare the use and using several sets of object-based predictors to estimate sugarcane production. Several regression models will be compared utilizing a variety of different predictor variables. In this study, the yield of the sugarcane will be measured using regression models, time series of the vegetation index (VI), remote sensing, phenology measurements, and the normalized difference vegetation index (NDVI). Artificial intelligence algorithm models will be used to construct the suggested way to accurately relate ground-measured data. This work presents a novel sugarcane yield prediction technique that will improve forecasting accuracy.

Keywords: Sugarcane, Yield prediction, Predictor variables, Time series vegetation index (VI), phenology measurements, normalized difference vegetation index (NDVI)

Research Is A Scary Process: Leveraging Research Process to Kill Perception

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ABSTRACT

Research has attracted a considerable amount of attention during this last decade. Various institutions and organizations have put a great emphasis and encouragement on research outcomes. Despite the ever-complicated process, research brings huge points to the career-rewarding system. Despite this interest, little understanding, and a small level of comprehension of research have been measured among educationists. Using descriptive statistics on the pilot cross-sectional study (n=30), this study aims at measuring the research perception in which the expectation is unknown. This study tested on questionnaire items and reveal four conclusions. Through findings, this study contributes to the emerging literature and implications on research management for organizations to seek solutions.

Keywords: Research, Easy, Research Tools

Role of Entrepreneurial Education in the Professional Development of Female Students in Rawalpindi and Islamabad

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ABSTRACT

Entrepreneurship has been a current exploration area over the last few spans. The study's main purpose was to analyze the role of entrepreneurial education in the professional development of women. Entrepreneurship is a key driver of our economy. This study aims to determine the relationship between entrepreneurial education and professional development of women. This study was descriptive. The quantitative research method was used as a methodology. The population was female students of Rawalpindi and Islamabad Technical, Vocational and Educational institutions. Simple Random Sampling Technique selected sample. A questionnaire was developed by the researcher for students. The quantitative data were analyzed through the statistical test chi-square. The receivers of these projects were the scholars, paternities, instructive designers, school heads and the civilization. It was concluded that government should introduce entrepreneurship courses from Matriculation and college levels. In entrepreneurial education, many positive changes can be imagined like enhanced awareness regarding various social, financial, technical, vocational and training problems with the help of a proper counselling program. Proper guidance and support from the government and technical, vocational and educational institutions can be applied practically for better outcomes for the learners in different dimensions.

Keywords: Entrepreneurship, Woman, Business, Enterprise, Skills, Educational, Institutions

Role of Ministry of Climate Change in Raising Social Responsibility: An Anthropological Audit

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ABSTRACT

The title of the research is “Role of Ministry of Climate Change in Raising Social Responsibility. An Anthropological Audit” The locale of the research will be Islamabad. Data will be collected from the office of the Ministry of Climate Change. What role they are playing and how much work done and being the policies about climate and what the role of Ministry of Climate playing here about raising awareness how to improve the climate hazards. The research objectives will be to study how the ministry of climate change raises awareness about climate hazards, to study how the ministry of climate change is playing a role in preventing climate change, and to study how much work is being done on the policies. To study the factors affecting climate change, to explain what role of the ministry of climate. Change can play to promote social responsibility among community members, and the Ministry of climate change plays its role to give awareness regarding the impacts of climate change interns of social and economic sectors. The methodology of the research will be qualitative through in-depth-interviews from those who are working in the Ministry of climate. The questionnaire of the research will be: Is ministry of climate change really play its rule to combat climate change and its related social issues?, What should be the prime goal of ministry of climate to achieve its aims?, What are the core projects initiated by the ministry of climate change to tackle climate change related issues and Are the policies that made by ministry of climate change implemented so far effectively?. The earth is suffering due to climate change. Climate change can be caused by natural causes or by human activities. The research will we helpful to improve climate condition.

Keywords: Ministry of Climate Change, Social Responsibility, Climate Hazards, Policies, Qualitative Research

Role of Nanotechnology in Sustainable Agriculture

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ABSTRACT

In order to increase crop output and ensure the food security of the world's growing population, plant nutrition is essential. Pesticide and chemical fertilizer applications are the foundation of any agricultural economy. Yet, utilizing chemical pesticides and fertilizers can have unforeseen consequences. The use of these products has a negative impact on the ecosystem and ecological equilibrium. Nanotechnology's most recent advancements hold promise for sustainable agriculture. Addressing both environmental and agricultural concerns is part of sustainable agriculture. In addition to being environmentally safe, nanopesticides and nanofertilizers also allow for slow and sustained release. They can be modified to meet the unique requirements of a crop. Moreover, nanofertilizers have higher stress tolerance, which makes them extremely valuable in the age of climate change and also nanofertilizers and nanopesticides are used in extremely small quantities, which lowers associated transportation costs and has a favorable impact on the economy. Its applications go beyond this; for instance, when nanoparticles (NPs) are utilized in large concentrations, plant pathogens are negatively impacted. The advantages of polymer-based biodegradable nanopesticides and nanofertilizers are numerous. Metal/metal oxide nanoparticles, which are frequently used in nanotechnology and could enter human systems and accumulate through bio-magnification, are a concern. Although the consequences on human health are unknown, NPs may reach dangerous concentrations in soil and wash into rivers and other bodies of water, making their removal a significant economic burden. However, before using Nano formulations in sustainable agriculture, a risk-benefit analysis must be carried out.

Keywords: Nanofertilizers, Nanomaterials, Bio-pesticides, Plant nutrition, Plant growth, Nanoparticles toxicity

Role of Organic Plant Extracts for Improving Morpho-Physiological Attributes in Gladiolus Under Water Stress Condition

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ABSTRACT

Gladiolus is an important cut flower in Pakistan. The plant is severely affected by water deficit conditions, which can be alleviated by the application of organic plant extracts. The present research compared the effects of Moringa leaf extract (MLE) and Ocimum leaf extract (OLE) on the morphology and biochemical attributes of gladiolus under water stress. The first experiment involved sowing uniform-sized corms treated with Topsin-M fungicide. Foliar application of MLE and OLE was done after 30 days of sowing to optimize the doses. In the second experiment, the optimized doses of MLE and OLE and their combination were applied to normal and water-stressed gladiolus plants in a field study with three replications for each treatment, analyzed using the Randomized Complete Block Design (RCBD). The study recorded data on different morphological, physiological, and biochemical attributes. The application of organic plant extracts significantly improved plant fresh and dry weights, relative water contents, gaseous exchange, and enzymatic activities under water stress. Therefore, organic plant extracts can be effective in improving the growth, water status, and physiological parameters of gladiolus under water deficit conditions.

Keywords: Cut flowers, drought, floriculture, plant growth regulators, water relation

Role of Us Policy Shift Under Biden in Resolving Yemen Conflict

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ABSTRACT

This paper analyzes the policy shift of the Biden's administration towards Yemen conflict. The Yemen conflict has been one of the most devastating humanitarian crises of recent times, with millions of people displaced and facing severe food and medical shortages. The United States has been involved in the conflict since 2015, providing military support to the Saudi-led coalition against the Houthi rebels. However, under the new administration of President Joe Biden, there has been a significant shift in US policy towards Yemen, which is expected to have a major impact on the ongoing conflict. The Biden administration has made it clear that it intends to prioritize diplomacy and human rights in its approach to foreign policy, including in Yemen. In February 2021, the administration announced that it was ending US support for offensive operations in Yemen and revoking the designation of the Houthi rebels as a foreign terrorist organization. This policy shift was seen as a major step towards ending the conflict and addressing the humanitarian crisis. The US has also pledged to increase its humanitarian aid to Yemen, which has been hit hard by the conflict and the COVID-19 pandemic. The Biden administration has committed \$191 million in new aid to Yemen, which will help to address the urgent needs of millions of Yemenis who are facing famine and disease. In addition to these measures, the Biden administration has also taken steps to re-engage with Iran, which has been a key supporter of the Houthi rebels in Yemen. The US and Iran have engaged in indirect talks in Vienna to revive the 2015 nuclear deal, which could have implications for the Yemen conflict. If the US and Iran are able to reach a new agreement, it could lead to greater cooperation on regional issues, including Yemen. Overall, the US policy shift under Biden is expected to have a significant impact on the Yemen conflict. By prioritizing diplomacy and human rights, and increasing humanitarian aid, the US is sending a clear message that it is committed to ending the conflict and addressing the suffering of the Yemeni people. This paper also highlights how the Biden administration's approach offers hope for a more peaceful and stable future for Yemen.

Keywords: Yemen Conflict, Biden Administration, US Policy, Humanitarian Crisis, Diplomacy

Russia-Ukraine War: Impacts Around the Globe and Its Future Prospects

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ABSTRACT

This paper aims to analyze the social, economic and humanitarian impacts of the Russia-Ukraine war. The conflict broken in 2014 with the annexation of Crimea by Russia has now been turned into a full-scale military operation in February 2022. This war is heading towards a huge humanitarian crisis for the world. The global economy that was already under attack of the situations posed by the pandemic (COVID-19) is now crippling down more steadily than ever before. This conflict is badly affecting the mobility of goods and resources as both participants of this war are key exporters of oil, gas and grains including wheat and barley. Russia has cut off its fuel supplies to Europe, along with this the sanctions on Russia are also hiking up the energy crisis. This prevailing situation is causing a refugee crisis, fuel and food shortages, inflation, downward growth of GDP thus lowering the standards of living around the world. The impacts of this war are not only confined to the European region but are equally hitting the other states, due to the interconnected and interdependent nature of the global economy, but the weightage of suffering may vary. It seems that the global economies will remain in danger in the coming years due to this ongoing conflict. This paper also highlights the steps taken for reconciliation, but the future picture looks quite bleak as no sincere efforts are on the page.

Keywords: Russia-Ukraine war, humanitarian crisis , global economy , food and energy crisis, conciliations

Self-Rising Flag Machine

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ABSTRACT

This paper presents a motorized flag-rising and lowering device that can be used in different settings such as public spaces, governmental buildings, and private residences. The device has a hollow flag pole with a storage compartment and a side exit port, a pulley at the top, and a drive wheel at the bottom. The flag is connected to the motorized assembly by a continuous halyard that runs through the pulley and the drive wheel. A reversible motor is housed in the assembly, which can be activated to lower the flag into the storage compartment and also raise it for display. The device offers easy flag maintenance, an adjustable speed rate, and reduce twisting of the flag strap. The research aims to solve the problems encountered during official flag assemblies in Malaysian schools, including the absence of students on duty, the flag not reaching the top of the flagpole, and the twisting of the flag rope. To address this complex problem, a self-rising flag machine was created using a combination of simple machines such as polycarbonate, PVC, and remote-control car motors. The machine is portable, user-friendly, and can be easily controlled by a remote controller, reducing the time taken to prepare the flag during the assembly. Although the self-rising flag machine was initially designed for use in schools, it has the potential to be used in various settings, enhancing aesthetics and providing convenience and safety features for flag maintenance. However, the machine has a limitation that it cannot be controlled at a distance of more than 20 meters from the machine, and the tension of the flag rope should be neither too tight nor too loose. Overall, this research offers a practical solution to the challenges faced during flag-rising ceremonies in different settings.

Keywords: Flag pole, motorised flag-rising machine, remote controlled

Senior Tourists' Domestic Travel Motivation: Case Study of Langkawi Island

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ABSTRACT

Despite the ageing population in the country, there is a great paucity of study on senior tourists for domestic travel in Malaysia. Realizing the strong purchasing power that senior tourists have that may contribute to the growth of the tourism industry, this study attempts to ascertain the level of push and pull motivation factors for senior tourists to travel. Questionnaires were distributed to 371 senior tourists who had visited Langkawi. Descriptive statistics showed that the highest push factor was resting and relaxing whilst the highest pull factor was the availability of shopping facilities. Also, social security was the most critical factor for this group of tourists to travel, followed by the expectations, destination image, besides cost and risk. These findings could be useful for authorities and businesses to cater for the needs and requirements of senior tourists. We suggest that future research investigate senior tourist motivation in multiple settings and time samples in a year to test and further generalize findings.

Keywords: Senior tourists, push motivation, pull motivation, tourism, domestic travel

Significance of Market Anomalies and Social Perspective in Investment Decisions

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ABSTRACT

Behavioral finance is an area of finance that proposes psychology-based theories to clarify stock market anomalies such as severe upswings or tumbles in stock price. This study looked into how much status quo bias (SQB) is present in people and how it affects how investors make decisions. This exploration included 1000 members given a decision board to decide between an alternative and status quo question. Information was gathered using a snowball sampling technique, SPSS, and AMOS programming. There are mediating variables (herding effect, social trends and paradigm shifts, technology and internet, disposition effect, anchoring effect and diversification strategy) and moderating variables such as social perspective (groupthink and financial risk tolerance i.e., financial knowledge or literacy). These both moderating and mediating variables have significant effect on the investor's decision making. The result demonstrated that the effect of the SQB on behavioral intentions was assessed using the rational choice theory. The rational choice theory could be used in less rational circumstances. In the positive emotions, the investors' status quo bias is lower and in the negative emotions investors status quo bias is higher. The level of status quo bias in social perspective is higher and having significant effect on the investment decisions. In conclusion, the research shows that status quo biases, personality traits with moderating and mediating effect may influence sampling behavior and investment decision in Pakistan.

Keywords: Status quo bias, personality traits, investment decisions, behavioral finance, Pakistan

Smart Storage: An Innovative Solution for Perishable Food Crops with IoT and Computer Vision Technology

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ABSTRACT

Internet of things (IoT) is becoming popular in the agriculture sector to extend the shelf life of fruits and vegetables. Information technology offers a solution to replace traditional storage methods with smart storage techniques. This study proposes a framework for improving the shelf life of perishable fruits and vegetables using IoT technology and developing a smart storage chamber. The proposed system helps to predict the shelf life of perishable fruits and vegetables after harvesting and has the capability to categorize them into different quality standards such as Extra Class, Class I, and Class II. IoT sensors including temperature and humidity are used in this system. A camera is also attached for capturing live images and prediction is made based on these live images. Smart storage chamber is designed to maintain a stable environment for the perishable food items, which can greatly optimize their shelf life. The implementation of this system has the potential to reduce post-harvest mango loss by converting traditional storage methods into a smart storage chamber. The accuracy we obtained from Azure Custom Vision Model was up to 99% and we found it more effective method as compared to traditional method.

Keywords: Computer Vision, Artificial intelligence, Smart Chamber

Smart Technologies in the Food Industry: Friend or Foe?

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ABSTRACT

Due to the increased population, current food production presents a significant challenge to food security. It is projected that the global population will reach 9 billion by 2050, resulting in a 70% increase in the demand for food. Among increased demand, food safety is also an important dimension of food security. Besides, the current food tracking system is confronted by recurrent manifestations of food safety and food recalls that instigated low confidence in consumers, huge economic losses, and put pressure on food safety agencies. However, smart technologies have the potential to revolutionize the food safety industry by improving traceability, enhancing quality control, and reducing the risk of foodborne illnesses. These technologies i.e. biosensors, data analytics, blockchain, Internet of Things (IoT), portable detection devices, and data-assisted whole genome sequencing enable real-time monitoring of food products from farm to table. One of the key opportunities presented by smart technologies is the ability to track food products throughout the supply chain, providing consumers with greater transparency and assurance about the safety and quality of their food. Besides, this can also help to reduce waste and improve efficiency in the food industry. However, there are several challenges associated with the adoption of smart technologies for food safety. These include concerns around data privacy and security, as well as the need for standardized protocols and regulations to ensure interoperability and consistency across different systems. Apart, the benefits of smart technologies for food safety are clear, but it is important for industry stakeholders to work together to address the challenges and ensure that these technologies are implemented in a way that maximizes their potential for improving food safety and quality. Moreover, these smart applications in the future may provide valuable insights into public health, environmental sustainability, and economic development.

Keywords: Food safety, blockchain, IoT, food tracking system, food security

Social Media Communication and Communication Diseases

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ABSTRACT

We are experiencing rapid transformations in our lifestyles in every aspect of our lives. Especially with the development of technology and the opening of new communication areas, new communication tools have started to affect us deeply. The biggest impact of change and transformation is experienced in communication. Communication is one of the most important needs of humanity. Throughout history, people have constantly tried to communicate and develop different ways and methods. New communication technologies, which greatly facilitate our work, have begun to gradually eliminate the concept of face-to-face communication and weaken human relations. Looking at the history of humanity, the shapes in the Altamira cave, which dates back more than 24 thousand years and is said to date back to the Paleolithic ages in the north of Spain, are perceived as an indication that people want to communicate visually. While it has been desired to communicate face to face throughout history, the situation has changed, and people have started to prefer to communicate in virtual worlds. Today, the advancement of communication, especially the development of smart devices, has led to the opening of new dimensions in communication. Communication with virtual communication tools has been greatly disrupted and weakened. It continues to weaken day by day. However, with the virtualization of communication, the inevitable increase in information pollution, especially individualization, the development of obsessive attitudes and behaviors towards addictive applications, and the development of psychological problems are considered new problems ahead. The solution to these problems, which have reached the level of disease, is becoming more difficult with each passing day. In this study, new problems and diseases brought about by virtual communication are examined, and some suggestions are tried for their solution.

Keywords: Social media, smart communication, individualization, communication diseases

Social Portrait of Youth in Kyrgyzstan and Russia in the Context of Migration Attitudes (Based on Comparative Sociological Research)

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ABSTRACT

The article makes an attempt to build a social portrait of modern youth, for which modern concepts, theories and paradigms of sociology and psychology devoted to youth are investigated. It shows how the young generation has experienced and is experiencing socio-cultural changes in society in different historical stretches of time. Under conditions of modern realities psychological and social traits are activated in structure of character of young generation which depend on existing socio-historical conditions. It is underlined that values orientations and attitudes of young people are influenced by the historical period in which they live, and also by economic changes, new liberal values, unprecedented technical and technological progress and specificity of information society. Particular attention is given to the problems that primarily concern the youth of Kyrgyzstan and Russia. Emphasis is placed on the migration attitudes of young students. The authors conducted a comparative study based on a sociological survey among students of Kyrgyzstan and different Russian cities. It shows to what extent the modern information society and free movement around the world affect the ideals and social attitudes and determine the behavior of young people. The reasons for the increased outflow of young people, including students, are analyzed. Using a comparative analysis of the results of the sociological survey, the article presents a holistic social portrait of contemporary students of the two countries in the context of migratory attitudes. The carried out theoretical analysis and the identified social portrait of modern students of the two countries allows to develop adequate methods of work with youth, taking into account the existing social problems and to carry out timely consideration of social risks in the life of young people.

Keywords: Youth, Young Students, Social Portrait, Migration Attitudes, Values

Socio-Cultural Diversity and Inclusion Issues in the Civil Society of Punjab

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ABSTRACT

Punjab province is considered one of the ancient regions of the world because of its old traditions, culture, and civil society. The socio-cultural diversification in the province can be seen in the form of different casts, creeds, traditions, and ways of living. The civil society in Punjab has diversification because its inhabitants have their own strong identical elements in the form of language, customs, ethnicity, and racial traces. The socio-cultural inclusion and unification is essential for the development of a united identity as a nation among the people. The proposed paper is an attempt to focus on the issues of inclusion which have developed and are increasing because of social and cultural diversity. The reason is that people living in the region are facing issues of ethnicity, power politics, economic discrimination, social discrimination, racism, extremism and regionalism etc. It is mixed method research of study as the data will collect from the community through interviews, questionnaires, and other secondary sources. Thus, as a society, all stakeholders should play a positive role to enhance the importance of socio-cultural inclusion in the region. We can ensure that everyone gets access to tradition, culture, and the arts through cultural inclusion. However, there is growing concern about the lack of cultural participation for those groups in society that are already marginalized. There is a need of strong policy-making and management for a strong bonding and feelings of a united nation among the people.

Keywords: Socio-cultural diversity, Inclusion, Punjab, Civil society, Marginalized groups

Socio-Economic Transitions and City Sprawl: A Case Study of Multan

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ABSTRACT

Housing is a basic human need and millions of people are struggling to have a roof over their heads. The population of cities has been increasing at a fast pace over the last twenty-five years and this refers to the speedy growth of ratio of GDP to economically active population working in the industry and services. Environmental quality is being compromised for the city sprawls. Over the past several years, Pakistan has faced housing issues both qualitatively and quantitatively. This study analyzes the spread of the city. This paper seeks to experimentally determine how factors such as wealth, income, and house value affect the ability to own a home for low-, middle-, and high-income groups. Study has tried to estimate the shift in demand for housing among different income groups. Primary data was collected from district Multan of province Punjab. A well-structured and pre-tested questionnaire was for survey purposes. A representative sample of 170 respondents was collected for the study purpose. Multinomial logistics regression was used to analyze the survey data. The results of the study show that the loss of farming land in the account of residential colonies is a trend and threatening the stability of locally cultivated land. Both agricultural population and urban land exhibit significant local automation and that that socio-economic development and demographic construction significantly affect residents. Findings of study provide a theoretical basis for understanding the managerial dimension of the new type of urbanization and have vital plan allegations for executive adjustment institutes.

Keywords: Economic growth, city sprawl, Pakistan, income group, farming land use

Soft Computing Based Climate Change Monitoring System Using Multi-Sensor Dataset

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ABSTRACT

The food demand of people and the challenges of global food security cannot be met by conventional agricultural systems. These challenges are arising because of farmer's improper crop planning. There is a need for digital twist to cope up regarding air, soil, water etc. To address the effects on air, soil, water, etc., new cropping systems must be created. The practice of "climate-smart agriculture" (CSA) is acknowledged as an effective and sustainable agricultural system that is essential in mitigating the possible effects of climate change. Predicting crop yield is the goal of this study. Based on the climate in the specific area, farmers would pick the crop that would yield a higher quantity. Knowing the crop yield before time will also assist farmers in making important decisions. The farmers will benefit from this research's assistance in making crop yield predictions based on climatic and soil variables. The model learns the relationship between the features like soil type, rainfall, etc. and yield of crop using the appropriate soft computing techniques. It will help farmers to choose the best crops, and these predictions will also be helpful to agricultural industries.

Keywords: Climate change, crop yield prediction, soft computing, multi-sensor dataset

Soil Health Recovery Through Organic Fertilizers

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ABSTRACT

Soil is the natural medium provides nutrients and support to the plant. That's why, one of the most factors affecting the crop growth and production is the soil health (SH). Due to various reasons (i.e. improper irrigation, salinity, global warming, excess use of chemical fertilizers, and human activities) SH is being disturbed. Trails were grown under the same conditions (temperature, moisture, aeration and crop) by following Randomized Complete Block Design (RCBD). There were 3 treatments T1 , T2 and T3 as T1 was kept in control conditions while decomposed manure was added in T2, and decomposed manure+decomposed domestic organic waste were added in T3. The aim of study was to estimate the SH via production. T3 gave maximum production than T2 and T1. This study concludes that SH recovers when organic fertilizers are applied.

Keywords: Soil Health, Organic Fertilizers, organic waste, sustainable agriculture

Status of Production Diversity and Its Impact on Diet Diversification of Women and Children: Case of Subsistence Farmers in South Punjab

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ABSTRACT

Hunger and poverty are serious problems in developing and developing nations. Pakistan being a developing nation also faces poverty and a lack of food in rural areas. The human body requires composed and nourishing food for survival and good fitness. Notably, little children and rural women with subsistence farm production and low income are mainly susceptible to malnutrition. Rural women's dietary diversity and under five years' children's dietary diversity are highly affected by farm production. Nutritional diversity is important for good health and proper growth of the human body. Therefore, this study is designed to identify the impact of subsistence farm production diversity and market access on the nutrient diversity of rural women and children under five years of age and create awareness about the importance of nutrient diversity for better health and nourishment. This study was conducted in Multan and DG Khan Division. Multistage stratified random sampling was used to draw a sample from the population. The total sample size was 600. Production diversity score and dietary diversity score were used to measure farm diversification and dietary diversity of women and children. To investigate the impact of production diversity, market access, and other socio-economic variables, multiple linear regression analyses were used. The results show that positive and significant impact of production diversity of dietary diversity of women and children under five years of age. Market access coupled with production diversity score also has a positive and significant impact on the dietary diversity of women and children under five years of age. It is recommended that small farmers should diversify their crops, especially food crops so that they can get their balanced food and not much relied on external purchases. Farming households should also engage themselves in off-farm earning activities.

Keywords: Dietary diversity, crop diversification, malnutrition, nutrition, healthy food, subsistence farmers, South Punjab, Pakistan

Study of Review of Self-Assessments on The Quality of Academic Programmes at Khyber Pakhtunkhwa's Public Sector Universities

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ABSTRACT

For a nation to prosper socioeconomically, quality education is essential. To raise the caliber of academic programmes at the higher education level, various measurements are being made. For this reason, quality assurance organizations have been founded all over the world. Quality assurance agency (QAA) undertakes external quality assurance practices at the institutional level, such as institutional performance evaluation (IPE), whereas quality enhancement cells (QEC) maintain programme level quality. The main objective of the study was the Review of Self-Assessment's on the Quality of Academic Programmes at Khyber Pakhtunkhwa's Public Sector Universities. The population of the study were included all the program team members of the Quality Enhancement Cell (QECs) for social science departments and natural science departments of public sector universities of Khyber Pakhtunkhwa Province of Pakistan. There was total 26 public sector universities in Khyber Pakhtunkhwa (HEC). A sample was selected by using a two-stage sampling technique. In the first stage, only 6 out of 26 public sector universities in Khyber Pakhtunkhwa were taken as a sample through a simple random sampling technique. In the second stage, 326 program team members, 81 HOD and 6 QEC heads were taken from each university using a stratified random sampling technique. In this way, the total sample size for the current study were 332 participants. A questionnaire based on a literature review was developed which was administered after establishing its validity and reliability. The data was collected by the help of a questionnaire both online and personal visit of scholar, was tabulated, analyzed, and interpreted by using chi-square/ t-test, correlation, T test statistical techniques because of categorical data to draw conclusions and recommendations. This study has implications for university administrators, managers, and QEC staff to emphasis quality education so that programmes can challenge students in terms of workload, develop teamwork skills, support learning, develop problem-solving and analytical skills, written communication, planning skills, and suitability of mathematical content for advanced level courses.

Keywords: Quality Higher education, External Evaluation. Higher Education Institutions

Teacher Competencies

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ABSTRACT

In an information-intensive economic system, it is more crucial than ever to be employable, able to handle global competition and equipped with the necessary tools and abilities for the professions of the future. It has been crucial to consider how education would work in managing and organizing knowledge while also adjusting to the new work order. This article's goal is to discuss and make clear the overall structure of teacher competencies in nine different dimensions—field competencies, research competencies, curriculum competencies, lifelong learning competencies, social-cultural competencies, emotional competencies, communication competencies, information and technological competencies, and environmental competencies. The values, actions, communication, goals, and practices of teachers in the classroom are influenced by their competences, which also promote their professional growth and academic studies.

Keywords: Learning, competencies, teacher competencies, curriculum

Teaching Number Sense Through Moral Values

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ABSTRACT

It is thought that the personality and character of many behaviors are formed during childhood and solid grounds in this regard is laid in this period. The teaching and learning processes in childhood have an important place in the acquisition of values (Aydin, 2010). Learning with integrated fundamental values is important for individuals to gain knowledge, skills, attitudes and values in their connection with the society they live in (Erel, 2018; Ministry of National Education [MoNE], 2018b). While the foundation of values begins in early childhood (Ogelman & Sarikaya, 2015), the feeling of approval is dominant in expressing these emotions, especially in this period.

It is observed in the findings of many studies that students feel safer and happier with approved behaviors. Encouraging students to express their positive or negative emotions, accepting their emotions, and helping them to cope with their negative emotions can be provided with supportive reactions (Spinrad et al., 2007).

Giving values with the right acquisition and practice in early childhood, taking into account children's emotional state, can also positively affect academic performance (Akyol, 2023; Esemen, 2019; Kaur, 2015; Rimm-Kaufman & Pianta, 2000). Rimm-Kaufman and Pianta (2000) describe transitions in early childhood as a "delicate process" for future school success. In this context, the continuation of the teaching and learning processes with this functionality (i.e., with an awareness of emotions, values, and academic performance) shows that it serves the purpose of education (Çağlar, 2005; Erkol et al., 2022).

Transforming the acquired behaviors and skills that come from the family, which are formed through explicit and implicit learning, into academic performance by using effective methods and techniques through activities at school and in the classroom, and at the same time supporting the development of these skills have an important place in the Turkish Education System (Head Council of Education and Morality [TTKB], 2017; MoNE, 2018a). The issue of teaching number sense through moral values (i.e., root values; namely, justice, friendship, honesty, self-control, patience, respect, love, responsibility, patriotism, benevolence), which is necessary for life, is especially emphasized in mathematics teaching programs that have been updated in recent years by establishing an interdisciplinary context for values and sub-related values in the education process (e.g., STEM education) (MoNE, 2018a).

Within the scope of this study, 30 students experienced the concept of number sense with moral value activities. One-to-one semi-structured interviews were conducted with 15 of these students before and after the study. In these interviews, questions about awareness of moral values and number sense were asked to the students before and after the study. For the questions, a verbally expressed number sense scale and a moral value evaluation rubric were adapted and used (as in the examples of Halls et al., 2016, 2018). As a result of the activities prepared for the number sense (10 activities, one activity for each moral value) by considering the emotional states, the development of the students regarding the number sense and their awareness of the moral values were evaluated. Within the scope of the study, the students ensured active participation in the number sense activities.

The preliminary findings of the pilot study showed that as a result of the activities, the students internalized their number senses with the teaching through the moral values theme. Although the analysis process continues, it can be said that teaching with moral values support the development of number sense. In addition, it was found that students conceptualized the relationship between estimation and part-whole relationship, calculations in mathematics and that they expressed numbers by gaining a more learnable and unbiased perspective regarding numbers. It is recommended to diversify the teaching of the number sense through the concept of moral values with larger samples, different age groups and concrete activity examples.

Keywords: Number Sense, Mathematics Education, Academic Success, Root Values, Moral values

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Teaching the Skills of the 21st Century

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ABSTRACT

The intellectual underpinning of this study is the idea that the educational system needs to change as a result of the demands of the twenty-first century. The transition from an industrial to a knowledge-based society that characterised the 21st century is made possible by the advancement of technology. In order to prepare students for success in the 21st century and amazing deeds, schools are set up in every country in the world. The primary objective of the study, which used the descriptive-correlational technique of research, was to evaluate teachers' abilities, routines, and difficulties in imparting 21st century skills in both Grant in aid and private high schools in the region of Gujarat. It was discovered that there are notable differences between how teachers from grant in aid and private schools are evaluated in terms of their ability, practises, and problems. Additionally, it was discovered that private school teachers perform at a higher level than their counterparts in grant in aid schools. Additionally, it was discovered that teachers in grant in aid schools had it harder than those working in private institutions. The practises of teachers in imparting 21st century skills are also somewhat strongly correlated with their levels of competency.

Keywords: 21st century skills, competence

Territorial Division in the DRC: A Democracy Without the People? A Look at Environmental Governance

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ABSTRACT

The purpose of this communication is to present the issues related to environmental governance at the level of the Decentralized Territorial Entities, faced with the need to respond to the complex nature of the environmental problem. Also, with regard to the interaction between the satisfaction of the substantial needs of the population and the mechanisms of the presentation of these needs on the political scene, the discursive and variable tools on the rapprochement between administration and citizens will be analyzed. In this context, taking into account the advantages of relations between the State and society, taking into account the rationality of action of the various actors, among others, State actors, economic actors and civil society, makes it possible to identify the effective implementation of rapprochement between the rulers and the ruled. In this perspective, our attention will be mainly focused on the theory of environmental democracy which seeks to identify the institutional guarantees regarding checks and balances.

The information collected and to be presented was analyzed by adopting a contextualist approach. This constitutes a methodology for analyzing the emergence of an organizational or managerial phenomenon. This, according to Brouwers et al. (1997), one of the most promising and richest approaches to understanding organizations in their human and process dimensions. From a longitudinal perspective, the contextualist approach consists of accounting for the interactions that occur between a management content that constitutes the "what", the internal and external contexts in which it is implemented the "why", and the process of its deployment which constitutes the "how" (Pettigrew, 1987). The DPSIR model (Driving force, Pressure, State, Impact, Response) of Smeets and Waterings (1999), allowed us to make a systemic analysis of the relations between the environmental system and the human system.

Keywords: People, Démocratie participative, Gouvernance environnementale, découpage territorial

The Antecedent of Innovative Behavior: An Empirical Study

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ABSTRACT

Innovation is a critical factor for organizations to remain competitive in today's dynamic business landscape. Entrepreneurial leadership plays a crucial role in fostering innovative behavior among employees, especially in the context of digital transformation or any other dynamic changes. This study examines the antecedent of innovative behavior. Where entrepreneurial leadership and digital transformation directly related to innovative behavior and absorptive capacity, which refers to an organization's ability to acquire, assimilate, and apply new knowledge, can moderate the relationship between digital transformation and innovative behavior. Two theories are used in this study to support the framework-Social cognitive theory and Behavioral theory. This study collect data from a survey of 400 employees working in a small and medium-sized enterprises (SMEs) in Pakistan. The results shows that entrepreneurial leaders directly impact on innovative behavior of employees' as they are able to create a culture of innovation and provide the necessary resources and support for employees to generate and implement new ideas. Results also shows that absorptive capacity positively impact the relationship between digital transformation and innovative behavior. The study also concludes that entrepreneurial leaders significantly related with innovative behavior. This study will be useful when SMEs focus on entrepreneurship leadership and developing employees' absorptive capacity to better acquire, assimilate, and apply new knowledge in the face of dynamic changes.

Keywords: Innovation, Entrepreneurial Leadership, Digital Transformation, Absorptive Capacity, SMEs, Pakistan

The Application of Mobile Application as Resistor Calculator for Basic Electrical Concept

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ABSTRACT

Mobile learning applications are widely used nowadays. This learning method is broadly accepted to students and educators because of ease of use and relatively adaptable. Then, the emergence of Covid-19 pandemic in 2020 boosted the usage of mobile learning applications and made adjustment to the landscape in teaching and learning delivery. This change is no exception to Electrical Technology course for Diploma in Electrical Engineering students in Politeknik Malaysia. Adhering to this issue, an innovation utilizing an online learning application is necessary. This study describes the block-based programming language used in MIT App Inventor to develop the MyReSist smartphone app, which aids electrical engineering students at Politeknik the fundamentals of electricity. This mobile app is used to perform Star-Delta conversions, convert resistance colour codes to resistance values, and determine the overall resistance in the circuit. Results indicated that this mobile application could help students understand fundamental electrical concepts, such as total resistance in series and parallel circuits.

Keywords: Mobile Apps, Block-based Program, Mobile Learning

The Art of Psychology by Chingis Aytmatov in The Story “Jamilia” on The Background of Art and Aesthetic Experience of The Kyrgyz and World Literature

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ABSTRACT

This article examines the psychologism of the novel “Jamilia” by Chingiz Torekulovich Aitmatov, the writer's skill in uncovering the dialectic of the hero's soul in the context of the artistic and aesthetic experience of the Kyrgyz and world literature, including Pakistani and Russian, in the depths of which he found the roots of his literary style of psychologically naturalistic narrative. It has been revealed, that the psychological description was not an instrument of episodic significance for this outstanding world-known writer. For him psychologism is a consciously chosen aesthetic principle, means of literary exploration. The dialectic study of the human soul, a deep insight into the very essence of personality became for Chingiz Aitmatov in his story "Jamilia" as an unshakable artistic rule, which he invariably adhered to in all other his works. In fact, he considered the psychological analysis as an independent line which permeated the entire plot of the work from the very beginning up to the end. Actually, Chingiz Aitmatov's world fame came to him not suddenly, but through his own difficult personal evolution and transformation, at times rather painful changes in his literary conscience. Thus, for the first time the internal conflicts of the writer, his personal drama in the process of his literary revival and transition to a new paradigm of writing have been also under this study. It has been shown, that the reach writer's legacy marked by the genuine psychologism and humanism became a cultural asset of not only Kyrgyz people, but of the entire world humanity, including Pakistan and Russia, promoting mutual understanding between different nations for the enhancement of their interstate relations.

Keywords: Aitmatov, Faiz, Psychological Analysis, Means of Psychologism, Realism

The Economic Impact of Livestock Production & Trade

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ABSTRACT

The livestock sector is huge. 17 billion animals are present in the world eating, excreting and are useful with the perspective of food production. Livestock is playing multiple roles from social to economic. The present study identifies the connection between economic growth and livestock production, evaluates the link between livestock production and industry (trade), and highlights the market value, land use and annual growth linked with livestock. The paper highlighted how economic growth and livestock production is associated. Meta-analysis was done in order to gain insight into the existing literature whereas descriptive statistics were computed to analyze the demographic variables. Regression analysis was done on the five major subthemes of the study livestock production, productivity, land-use, annual growth & market value. The data was taken from FAO regarding livestock production. The analysis was conducted on EViews software using descriptive and regression analysis. The analysis and regression model suggests that livestock production, productivity, and market performance are the most important factors influencing the economic impact of livestock production and trade. Policymakers and industry stakeholders may consider strategies to improve these factors to promote economic growth and development in the livestock sector.

Keywords: Economic Impact, Livestock, Productivity, Trade, Market Value, Annual Growth, Land use

The Effect of Music as A Political Marketing Practice on Voter Preferences

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ABSTRACT

Music has accompanied and directed many historical events as a propaganda tool. Music unites people around the same feelings and thoughts and is effectively used in the codification and transmission of political ideologies and ideas. Today, political parties or candidates use music as an important mass media for the conveyed of political ideologies and ideas in election activities. Political parties or candidates affect the voting behavior of the voters with the use of local music created separately by grouping the voters. In this context, the aim of this study is to examine and evaluate the studies on the relationship between music and voter behavior in the relevant literature. In this direction, when the studies in the related literature are examined, it has been determined that music has important effects such as reminding the message of the political party with its informative feature, creating behavior, gaining information and increasing political participation by mobilizing the masses. In addition, it is another important finding within the scope of the study that political parties and candidates use music as an effective propaganda tool in their election activities, as it can be easily delivered to all voters at the same time and quickly, with less cost.

Keywords: Political Marketing, Music, Music and Voting Behavior, Voter Preference, Propaganda.

The Effect of The Changing World and The Changing World on Human Resources Practices

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ABSTRACT

In our country, which started with the Covid-19 Pandemic and continues to change due to technological, economic and global reasons, new business models are being adopted day by day. It is important for companies, where competition is intense and now moving to an international dimension, not to implement different practices without keeping up with the latest, both in terms of ensuring the continuity of the employee profile and keeping up with global developments. Considering that the current capabilities of the employees and the business are a competitive factor for the organization, it is once again proven how important it is to manage people and people. With the concept of working from home, which has entered our lives intensively with the pandemic, the importance of information and communication technologies has increased the importance of digitalization in the field of human resources. With this study, it is aimed to examine the human resources practices of enterprises in terms of digitalization. Digital human resources management refers to a process in which the human resources of the enterprise are redesigned services and relations, and the human resources department is used by integrating the human resources functions with computer systems and communication networks. Digital human resources applications are beneficial in the realization of many human resources functions such as e-recruitment, e-training, e-career management, e-performance in electronic environment and by reducing business processes. Objective: Although the pandemic does not continue today, some businesses continue their activities digitally. In this study, it is aimed to determine the digital human resources practices implemented by businesses before the Covid-19 pandemic and the digital human resources practices implemented by businesses with the effect of today's technology after the Covid-19 pandemic, and to determine the impact of Covid-19 and technological conditions on the digitalization process of human resources. Method: The research was conducted in the form of semi-structured interviews with human resources managers of businesses operating in different sectors in Istanbul. Interview questions were prepared using the literature on digital human resources practices and were evaluated by academics who are experts in their fields, and the interview questions were finalized. Interviews were held with human resources managers and human resources specialists working in different sectors. Content analysis was conducted with the data obtained from the interviews. Finding: It is possible to say that with the digitalization of human resources practices, managers can take more responsibility, employees' learning and development opportunities increase, working conditions are more flexible, and the strategic dimension of human resources has developed more. However, flexible working and electronic human resources practices have led to a decrease in the number of employees, and the lack of communication among employees has caused some difficulties in issues such as leadership, teamwork and effective communication.

Keywords: Covid-19 pandemic, digital hr, human resources applications

The Effects of Greenfield FDI on Labor Market Volatility in Developing Countries

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ABSTRACT

This study examines the effect of Greenfield Foreign Direct Investment (GFDI) inflows on labor market volatility in 100 developing countries. Our goal is to test whether GFDI increases employment volatility and thereby economic insecurity? To that goal, we have built a 2003-2020 data set that merges data on the level of employment from Penn World Table, country economic and institutional indicators from World Development Indicators and World governance indicators, and data on GFDI from the United Nations Conference on Trade and Development. We construct a model at the country level, which controls for: one-year lagged employment volatility, output volatility, population density, school enrollment, government expenditures, and governance. By applying the two-step system GMM estimation technique, we find that GFDI contributes to economic insecurity by increasing employment volatility in developing countries. Further, we find that population density and output volatility have a positive effect on employment volatility while government expenditure and political stability have a negative effect. Our results are robust to fixed effects and pooled OLS estimation methods.

Keywords: Greenfield Foreign Direct Investment, labor market volatility, economic insecurity, developing countries, population density, output volatility, government expenditure, political stability

The Hidden Epidemic: A Review of Nutrition-Related Disorders in Pakistan

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ABSTRACT

Nutrition-related disorders are a hidden epidemic in Pakistan, affecting millions of people and contributing to high rates of morbidity and mortality. This paper aims to provide an overview of the current state of nutrition-related disorders in Pakistan, focusing on malnutrition, micronutrient deficiencies, and non-communicable diseases (NCDs) related to poor dietary habits. A comprehensive review of the literature was conducted, examining data from national and international surveys, studies, and reports. The findings indicate that malnutrition remains a significant problem in Pakistan, with high rates of stunting, wasting, and underweight among children under five years of age. According to the Pakistan Demographic and Health Survey (2017-18), around 36% of children under the age of five are stunted, 17% are wasted, and 29% are underweight. Micronutrient deficiencies, including iron, vitamin A, and iodine deficiencies, are also prevalent, particularly among women and children. The same survey found that 41% of women aged 15-49 years are anemic, and 54% are deficient in vitamin D. Furthermore, poor dietary habits contribute to the increasing burden of NCDs, including cardiovascular diseases, diabetes, and obesity. According to the Global Burden of Disease study, dietary risks were the leading risk factor for death and disability in Pakistan in 2019, responsible for over 80,000 deaths and 2.5 million disability-adjusted life years. The consumption of energy-dense, nutrient-poor foods and a lack of physical activity are major risk factors for these disorders. The study also identifies several factors contributing to the high rates of nutrition-related disorders in Pakistan, including poverty, lack of education and awareness, inadequate healthcare services, and food insecurity. In conclusion, nutrition-related disorders are a hidden epidemic in Pakistan, affecting the most vulnerable populations, including children and women. Addressing this complex issue requires a comprehensive approach, involving education and awareness campaigns, improvements in healthcare services, and interventions to improve food security and promote healthy dietary habits. The government and other stakeholders must take urgent action to address this critical public health issue.

Keywords: Nutrition, malnutrition, micronutrient deficiencies, non-communicable diseases, Pakistan

The I-Masjid Application System Based on Technology Acceptance Model (TAM): A Surveys of Mosques in Kulim District

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ABSTRACT

Various financial information management methods have been developed to fulfil organizations' strategic management functions. Places of worship, including mosques, are not spared. For this study, a financial management application system named 'i-Masjid' is created to help mosques' board of trustees in recording receipts and payments. Thus, this paper aims to measure the acceptance level among the members of mosque management on the use and perceived effectiveness of the 'i-Masjid' application. The variables measured for this study were based on the Technology Acceptance Model (TAM) which are the perception of usefulness (PU), the perception of ease of use (PEOU) and the intention to use it (INT). This study is a descriptive survey using a quantitative approach. It is estimated that a total of 100 respondents will be involved, which consists of Imams and mosque treasurers in Kulim district in Kedah who will use the 'i-Masjid' apps. The questionnaire will be distributed online and the findings will be analysed using Structural Equation Model (SEM) to determine the hypothesis model of the study. Therefore, this research is expected to produce a new model for future research and to determine the positive impacts of 'i-Masjid' on mosque's financial information management. Additionally, this study also shall provide suggestions for improvement on existing application systems, as well as to be referred by future research.

Keywords: Technology Acceptance Model (TAM)

The Impact of Climate Change on Agriculture and Livestock: Policy Feedback from Grass Root

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ABSTRACT

The title of the research is “The Impact of Climate Change on Agriculture and Livestock: Policy Feedback from Grass Roots”. The locale of the research will be Islamabad. The research objectives will be to study the Climate Change impact on Agriculture. Secondly, to study the Production practices used in Crop Production and Livestock rearing/production. Thirdly, to study the effect of climate change on Food Security. The last objective will be to suggest appropriate measures for better use of Climate Change on Agriculture and Livestock Production. The methodology of the study will be descriptive. The research methods will be Mixed Methods and a Researcher will collect data through a survey, interviews, life history, and case study. The data collection process (DCP) will consist of three phases. The world is suffering due to climate change. The climate is a code red for humanity. The concentration of greenhouse gas diffusion in the atmosphere is becoming more dangerous for the world. Human life, food, health, and also economies are highly affected due to these gasses. If the world is unable to control the temperature the whole world will suffer badly. The Research will help people to use their resources in a positive way. People will be aware of and use new technology for their agricultural productions and Livestock. People will do plantations to protect their environment safe. Save food and use it according to their needs. The research will helpful for policymakers in Agriculture and livestock production.

Keywords: Climate Change, Agriculture, Livestock, Policy, Feedback, Grass Root

The Impact of Corruption on Tax Revenues: Evidences from Central African Countries

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ABSTRACT

While corruption is a waste of public resources, it also causes a decline in budget revenues with various socio-economic effects. Within the scope of the study, it is aimed to reveal the effects of corruption on tax revenues for central African countries by using the data for the period 2002-2020. While exploring the possible corrosive effects of corruption on tax revenues, variables such as inflation, income and industry added value were also considered. In the context of the study, the effects of independent variables on tax revenues were investigated using the conditional quantile regression method. The findings can be a guide for policy makers for their decisions in the field of political economy. Potential reforms to the revenue system and administration can be expected to yield positive results.

Keywords: Corruption, Central African countries, Conditional quantile regression

The Impact of Electronic Word-Of-Mouth (EWOM) and Machine-To-Machine Economy (M2m) on Hospitality and Management: A Theoretical Framework

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ABSTRACT

Electronic word of mouth (eWOM) has begun to take on more significance due to the advancement of digital technologies and changes in how businesses are conducted. eWOM has been used to predict purchasing behavior in tourism. Another issue that has arisen as a result of digital technologies is the development of a transformational economy through communication with the internet of things, artificial intelligence, and integrated systems, also known as a machine-to-machine economy (M2M). M2M technology generally shows little or no human interaction during the stages of structuring, positioning, and operating information. They are information and communication technology tools that can measure, transmit, interpret and react by coding information in various ways with only machines. Using this digital transformation system in conjunction with the digital transformation economy will be unavoidable in hospitality and management. The existence of integration of eWOM applications with the machine-to-machine economy in the field of Hospitality and Management is investigated in this study. An exploratory research method is used in qualitative research to establish a theoretical framework within the scope of the research. An attempt was made to develop a conceptual framework within the parameters of the study by first reviewing published studies on the eWOM and M2M economies. Then, a review of the hospitality and management industries was conducted. As a result of the research, a theoretical proposal for integrating eWOM and M2M economy in the field of hospitality and management is presented.

Keywords: Electronic word of mouth, machine-to-machine economy, hospitality and management, digital transformation, sustainability

The Impact of Food Systems on the Environment and Shift Towards Sustainable Food Systems

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ABSTRACT

This abstract aims to review the impact of food systems on the environment. Food production and consumption have significant environmental impacts, including greenhouse gas emissions, land degradation, water pollution, and loss of biodiversity. The intensification of food systems has resulted in significant environmental issues, including increased use of fertilizers and pesticides, deforestation, and soil degradation. In contrast, sustainable food systems are emerging as a viable solution that balances economic, social, and environmental factors. Sustainable food systems promote biodiversity, support small-scale farmers, reduce food waste, and utilize renewable energy sources. This review highlights the need for a shift towards sustainable food systems and the development of policies that support the transition to more sustainable food systems. Such policies should aim to reduce the environmental impact of food systems while ensuring food security and promoting social equity. Overall, this review emphasizes the importance of understanding the impact of food systems on the environment and the need for concerted efforts towards sustainable food production and consumption.

Keywords: Sustainable Food Systems, Greenhouse Gas Emissions, Land Degradation, Water pollution, Loss of biodiversity

The Impact of Regional Powers on the Conflict in Yemen: A Comparative Analysis of Saudi Arabia and Iran's Role in the Crisis

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ABSTRACT

This paper analyzes the impact of regional powers, specifically Saudi Arabia and Iran, on the ongoing conflict in Yemen. Using a comparative approach, the paper examines the ways in which these two countries have intervened in the crisis, their motivations, and the effects of their actions on the conflict. Using a comparative approach, the paper examines the different strategies and motivations of Saudi Arabia and Iran in their interventions in the Yemeni crisis. Saudi Arabia has been the primary actor in the Yemeni conflict, leading a coalition of Arab states in a military intervention against Houthi rebels who had taken over much of the country. The paper argues that while both Saudi Arabia and Iran have played significant roles in the Yemeni crisis, their approaches have been fundamentally different. Saudi Arabia has relied on military intervention, while Iran has used more indirect means, such as support for Houthi rebels. Ultimately, the paper concludes that the actions of regional powers have prolonged the conflict in Yemen and that a peaceful resolution will require a significant shift in their approach.

Keywords: Regional powers, Yemen conflict, Saudi Arabia, Iran, Comparative analysis, Military intervention, Houthi rebels, Peaceful resolution

The Impact of Social Media on Mental Health: A Systematic Review

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ABSTRACT

Social media has become a ubiquitous part of modern life, with billions of people worldwide using various platforms for communication, entertainment, and information sharing. However, there is growing concern about the potential negative impact of social media use on mental health, particularly among young people. This systematic review aims to examine the current literature on the relationship between social media use and mental health outcomes, including depression, anxiety, and other mood disorders. A comprehensive search was conducted across multiple databases, including PubMed, PsychInfo, and Web of Science, to identify relevant studies published between 2010 and 2022. A total of 56 studies met the inclusion criteria, and the majority of the studies focused on adolescents and young adults. Overall, the results suggest that there is a significant association between social media use and poorer mental health outcomes. Specifically, social media use was found to be positively associated with depressive symptoms, anxiety, loneliness, and decreased self-esteem. The negative effects of social media on mental health were found to be more pronounced in individuals who spent more time on social media platforms and who experienced cyberbullying or other negative online experiences. While there is still much to be learned about the complex relationship between social media use and mental health outcomes, this systematic review highlights the need for increased awareness of the potential risks associated with excessive social media use. Health professionals should educate patients and the public about healthy social media habits, and individuals should be encouraged to take breaks from social media and seek support when experiencing negative effects on their mental health.

Keywords: Social media, mental health, depression, anxiety, self-esteem

The Impact of the Change on Public Health and Health Institutions

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ABSTRACT

The impact on the health of the community, including the reduction of communicable disease and the benefits of prevention such as those provided by childhood immunizations and prenatal care. The causes of a person's illnesses, whether they can be explained or not, might also influence the impact on them. Having multiple health conditions can affect people's ability to work and limit what they can do in their social lives. Things like pain, low mood, mobility, finance problems, fatigue, etc. Health is influenced by many factors, which may generally be organized into five broad categories known as determinants of health: genetics, behavior, environmental and physical influences, medical care and social factors.

There are many different factors that can affect your health. These include things like housing, financial security, community safety, employment, education and the environment. These are known as the wider determinants of health. The direct, indirect and social dynamic effects of climate change on health and wellbeing produce the following health impacts: cardiovascular diseases, respiratory diseases, infectious diseases, under nutrition, mental illness, allergies, injuries and poisoning. For example, many places have experienced changes in rainfall, resulting in more floods, droughts, or intense rain, as well as more frequent and severe heat waves. The planet's oceans and glaciers have also experienced changes—oceans are warming and becoming more acidic, ice caps are melting, and sea level is rising. The problem: Perhaps

the most pressing issue in health care currently is the high cost of care. More than 45% of American adults say it's difficult to afford health care, according to a survey by the Kaiser Family Foundation, and more than 40% have medical debt.

Keywords: Health, disease, social factors, medical care, health institutions

The Impacts of Covid-19 on Farmer's Livelihood in District Vehari

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ABSTRACT

Coronavirus infection (COVID-19) is a disease caused by a newly identified virus. And for the most part, individuals corrupted by the COVID-19 infection will develop typically mild breathing problems and heal without special care. The COVID-19 epidemic occurred at the end of December 2019 and was recorded for the first time in Wuhan, China. quickly spread across China, then to the United States, Europe, Australia, Asia, and other nations, including Pakistan.

On Feb. 2020, the Government of Pakistan's Health Ministry announced COVID-19 as the first case recorded in Karachi, Sindh domain. COVID-19's peak's short- and long-term impact on Pakistan's environmental and social facets. As COVID-19 spreads across Pakistan, massive health and livelihood repercussions are anticipated, as the lockdown has impacted the food supply and sparked logistical and harvesting crises, particularly in Punjab and Sindh. Due to border restrictions, trade barriers, and quarantine measures, producers and farm workers have been unable to reach markets, even to buy and export products, crippling domestic & global supply chains and restricting access to healthy, sustainable, and diverse meals.

The present study aims to examine the impact of (Covid 19) on farmer's livelihood in the district of Vehari. District Vehari consists of 3 tehsils out of 3 tehsils. I tehsil were selected through a simple random sampling technique. Two union councils were selected from selected tehsils, and three villages were selected from each union council through the simple random sampling technique. Out of the selected villages, 30 respondents were selected from each village through a systematic sampling technique. Thus, the total sample size is 180 respondents.

In the light of research objectives, a well-structured questionnaire will be developed as a research tool for data collection. Data were collected through a face-to-face interview. The collected data were analyzed through SPSS, and the results were presented as an MPhil thesis. The results show that 92.8% of the farmers answered that Corona badly impacts their balance sheet. 47.2% answered that there are negative impacts on the food supply. The majority of the farmers 48.9% answered that there are the negative impact of Covid in their income. 50.0% answered that poverty has increased due to the Covid 47.2% farmers answered that there are

great impact of Covid on their social relations. 50.0% farmers answered that there are great impact of Covid on health. 52.8% answered that there is great impact of Covid education.

Keywords: Covid-19, farmer's livelihood, Pakistan, food supply, poverty

The Impacts of Digital Technologies on the Wellbeing of Youth

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ABSTRACT

The state of a person or a community is referred to as "well-being," "fitness, or "wellness." A higher degree of well-being indicates that the individual's or group's situation is more profitable. Wellness encompasses a wide range of physical, emotional, and social well-being aspects beyond the conventional fitness concept. It entails making decisions and engaging in behavior that promotes physical vitality, mental acuity, social gratification, a sense of achievement, and personal happiness. Digital media, namely laptops, the Internet, and the Web, reshape networking processes. Because of its speed and prevalence of connectivity, global networking can be as quick as head-on communication. As a result, cultural and ethical ideals and meanings are communicated through interactive communication, which may arise internationally or in the local classroom. Students must understand and appreciate these if they want to be purposeful and effective consumers of modern technology. The present study aims to assess the impacts of digital technologies on the well-being of youth in the Vehari district Vehari. For this purpose, universities were selected from the district of Vehari. District Vehari consists of three tehsils; out of the three tehsils in district Vehari, one was selected through a purposive sampling technique because universities are located in the selected tehsil (Vehari tehsil). A total of five universities in Tehsil Vehari were selected using a simple random sampling technique. Forty respondents were selected from each university through the convenient sampling technique. Thus, a sample of 200 students was selected for analysis. Well-structured questionnaires were developed as a data collection tool in light of the research objectives. The collected data were analyzed through SPSS, and the results were presented as an M.Phil. Thesis. The majority, 94.8% of youth, used digital technology. The majority, 81.4% of respondents, also had internet facilities. The majority, 75.0%, of respondents were, using different social media apps, which negatively impact youth. The majority, 85.6% of youth, said that they spent most of their time on different social media apps. The majority, 85.6%, of youth have a negative effect on their health (dry eyes, headache, and anxiety). 76.1% of youth, especially girls harassed by digital technology or social media apps (flirting, cyberbullying, online abuse). 53.3% of youth have positively used digital technology for the sake of communication with peers, sharing ideas, keeping updated regarding new horizons etc.

Keywords: Digital technology, youth, wellbeing, social media, internet

The Impacts of the Customers' Retention by Technology Acceptance Model (Tam) Using Mobile Applications

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ABSTRACT

This concept paper elaborates the impacts of the customer's retention using the mobile applications by referring to the Technology Acceptance Model (TAM). TAM is the most influential model which focusing on the human behaviour in accepting the technologies. Most countries experienced the growth of communication technologies along with mobiles applications. The expansion of the mobile applications by the users due to accessibility and it is consistent with us. The frequency usage of mobile application is 9.8 times more than tablet application that is only 5.3 times per month. There are various tactics to develop customers relationship management (CRM) using the information technologies with evolution of mobile applications. Many companies and organization highly depending on social media especially mobile application to engage with the new customers as well as to retain the existing ones. According to Annexcloud.com post titled "21 Surprising Customer Retention Statistics For 2021", approximately 65% of business comes from repeat customer, in the same time, customer retention by 5% can increase the profits by 25% to 95%.

Keywords: Mobile applications, customers' retention, Technology Acceptance Model (TAM), information technologies, computer technologies

The Importance of Social Media Use in Businesses

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ABSTRACT

This study aims to evaluate the effects of social media usage on employees in businesses and to also reflect on the results concerning employee performance. With the advancement of technology and the introduction of the internet, social networks have become an active part of our lifestyle. Generally, it can be said that social media was created because of the increasing usage of social networks in our day-to-day lives. Indeed, not only has social media entered every aspect of life, social media affects us in terms of active involvement in the business environment as well. For example, the individual who cannot be reached for any reason by phone or e-mail can be reached instantly through social media interaction. Additionally, social media technology allows us to send photographs, location notifications, multiple documents, receive questions and answers, and also obtain signatures. Under these circumstances, the developing technology not only positively affects the productivity of the workplace environment but also expands and influences work responsibilities. Furthermore, the importance of social media can be traced through the increasing competition and overall intensity of the business world, the diversification of the workplace, and presentation of customized results that earn their place according to market specifics. In this study, a questionnaire was supplied to 455 employees in order to measure how the use of social media reflected on the productivity throughout the business.

Keywords: Social Media, Business Efficiency, Emerging Technology

The Main Sources of Pollution in the City of Andijan and Their Impact on the Environment

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ABSTRACT

The article analyzes the environmental situation of the city of Andijan in the Republic of Uzbekistan. The data on the composition of pollutants of atmospheric air and their negative impact in the city of Andijan are given.

Keywords: Urban ecosystem, anthropogenic factors, man-made waste, industrial enterprises, production, atmospheric air.

The Management of Change and Innovation in Organizations

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ABSTRACT

Managing change and innovation in business is important for organizations to remain competitive in the marketplace. As businesses begin to rely on new technologies and processes to achieve their goals, they need to adapt quickly to changes in the marketplace to remain successful.

Today, managers must be flexible and adapt to the ever-changing needs of the business to remain competitive. To do this, they must be able to think outside the box and find ways to solve problems that might otherwise be difficult to solve. Thus, many managers are now looking at ways to integrate different systems and technologies into their businesses to help them solve these problems more effectively. Implementing systems can be challenging and require significant investment. It is therefore important for the organization to find a way to manage the cost of implementation without reducing the value of the system. To do this, the organization must involve its managers in decision-making. By bringing them to the table early in the process, they can provide valuable insight that can help guide the development of the system and ensure that it delivers the desired value to the business. In addition, having them on the project team will ensure that the process is carried out to the highest standards and that any potential issues are identified and addressed promptly. Ultimately, the process of implementing new systems and technologies can be challenging and time-consuming. Furthermore, having them on the project team ensures the process is executed to the highest standards and any potential issues are identified and addressed early. Ultimately, the implementation of new systems and technologies can be a challenging and time-consuming process. However, having a strong management team in place can help ensure that the process runs smoothly and that the investment is worthwhile for the business. In conclusion, it is important to have a management team that can help guide the implementation of new systems and technologies in an organization. In this way, they can ensure that the processes and procedures are being carried out correctly and that the organization's objectives are being met.

This paper will explain how a business should cope with a dynamic world by looking at the role of a manager. The first section will discuss how a manager can deal with different challenges that arise from a dynamic world and how this affects business in organizations. In the second section we will look at the changes that have taken place in the business environment and how the role of a manager has changed over time to meet these changes. The final section will look at some of the advantages and disadvantages of being a manager in a dynamic world. In the past, business organizations were run by individuals who were in control of all the decisions made by the company. This meant that the manager's job was very straightforward, as he or she had sole responsibility for making all the decisions for the company. However, the reality of modern business is that companies operate in an ever-changing environment. This means that

the company's decisions must also be adaptable to succeed. As a result, the role of the manager has changed to reflect this new dynamic environment.

Keywords: Management, Change, Adaptation

The Moderating Role of Emotional Intelligence on the Relationship Between Despotic Leadership and Emotional Exhaustion

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ABSTRACT

This study has taken into account the negative behaviors of leaders on the relationship with emotional exhaustion and stress and burnout. This paper aims to identify that how a communal stressor brings harmful results for subordinates and also has hazardous impacts on personal lives of their followers. Moreover to determine the relationship the study has used 330 questionnaire to collect data from employees working in textile sector of Pakistan, the results are in accordance to the leader member exchange theory which shows that despotic leadership (DL) leads to negative outcome, such as emotional exhaustion (EE), which is detrimental to employees' well-being and their overall quality of life. However, emotional intelligence (EI) can play an important role in reducing the negative impact of despotic leadership (DL) on employees. Individuals with high EI tend to have better coping mechanisms, including the ability to regulate their emotions and respond effectively to stressors. As a result, they are less likely to experience emotional exhaustion (EE) in response to DL, and their overall well-being and quality of life are less likely to be negatively impacted.

Keywords: Despotic leadership, emotional exhaustion, emotional intelligence, employee well-being, burned out and stress, leader member exchange theory

The Nexus Between Economic Growth, Environment, Tax Revenue, Capital Formation, and Trade Openness: Evidence from SAARC Countries

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ABSTRACT

Sustainable development goals (SDGs) are described as "a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity." These are the stated goals themselves. Sustainability in society is based on careful attention to environmental, social, and economic factors. In the twenty-first century, the United Nations has placed sustainable development as its main goal. The economy, population, capital creation, longevity, commerce, education, health, energy, and the environment are only a few of the many spheres of influence on sustainable development. The long-term environmental strategies for sustainable development were formed as policymakers researched the link between economic growth and environmental quality. The environment is supposed to be protected by these rules. Using yearly data from 2000-2017, the authors of this research were able to quantify the causes of economic development and environmental pollution in the SAARC nations of Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka.

This research established a link between carbon dioxide (CO₂) emissions and the availability of clean fuels and cooking technology, GDP, the simplicity of doing business, renewable energy, and tax revenue. Several panel unit root tests were used to examine the order of integration in this research. These included the LLC test, the IPS test, the Madalla and Wu test, and the Choi test. Next, a cointegration test was run to see whether there were any signs of a long-term correlation between the variables. Vector Error Correction Model was used to investigate potential relationships between the given variables.

Long-term causal relationships between GDP per capita and the specified parameters were found, indicating that they all contribute to economic growth. The FMOLS regression was used to obtain the findings of the analysis. A rise of one percentage point in the availability of clean fuels and cooking technology, gross fixed capital formation, renewable energy, and tax income all led to an increase of one percentage point in GDP per capita. Every 1% rise in GDP per capita and tax revenue resulted in a 0.734% and 0.227 % increase in CO₂ emissions and tax revenues, respectively. Every percentage point increase in trade openness resulted in a 0.112% reduction in CO₂ emissions, while every percentage point increase in the use of renewable energy resulted in a 1.257% decrease in CO₂ emissions.

Access to sustainable energy and transportation options, as well as a comprehensive strategy to protect the environment, are both urgent needs. Governments should make it easier for green

investors to enter the market and encourage the widespread use of environmentally friendly technology. Installing ecologically safe machinery should be funded by the government.

Keywords: Economic growth, Environment, Clean cooking, Tax revenue, Renewable energy, SAARC

The Nexus of Land Use Changes and Livelihood Transformation of Farmers At Rural-Urban Interface of Pakistan

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ABSTRACT

In Pakistan, rapid urban expansion is changing the landscape at rural-urban interface through agricultural land conversion into urban infrastructures. The present study compares the patterns of land use changes and the resulting livelihood transformation of farmers at urban fringes in two contrasting cities of Pakistan. A mixed method approach was employed for data collection and at first, a longitudinal analysis of Landsat imagery of land use was done through GIS and Remote Sensing for a time period of 2001-2016. The results of GIS analysis revealed that during the period 2001 to 2016, Faisalabad showed 24% increase in urban area and 23 % of this expansion consumed agricultural land. In Sahiwal, urban land has increased by 21 %, which encroached 13 % of agricultural land and 8 % bare land. Qualitative and quantitative data show that most of the farmers (82.4 % in Faisalabad & 78.5 % in Sahiwal) have relocated toward more intensive farming from traditional extensive agriculture in response to declining agricultural land and, the 65.2 % (Faisalabad) and 71.8 % (Sahiwal) of respondents rely on farming plus non-farming activities as alternate livelihood strategies. The results of independent T-test reveals that the human and social assets index show an improved livelihood in Faisalabad. However, Sahiwal has a better Physical assets index ($p=.008$), natural assets index ($p=.000$) and Financial assets index ($p=.000$) as compared to Faisalabad. The overall livelihood index shows an improvement in the livelihood assets indicator in Sahiwal as compared to Faisalabad. The research findings will be helpful to understand the ways in which people construct their livelihoods in the milieu of agricultural land use changes at urban fringes which is crucial for formulating the strategies for the well-being of the farming households.

Keywords: Farmers, GIS, Land use changes, Livelihoods transformation, Pakistan, Rural-urban interface

The Potential of Tourism Photography: A Case Study of Padang Besar, Malaysia

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ABSTRACT

Travel photography has become an interesting form of tourism nowadays and has become one of the potential market segments as a motivator to travel. Perlis is Malaysia's smallest state, filled with breath-taking landscapes and ever vibrant and growing urban cities, but has done little to provide this experience of travel photography to travellers. The project's aims are to identify the unique photo spots and to develop travel photography as a tourism product to promote Perlis tourism. This project will be focused on Padang Besar township, which consists of Titi Tinggi, Beseri, Chuping, Santan and Mata Ayer as tourist attractions. To accomplish this goal, the project has primarily emphasised tourism product development that can be applied to travel photography as innovative tourism products to maintain tourism destinations' competitiveness. Using an innovative tourism product development approach and quantitative statistical techniques, this project is expected to implement an attractive, affordable, and unforgettable travel photography product that would provide a complete travel photography experience for a group of domestic tourists.

Keywords: Travel photography, Travel experience, Perlis

The Profile of Women Leadership in Academia in Turkey: A Descriptive Analysis

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ABSTRACT

Women are one of the most disadvantaged groups in business life. The difficulty of being a woman in general turns into a bigger problem when it comes to female academics. "Gender in academia" is one of the important problem areas. Women in academia is a serious social problem not only in our country but also in almost all countries. Millions of women in various countries around the world are subjected to gender-based discrimination. Turkish academic life has a unique and gendered history. In this respect, it is important for academic discourse to problematize and talk about the processes women go through in building a "leadership" career. In this study, it is aimed to examine the situation of women academics working under difficult conditions with a descriptive statistical technique based on quantitative data. In this way, it is aimed to determine the roles of women in academic career and management responsibilities and to describe their successes, frustrations and the academic culture they are in. The results of the study show that academic women follow two types of discourses when assuming the managerial role: winning and losing.

Keywords: Higher Education, Women Academics, Women Leadership, Descriptive Analysis, Turkey

The Recruitment and Selection of Recent Graduates in Malaysia, and How Industries Navigate This Process

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ABSTRACT

This study examines the recruitment practices and challenges faced by industries in Malaysia when hiring fresh graduates. Through a qualitative research approach, data was collected using in-depth interviews with employers and human resource professionals. The participants were interviewed either face-to-face, over the phone, or via video call. A total of 20 industries were represented in the interviews, which were drawn from five different industry categories. The findings reveal that industries in Malaysia face significant challenges when recruiting fresh graduates due to a lack of practical experience, low levels of proficiency in the English language, and unrealistic salary expectations. Employers rely heavily on internships and previous work experience to evaluate fresh graduates, while also looking for strong communication skills, a positive attitude, and adaptability. The study suggests that industries can enhance their recruitment strategies by providing more on-the-job training and internships, improving the communication skills of fresh graduates, and offering competitive salary packages. The findings of this study provide insights into the current state of fresh graduate recruitment in Malaysia and suggest measures to improve the process for both graduates and industries.

Keywords: Keywords recruitment, fresh graduates, industries

The Relationship Between Personality Traits, Motivation, and Use of Learning Strategies Among High Achievers

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ABSTRACT

Academic success is believed to be significantly influenced by both personality and learning preferences. Significant correlations between learning styles, personality attributes, and academic achievement have been found by several specialists. The purpose of the current study was to examine the GPA-based academic accomplishment, the big five personality traits, and several preferred learning methodologies. Motivation and conscientiousness were closely correlated. The current study additionally looked at how goal orientation, learning techniques, and expectancy component varied across different disciplines. It also looked at the impact of expectancy component on academic performance levels and specific learning strategies. 200 women from Women University with good GPAs were included in the sample. When teachers and students are aware of each other's potential, unique learning styles, and strengths and shortcomings in the classroom, learning becomes more effective and meaningful.

Keywords: High achievers, GPAs, motivation, personality traits, expectancy component, task value, learning strategies

The Relationship Between Safety Culture, Changing Technology, and Technical, Human and Conceptual Skills of Managers

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ABSTRACT

The aviation industry has become one of the most preferred modes of transportation in the world in terms of technological progress, operational efficiency and safety standards. Aviation managers must hold a wide range of technical, human and conceptual skills to manage the complex and dynamic environment of the aviation industry. Safety is the aviation industry's top priority and managers must have the necessary technical skills to understand the complex technology used in aviation operations. As technology advances, aviation managers need to adapt and have the human skills to effectively manage the workforce. Conceptual skills are critical for aviation managers to understand the broader context of aviation operations and how they fit into the industry's complex ecosystem. The aim of this study will be to conceptually examine the relationship between safety culture, changing technology and the technical, human and conceptual skills of managers. This research is original as it will be one of the first to examine the link between safety culture, changing technology and managers' technical, human and conceptual skills. It is thought that revealing these relationships will be a guide for both future safety research and practitioners.

Keywords: Aviation, Safety Culture, Technology, Manager

The Relationship of Visionary Leadership and Organizational Commitment with Mediation of Digital Strategy: An Empirical Study

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ABSTRACT

Visionary leadership is widely recognized as a crucial factor in achieving organizational success, while digital strategy has become increasingly important in today's dynamic world. This study aims to investigate the impact of visionary leadership on organizational commitment, with the mediation of digital strategy. Through a survey of 300 employees from hotels in the restaurant industry of Pakistan. Social exchange theory is used to support the theoretical framework. Structural equation modeling is used as a technique to analyze the data. The results suggest that visionary leadership positively impacts organizational commitment, and digital strategy plays a significant mediating role in this relationship. This study provides valuable insights into the importance of visionary leadership and digital strategy in enhancing organizational commitment, which can be useful for corporate leaders and practitioners in their decision-making processes.

Keywords: Visionary leadership, services industry, digital strategy, organizational commitment, leadership style, organizational success

The Relevance of Globalization on Resilience and Development in Developing Countries

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ABSTRACT

The economic systems, social structures, and cultural traditions of many nations are becoming more intertwined because of globalization. Over the past few decades, it has been a major factor in shaping society in both developed and underdeveloped nations. In this research, the researcher will analyze how globalization, climate change, technological transformation, demographics, urbanization, conflict, poverty affects developing nations' capacity of sustainable development to recover from adversity and progress and how institutional capacity and Social cohesion moderated and mediates between the above discussed factors. The methodology of this study is quantitative. Policy makers, executives from businesses, and employees of NGOs in Pakistan will be the target population and data will be collected through online questionnaire, and 500 responses will randomly select from respondents. Smart pls-4 and Microsoft Excel will be used to process and analyze the data.

This research will demonstrate the mixed effects that globalization will have on developing nations' capacity for resilience and progress. The positive effects of globalization on the economy are obvious. It will have a similar effect, causing more inequality, environmental damage, and social upheaval. Key difficulties for developing nations in dealing with the negative effects of globalization will identify by the research include, weak institutions, inadequate infrastructure, lack of human capital, high levels of corruption and political instability.

The research will also uncover several methods for developing nations to reap the benefits of globalization while avoiding its drawbacks e.g., investing in education and healthcare, promoting good governance, protecting the environment, promoting social cohesion, building strong institutions, diversifying their economies, developing new industries, investing in research and development, promoting innovation, attracting foreign investment. The effects of globalization, a multifaceted phenomenon, are not all beneficial. To enjoy the advantages while mitigating the drawbacks, developing nations must be aware of and prepare for these effects. They may fortify themselves and boost their prospects of attaining sustainable growth by doing so. Several policy directions will be taken from the results of this study. For instance, those in charge of policy in underdeveloped nations could, invest in education and healthcare, promote good governance, protect the environment, promote social cohesion, build strong institutions, diversify their economies, develop new industries, invest in research and development, promote innovation, and attract foreign investment. By acting in this way, governments may assist their citizens reap the benefits of globalization while avoiding the drawbacks.

This is the first quantitative study of its kind to investigate the impact of globalization on resilience and development in low-income nations. The research is useful because it sheds light on the main difficulties developing nations experience in dealing with the unfavorable effects

of globalization and the methods, they may use to reap the positive effects while limiting the bad ones.

Keywords: Globalization, Climate change, Technological change, Demographics, Urbanization, Conflict, Institutional capacity, Sustainable development

The Role of Artificial Intelligence in Healthcare and Patient Diagnoses

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ABSTRACT

Artificial intelligence is a developing area in the field of computer science and engineering. It is a discipline to build machine based on human cognitive skills. It enables machines to perform tasks that typically need human involvement and intelligence. It simulates a method for a computer to execute a task that typically requires independent thought. Disease treatment and diagnosis will be considerably simpler and more affordable with the use of artificial intelligence and future technological advancements. Artificial intelligence is being used by many digital businesses to identify ailments before they become life-threatening so that they can be quickly treated. Through machine learning and artificial intelligence, many companies are working to diagnose fatal diseases like cancer early on. A hospital creates a clinical plan for the patient in order to enhance patient health quickly, but occasionally these plans do not work out as expected. In these situations, artificial intelligence will be very beneficial as a better plan will be carried out through machine learning. Artificial intelligence will also simplify administrative tasks. The management of all payment transactions will be simple. Artificial intelligence will make it simple to diagnose patients' physical and mental wellbeing. Through machine learning and artificial intelligence, it will be simple to determine whether a specific drug provided to a patient is aiding in the patient's battle against the disease. Medical imaging data including X-rays, PET, MRIs, ultrasounds, CT scans, and DXAs can be analyzed by artificial intelligence to help doctors discover and diagnose diseases more precisely and rapidly, leading to early diagnosis and treatments.

Keywords: Artificial Intelligence, Healthcare, Diagnosis, Machine Learning, Medical Imaging

The Role of Community Resources in Second Language Acquisition in the Upper Primary Classroom in Gujarat

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ABSTRACT

Language acquisition in the upper primary classroom plays an important role to develop their language skills. The language skills that they acquire at the upper primary level will help them in their later studies. As it is clear that English is used in the higher education widely and that acquiring it at such a crucial stage would enhance their learning capabilities. Teaching second language in the upper primary level would be a challenge for the teacher. However teaching using various techniques would benefit second language learners. Here, Realia or bringing live things would help the learner more, than boring lecture based teaching of second language. Community resources would develop the acquisition of language much more. Most importantly the community resources are handy and it does not cost anything to use it in the class. These resources would enable the learners to take part in the activities and learn the second language with great force. Cost effectiveness will help the teachers to bring these resources in the class without much difficulty. It would enable the participation of learner as well as that of teachers. Most important fact about these resources would be the real life use of language the learners will learn. This paper will highlight the uses and important of community resources in the upper primary classroom.

Keywords: Community Resources, Language acquisition, cost effectiveness

The Role of Digital Technologies in Enhancing Sustainability and Lean Management in Organizations

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ABSTRACT

The Internet of Things (IoT), artificial intelligence (AI), and blockchain are examples of digital technologies that have revolutionised how businesses operate and allocate their resources. These technologies have recently become potent instruments for enhancing lean and sustainable management practises within organisations. The purpose of this conceptual paper is to investigate how digital technology might improve lean management and sustainability inside organisations. The paper offers a thorough analysis of the related literature, emphasising the advantages and difficulties of utilising digital technologies for sustainability and lean operations. The study identifies a number of ways in which digital technologies might support sustainability and lean management, including waste reduction, improved supply chain transparency, increased resource efficiency, and real-time monitoring and decision-making. However, there are drawbacks to adopting digital technologies for sustainability and lean management, including worries about data security and privacy, a lack of interoperability, and technological complexity. The need of organisations properly evaluating the advantages and difficulties of digital technologies for sustainability and lean management and developing strategies to successfully apply these technologies is emphasised in the paper's conclusion. The study adds to the body of knowledge on digital technologies and sustainability by offering a conceptual framework for further study and application.

Keywords: Digital technologies, sustainability, lean management, IoT, blockchain, artificial intelligence

The Role of Performance Assessment on Employee in Human Resources Management

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ABSTRACT

Human resources management is the most important department in which the future situations of employees are dynamically planned, task distribution and definitions are determined within the corporate relationship network. The task of career reconciliation between the organization and the employee, especially in changing sectoral dynamics The human resources management unit is responsible for optimizing internal and external dynamics of the organization. Human resources management performs this compliance optimization with its sub-functions. In particular, the correct determination and determination of the current situation and future positions of the employees is also an indicator of output within the organization. At this point, the performance evaluation function of human resources management has an important responsibility in fulfilling this task. As the world progresses in change, the needs and expectations of employees are also changing. At this point, the task is not only to measure the performance of the employee, but also to put forward the arguments that increase that performance. Organizations in which only the needs of the institution are prioritized in the modern organizational structure fail in the long run in terms of competition. Therefore, the involvement of individuals in the process in determining the targeted performance indicators can make serious contributions to achieving the targeted outputs. In this regard, performance evaluation; The values put forward provide information infrastructure to many departments such as career, reward and wage, talent management, training and development. In this context, the aim of the study is; It is to reveal qualitatively what kind of a structural and employee focus performance evaluation has. In this direction, semi-structured interviews were conducted with 10 white-collar "employee-managers" working at corporate level in different sectors, content analysis was made with the NVivo qualitative analysis program, the data were analyzed, and the relationship densities were conveyed.

Keywords: Human Resources Management, Performance Evaluation, Employee Performance

The Role of Talent Management in Global Strategy

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ABSTRACT

In the past 30 years, talent has been a weapon for multinational corporations to demonstrate competitiveness in the global market, and the demand for talent in global multinational corporations has sharply increased. For renowned international human resource management enterprises, this means many strategic opportunities and challenges for international human resource management companies. With the emergence of "global talent management", this opportunity began to emerge in the late 1990s. In the past decade, this demand has expanded to challenges such as talent surplus, talent shortage, talent positioning and placement, as well as talent compensation. These conditions add up to a 'global talent challenge'. In this chapter, we describe the management of these global talents and the strategic opportunities they bring to multinational enterprises, and propose the impact of these challenges on the field of enterprise and international human resource management.

Keywords: Multinational companies, Global talent management, Global talent challenge, International human resource management

The Role of The Human Factor in The Islamic and Scientific Approach to the Management of The Digital Economy

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ABSTRACT

The main goal of the article is to examine the scientific-theoretical and practical approaches to the development of the digital economy in the management of human resources. The valuable contributions of Hazrat Muhammad (sallallahu alaihi wasallam) to the management of human resources are given a special place in the article. Azerbaijani scientists doctor of economic sciences, professor T.A. Guliyev, doctor of economic sciences, professor K.A. Shahbazov, doctor of economic sciences, professor H.S. Hasanov, doctor of economic sciences, professor I.M. Abbasov, doctor of philosophy in economics, Docent M.A. Aliyev I.M., doctor of philosophy in economics, associate professor H.I. Hamidov, doctor of philosophy in economics, associate professor R.F. Sadigov, doctor of philosophy in economics, associate professor M.H. Mammadov, E.D. Azizova, Z.I. Mustafayeva, S.R. Bayramova, R.A. Iskandarov's contributions to the development of the digital economy in the management of human resources. The main research methodology of the scientific article is to systematically and comprehensively examine the approaches of Azerbaijani and world scientists to the development of the digital economy in the management of human resources. Because these approaches have a great influence on the organization, management and development of the development of the digital economy in the management of human resources. All this will lead to the development of the digital economy in the management of human resources, innovative approach, systematic development and sustainable operation of this field. The main results of the scientific article - the development of the digital economy in the management of human resources, reflect conceptual and theoretical innovations in this field. The results of the research serve the application of the development of the digital economy in the management of human resources, the improvement and development of that field. The originality and scientific innovation of the scientific research is that the main scientific-theoretical directions of the development of the digital economy in the management of human resources have been studied, the theoretical-practical approaches and theories of the formation of this field as a scientific-practical direction have been studied and generalizations have been made and its necessary scientific-theoretical aspects were investigated. In this regard, the study of scientific approaches in the organization and management of the development of the digital economy in the management of human resources in a scientific article can be considered commendable.

Keywords: Modern management system, human resource management, human resource management system, digital economy, digital economy management

The State of Chronic Diseases Around the World

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ABSTRACT

When the history of humanity in the world is examined, it is seen that epidemics are seen from time to time, and there are millions of casualties. After being effective for a certain period, epidemics are prevented with the measures taken, and after a certain period, they disappear into history. However, non-communicable chronic diseases, which are as old as the history of mankind, stand before us as an important health problem worldwide. They impose a significant burden on individuals, families, health systems, and national economies. Chronic diseases are system disorders that directly and permanently cause irreversible structural and functional impairment in one or more systems. Since these diseases cause long-term health problems, they should be monitored very well, and evaluations should be made realistically. These slowly developing and often lifelong diseases include diabetes, cardiovascular diseases, cancer, hypertension, coronary/ischemic cardiovascular diseases, dementia, Alzheimer's disease, and chronic respiratory diseases. In this study, the epidemiological status of these diseases and their social and economic burden on countries were analyzed. It has been observed that chronic diseases account for 70% of annual mortality rates in developed countries and 85% in developing countries. One in every three deaths is related to the cardiovascular system (ischemic heart disease, sudden cardiac death, myocardial infarction, valvular disease, stroke, congestive heart failure, cardiomyopathy). Cancers caused 16.3% of deaths; infectious/parasitic diseases (pneumonia, diarrhea, HIV, tuberculosis, malaria) caused 14.2%. It was determined that factors such as poor hygiene, malnutrition in the community, low level of education, intensive tobacco and alcohol use, difficulties in accessing effective health services, and poverty support chronic diseases.

Keywords: Chronic diseases, hygiene, mortality rates, human history

The Study of Hydroxyapatite in Clamshell to Enhance the Quality of Bricks

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ABSTRACT

This study is to add hydroxyapatite in clamshell as an additive inside the concrete brick. The objective of this study is to determine that hydroxyapatite can help to produce better quality concrete bricks in terms of their strength and infiltration rate. The scope of research for these projects is the strength of the bricks and the infiltration rate after adding Hydroxyapatite, a comparison between burnt brick and brick that contain Hydroxyapatite which produces without burning it, the synthesis of calcium carbonate to calcium phosphate and the characteristic of the shell. The ratio of Hydroxyapatite in making a complete brick is 1:2:4:1. The ratio of cement, sand, aggregate, and water is fixed so that the product will not be disturbed by other mixtures while the ratio of Hydroxyapatite changed on each mold where mixture A 100 g HAp, B 200g HAp, C 300g HAp. It can be seen that bricks that contain HAp slurry in the range of 100g of HAp have a lower infiltration rate than the concrete brick point that does not contain HAp while in terms of strength, bricks that contain HAp slurry have lower strength compared to the control brick point, but still within the target strength which in range of 43.94 N/mm².

Keywords: Concrete bricks, hydroxyapatite, clamshell, strength, additive

The Usage of Rice Husk Ash in the Materialization of Cement Sand Bricks: Impact and Potential

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ABSTRACT

The population of Malaysia is expected to grow to 36.09 million in 2030 and to 40.55 million in 2050. Therefore, the increasing of population of people directly will increase the housing demand and also increase the demand of building material such as bricks. Thus, this study was conducted to study the mechanical and physical properties of cement brick from the disposal of rice husk ash (RHA) to produce environmental friendly bricks. The composition of the cement, sand, and RHA by weight ratio varies from 1:6:0, 1:5:1, 1:4:2, 1:3:3, 1:2:4, 1:1:5 and 1:0:6 added to the arrangements. The mixture will leave at room temperature in 28 days to allow become dry at ambient temperature and mechanical and physical properties were conducted to evaluate the properties of these mixtures. The results showed that the replacement of RHA indicates an increasing compressive strength as the strength starts to increase from by weight ratio varies from 1:5:1, 1:4:2, 1:3:3 to 1:2:4 i.e. 15.73 MPa, 15.18 MPa, 12.15 MPa and 11.92 MPa respectively compared to original brick. The percent of water absorption range from 7.7 % to 69.4 % and started to increase as the weight ratio of RHA which show more permeable compared to control brick. The density of the brick were decrease from 1.705 g/cm³ to 0.474 g/cm³ with increasing of the RHA ratio. The finding show that the density of RHA brick decrease while the water absorption and compression strength to increase as the RHA content is increased. Thus, the weight ratio of RHA in the composition significantly affect the properties of this RHA brick. Recycling RHA as a substitute for raw materials could help prevent the depletion of nonrenewable resources, reduce waste disposal, and prevent the exhaustion of natural resources.

Keywords: Rice Husk Ash, Cement Sand Bricks, Housing, Recycling Material, Waste

The Use of the DMAIC Model in Identifying Potential Defects in the Manufacturing Industry

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ABSTRACT

This study is focusing in the use of the DMAIC model Lean Six Sigma in composite material manufacturing hand lay-up process improvement in order to identify potential Foreign Object Debris (FOD). Hand lay-up is a process in which individual layers of prepreg are laid up on a tool and then cured. Hand lay-up is a manual process that resulting in numbers of quality defects such as voids, delamination, voids, warpage and the Foreign Object Debris (FOD). This study exclusively deals with the FOD quality defect. In this study, the DMAIC model approach (Define, Measure, Analyze, Improve, Control) is applied and some appropriate quality tools are used in the hand-lay-up process to give way to companies on how to identify and reduce the number of FOD quality defects on composite panels to ensure the high-quality composite panels can be produced that finally fits the aircraft. As the result of this study, the main source of the cause of the problem is identified and some solutions were purposed. These solutions included, Kaizen, Standard Operation Process and SMED. With the use of the DMAIC model Lean Six Sigma and other quality tools, composite materials manufacturing companies can reduce the number of FOD defects and improve the overall performance of the hand-laying process.

Keywords: Lean Six Sigma, DMAIC, Foreign Object Debris (FOD)

The Visibility of Artificial Intelligence Studies in Digital Marketing on WOS

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ABSTRACT

Until recently, it was a matter of preference for businesses to benefit from digital marketing strategies while maintaining marketing practices. Due to factors such as pandemics, wars, and economic crises experienced in the past decade, coupled with technological developments that are progressing by leaps and bounds, it has become mandatory for businesses to use digital marketing strategies today. For this reason, many businesses small-to-big have understood the necessity of existing both physically and digitally. Digital marketing facilitates the process for businesses to interact and communicate with customer more intimately and faster. In addition, the ability of consumers to access unlimited information about products and services in the digital environment; the ability to compare products, prices, brands, and consumer experiences within seconds also provides various advantages for the consumer. However, situations that are an advantage for customers are sometimes disadvantageous from the point of view of businesses. This situation has made it difficult to retain the consumer. This difficulty is being overcome through artificial intelligence applications from the point of view of many businesses. Artificial intelligence assistants, which can quickly learn consumer preferences and evaluate these preferences, provide a great advantage in directing customer preferences to match customer preferences by analyzing their past experiences and profiles. While the industry is trying to take advantage of the advantages of artificial intelligence, researchers are also conducting research and experiments in many areas, including marketing related to artificial intelligence, all over the world. While academic studies are being carried out by researchers, artificial intelligence is also developing every day and it is difficult to keep up with the pace of development. For this reason, determining the axis on which academic studies related to artificial intelligence are conducted and what the main theme is important for researchers to identify shortcomings and direct their studies. In this direction, the published studies related to artificial intelligence in the December 2022 – 2023 date range were scanned on the Web of Science, where scientific studies in the academic field are included and their visibility is ensured on the world. The ones of these studies that have artificial intelligence, AI, ChatGPT, and marketing keywords have been quantitatively examined in various fields such as publication year, publication type, origin, and author keywords. As a result of the examination, it was observed that although artificial intelligence is a very current topic for all fields, there are very few publications on artificial intelligence and digital marketing in the field of marketing.

Keywords: Artificial Intelligence, AI, Marketing, Digital Marketing.

To Payments Made to Public Institutions That Against Underground Economy in Turkey Removing the Cash Transaction and Function of Bank Cards

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ABSTRACT

The informal economy should be Minimizing among the basic duties of a state. The dominance of the state over the economy and financial policies means that the survival of a nation is guaranteed for a long time. Rapidly development in The computer and digital technology today's , as well as the development and implementation of robots, artificial intelligence and guided biotechnical and chemical jeeps, the signs of the transition from Industry 4.0 to Industry 5.0 are being. The obligation of countries to have technological and digital information superiority is accepted as a requirement of economic and political force and independence. Although there has been a significant improvement in the rate of use of debit cards in our country, it has been determined that the positive functions of debit cards have not been sufficiently utilized in financial terms. By changing the cash payment system, bank card, EFT, money order etc. With the use of these systems in payment transactions, significant progress can be made in the fight against the informal economy. In this direction, cash transactions from public institutions should be completely removed, and payment - collection transactions should be carried out based on documents. Thus, the economic and financial structures dominated by the state are of great importance for the survival of the nation in the long run. Because it is not possible for states and nations without strong economic and financial structures to continue their existence. **Keywords:** Underground Economy, Removal of cash transaction, Technological developments, Banks cards, Public

Keywords: Underground Economy, Removal of cash transaction, Technological developments, Banks cards, Public institutions

Tracing Trauma of War and Displacement in Nadia Hashimi' Selected Novels

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ABSTRACT

The present study delineates trauma of war and displacement experienced by characters in Nadia Hashimi's selected texts i.e., Sparks like Stars and When the Moon is Low. A tailor-made theoretical framework based in pluralistic trauma model has been employed to comprehensively trace characters' development, manifestation of trauma. Qualitative research approach and descriptive textual analysis research design have been used to carry out the analysis of data. The study focuses on highlighting trauma of displacement suffered by child refugees from war torn Afghanistan. For the tailor-made theoretical framework, the researcher has drawn from the works of Madeline Hron to trace development and manifestation of characters' trauma. The analysis of the selected texts highlights Afghan child refugees' trauma development due to the distressing experiences over three phases of displacement i.e., pre-displacement, in-transit, and post-displacement. The trauma of characters' gets manifested in the form of PTSD symptoms including, avoidance of stimuli, grief, survivor's guilt, flashbacks, nightmares, hyperarousal, and hypervigilance.

Keywords: Trauma, Trauma Manifestation, Displacement, Refugees, War

The Transition from Democracy to Enfocracy with Digitalization

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ABSTRACT

There are important parameters that constitute the change and transformation of social life. The most important of these is digitalization. Digitization is an inevitable journey. Along with digitalization, the concept of power, society, subject and public sphere is undergoing a serious change and transformation. These changes and transformations directly affect the culture of democracy. In the context of basic issues such as society, power, subject and public sphere, democracy enters a crisis with digitalization and this is an important issue discussed in the literature. The focus of this study is how the crisis of democracy, which is a specific discussion topic that comes with digitalization, creates a change in the public sphere. One of the important concepts emerging as structural changes in the digital field is infocracy. The process that starts from the information regime evolves from communicative actions to digital rationality and then to a process characterized as a truth crisis. The study deals with the changes and phenomena that occur in the disciplinary regime brought about by digitalization and tries to explain the results of the radical changes created by digitalization. The ecstasy of communication and information brought about by this radical change transforms democracy into an infocracy. In summary, instead of the sovereignty of the people, there is now the sovereignty of information and a strong power structure that information has. The changes caused by this new phenomenon in the business structure, unlike the public sphere, are considered as a fundamental problem in the emergence of the study. As a result, with the idea that businesses have a democratic structure, it is explained how this structure creates an infocracy.

Keywords: Democracy, Enfocracy, Digitalization, Digital Rationality, Truth Crisis

Turkish Version of Career Competencies Questionnaire: A Cross-Cultural Validation Study

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ABSTRACT

The 21st century is a world where individuals can craft their careers by entering different jobs or tasks in their current job. To craft their careers, individuals need career skills and competencies. Akkermans et al. (2013) integrated prominent theories into their career competencies model and defined six competencies: reflection on motivation, reflection on qualities, networking, self-profiling, work exploration, and career control. The present study aims to adapt the career competencies model for Turkish university students. Therefore, this research was formed as a scale adaptation study. The process was carried out in certain steps (Behling & Law, 2019): 1) The authors who developed the career competencies scale were contacted for approval to use it in Turkish; 2) researchers performed the initial translation; 3) the translation form was reviewed by four academics from English language learning, Turkish education, and psychology; 4) the revised form was applied to undergraduate students from different departments; and 5) statistical validation was tested. This study was executed with 333 undergraduate students (70.3% female and 29.7% male). Data analysis was performed with the R programming language via RSTUDIO 1.4 (RStudio Team, 2021). Confirmatory factor analysis showed that the Turkish form has a similar construct to the English one. Measurement invariance for gender was found in both metric, scalar, and strict models. Pearson correlations showed that the career competencies dimensions related to career adaptability skills and career engagement. Therefore, criterion validity was also supported. The results claim that the Turkish form of the Career Competencies Scale can be used to assess undergraduate students' career skills. Moreover, career centers in universities can benefit from this scale for determining students' career needs.

Keywords: Career development, career competencies, career skills, scale adaptation, career counseling

TVET Education: A Training Evaluation and Experience

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ABSTRACT

In Malaysia, polytechnics are established to provide graduates with the knowledge and practical skills needed for employment or entrepreneurship in various industries related to Technical and Vocational Education Training (TVET). To become a leading edge in TVET education institutions, the electronic engineering diploma programme curriculum is specifically developed based on outcome-based education (OBE) which emphasizes the assessment of the student's performance. The successful implementation of OBE is generally measured based on the evaluation of the programme's educational objectives (PEO). PEOs are specific statements that are aligned with the vision and mission of the institution to indicate the expected achievements of graduates in their career and professional life after several years of programme graduation. This study presents a quantitative case study for a direct outcome measurement of the PEOs' achievement for the electrical and electronic engineering diploma programme based on the alumni survey. In this survey, a set of close-ended dichotomous questions are distributed to the alumni through an online platform to gain their responses regarding the working environment and professional experiences, as well as engagement in enterprising activities and career advancement. The results are then compared with the targeted performance indicators. Outcomes from this study show that the achievement results for all PEOs are beyond the aimed performance indicators which indicate that the PEOs specified for the programme are successfully achieved. The study demonstrates measurable evidence that in the first few years of the working environment, the graduates successfully achieved the specific programme educational goals which is to produce holistic, balanced and quality TVET graduates with entrepreneurial skills and talent experiences, in addition to the engagement in career advancement and lifelong learning activities.

Keywords: Programme Educational Objectives, Outcome-Based Education, TVET Education, Electrical Engineering Education, Polytechnic

Understanding the Impact of Food Insecurity on Vulnerable Populations

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ABSTRACT

Food insecurity is a widespread issue, affecting millions of individuals across the globe. Vulnerable populations, such as low-income households, individuals with chronic health conditions, and those living in underdeveloped regions, are particularly susceptible to the negative impacts of food insecurity. This review aims to understand the impact of food insecurity on these vulnerable populations and identify potential solutions to reduce its prevalence. Food insecurity is linked to a range of negative health outcomes, including malnutrition, obesity, and chronic illnesses such as diabetes and cardiovascular disease. Children who experience food insecurity are at risk of delayed development, poor academic performance, and behavioral problems. Additionally, food insecurity can have negative economic and social consequences, such as decreased workforce productivity and increased healthcare costs. There are several factors that contribute to food insecurity, including poverty, lack of access to nutritious foods, and insufficient knowledge about healthy eating practices. Effective solutions to reduce food insecurity must address these underlying causes. For example, increasing access to affordable and nutritious food options through initiatives such as community gardens, farmers markets, and mobile food pantries can help alleviate food insecurity in underdeveloped regions. Fermentation of food waste is another potential solution to address food insecurity. This process can convert inedible food waste into nutritious and flavorful products, mainly organic acids. By using food waste as a raw material for fermentation, this approach can help reduce food waste and increase the availability of nutritious food options.

Keywords: Food Insecurity, Malnutrition, Obesity, Diabetes, Cardiovascular Disease, Fermentation of Food Waste

Unexpected Symptoms in Patients (Pain, Anxiety, and Sleep Disturbance) Three Effect of Aroma Therapy

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ABSTRACT

When people get sick, the first thing they do or the first thing that comes to mind is to get better by taking medication. However, while some diseases can only be treated with medication, others can be treated without medication. When patients admitted to the hospital are observed, it is generally seen that their biggest problems are pain, anxiety, and insomnia, which is the biggest sub-branch of these. In recent years, it has started to be seen that these and similar unwanted complications can be successfully treated with aromatherapy methods instead of only medication. Lavender oil, the first aromatic therapy, is preferred today because it has minimal side effects, is inexpensive, easy to use, and versatile. Aromatherapy is becoming very popular due to its low cost, multimodal use, and lack of side effects. Apart from its field, aromatherapy provides great advantages in combination and harmony in other fields (virtual reality, music therapy, etc.). In this study, PUBMED, DERGI PARK, Science Direct, etc. studies from databases since 2015 have been discussed, and references to older years have been made. We tried to explain the importance of these essential oils, which provide very valuable advances in nursing care and comfortable care for patients, and how they should be used with examples.

Keywords: Aroma therapy, disease, treatment, database

United Nations Global Compact and Obligations of Member Businesses

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ABSTRACT

The United Nations Global Compact was established in 2000 in order to eliminate the negative social and environmental impacts in the globalizing world. The United Nations Global Compact is a voluntary initiative aimed at promoting responsible corporate practices in the areas of human rights, labour, environment and anti-corruption. The aim of this study is to provide an overview of the basic principles that businesses must comply with in order to become a member of the UN Global Compact and to explore the ways in which these principles are applied in working life. There are ten principles on which the Global Compact is based. Businesses wishing to become members of the UN Global Compact must commit to aligning these ten principles with their strategies, activities and reporting. They are also required to annually report their activities to fulfill these commitments. In this study, the relevant literature on the UN Global Compact and its principles has been reviewed. The study is based on a qualitative review of the literature to provide an overview of key issues and trends on the subject. It can be said that businesses that adhere to the principles in the UN Global Compact are more likely to be perceived as responsible and reliable by the internal and external economic environment. In this context, it can be stated that they can provide a competitive advantage in the rapidly changing working environment. The results of this study show that the UN Global Compact has become a widely recognized standard for corporate sustainability and its principles are being adopted by organizations from all sectors.

Keywords: Labor Standards, Human Rights, Environmental Protection, Anti-Corruption, United Nations Global Compact

Urban plantations as a sustainable solution to coping heat island effect

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ABSTRACT

Cities now face a number of issues, including the urban heat island effect and rising temperatures. Due to the absorption and retention of heat by infrastructure, such as roads, buildings, and other infrastructure, metropolitan regions often endure greater temperatures than their nearby rural counterparts.

The infrastructure, public health, and ecosystems may all be negatively impacted by the heat island effect. Urban plantation is one method for reducing the heat island effect. Urban plantations are open areas that are dotted with various types of trees, shrubs, and plants. By offering shade, absorbing heat, and evaporating moisture, these green places can aid in lowering temperatures. Urban plants have a number of other advantages besides reducing the heat island effect. By providing habitat for animals, people may boost biodiversity. By creating pleasurable green areas and improving air quality by removing airborne pollutants and releasing oxygen, they may help improve mental health and wellness. Urban plantations have many advantages, but their construction might be difficult because to space restrictions, a lack of money, and upkeep concerns. On the other hand, urban plants could be a sustainable solution to the heat island effect and other urban issues with excellent design and community cooperation.

Urban plants are a realistic and sustainable way to reduce the heat island effect, among their many other advantages. Urban plantations provide an exciting opportunity to create more resilient urban environments, which is necessary because cities will continue to confront issues in a changing world.

Keywords: urban plantations, heat island effect, green spaces, sustainable cities, climate resilience

USA's Policy Towards South Asia in the Aftermath of Withdrawal from Afghanistan: Analyzing Implications for Pakistan

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ABSTRACT

United States of America occupies a special place in world politics as it enjoys the status of super power after the end of Cold War to the present day. Geopolitics of South Asia has been source of strategic importance for the world powers for their short- and long-term security and economic interests. United States' approach towards the region always has been the matter of serious concern for the states particularly for two important states of South Asia; India and Pakistan. With the change of interests, US shifts its regional alliance making strategy for the region which affects the bilateral relations of regional states. During Cold War era and after 9/11, Pakistan even though being an important ally of US couldn't secure its vital interests and relations between both states are marked with suspicious and mistrust. While India whether it was not an ally of US during Cold War era, and not a front-line state in US campaign of war against terrorism, enjoyed special type status with the United State. The changing dynamics of South Asia and China's increasing role in the region brought India and United States more-closer to each other and now both countries are engaged into deep and widespread strategic cooperation. This paper highlights the implications of US changing role for the region, complexities after its withdrawal from Afghanistan and its continuous close approach towards India. It also suggests Pakistan to analyze its new security, political and economic challenges and to find an appropriate comprehensive policy to deal with.

Keywords: Geopolitics, South Asia, Post withdrawal, National interest, Foreign Policy, Strategic Ties, Strategic Alliance

Uses and Gratification Perspective on the Mobile Phone Addiction of Consumers

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ABSTRACT

Computerized mobile phones include variety of features such as video calling, web browser, social media, GPS navigation, calculator, camera, and several built-in applications as well as calling and texting. This unified characteristic of mobile phone offer convenience, enjoyment, and socialization to consumers so that mobile device usage has tremendously increased over the years. However excessive usage of mobile phone got result in mobile phone addiction among consumers. Thus, the purpose of this study is to investigate the factors affecting mobile phone usage based on the theory of uses and gratification. In accordance with this purpose, the data was collected from 904 university students who use mobile phone by survey methods. The gratifications of mobile phone use are determined as utilitarian, hedonistic, social interactive and cognitive motivation. The relationships among the motivations, attitude, continuance usage intention of mobile phone and mobile phone addiction were analyzed with structural equation modelling techniques. The results indicate that attitude toward mobile phone is directly affected by hedonistic, social interactive and cognitive motivation of consumers. Utilitarian motivations have an indirect effect on attitude by affecting hedonistic, social interactive and cognitive motivation. Favorable attitude toward mobile phone has a positive influence on intention to continuance usage and finally continuance usage intention of mobile phone is related with mobile phone addiction. It is thought that the findings of this study are important for examination of mobile phone addiction within the perspective of uses and gratification theory.

Keywords: Uses and Gratification Theory, mobile phone addiction, motivations, attitude, continuance use intention

Utilization of Protein from Mulberry Leaves in the Development of High Protein Bars

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ABSTRACT

This review aims to explore the utilization of protein from mulberry leaves in the development of high protein bars. Mulberry leaves are a rich source of protein, containing all essential amino acids required by the human body. With the increasing demand for high protein foods, the use of mulberry leaves as an alternative protein source in the food industry has gained attention. The review summarizes recent research on the extraction and characterization of protein from mulberry leaves, and its potential application in the development of high protein bars. Various extraction methods have been used to obtain protein from mulberry leaves, including alkaline extraction, enzyme-assisted extraction, and microwave-assisted extraction. The properties and functional characteristics of the extracted protein have also been investigated, including solubility, emulsifying properties, and foaming ability. Studies have shown that the incorporation of mulberry leaf protein into high protein bars can enhance their nutritional value, especially for individuals with a protein deficiency. The addition of mulberry leaf protein has also been found to improve the sensory properties of the bars, such as taste, texture, and overall acceptability. Overall, the use of protein from mulberry leaves in the development of high protein bars has the potential to provide a sustainable and cost-effective alternative to traditional protein sources. However, further research is needed to explore the optimization of extraction methods and the formulation of high protein bars with desirable sensory properties.

Keywords: Alternative Protein Source, Alkaline Extraction, Enzyme-assisted Extraction, Protein Deficiency

Value Chain Analysis of Okra at Upstream Level in South Punjab

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ABSTRACT

Keeping an eye on domestic food supplies and food security is vital to satisfy the demands of expanding populations while reducing post-harvest losses. Fruits and vegetables, which are considered healthy food, are perishables that undergo life-changing processes like respiration, transpiration, ripening, and metabolic changes. Value chain analysis is a tactical analytical approach for comprehending the operations that contribute to the value of a good (or service), while also offering chances to achieve competitive advantage. In this VCA study, the authors intend to 1) Map the business ventures and actors that make up the okra value chain, 2) Identify the activities performed by these actors' and challenges/opportunities in VCD, 3) Understand the consumers' concerns and preferences for fresh okra. This research was carried out in south Punjab's project sites and adjacent regions as part of a salinity focused project (LWR/2017/027) funded by ACIAR. In this study, methods e.g., observation, surveying and modeling were employed. The findings revealed that farmers, commission agents/ brokers, and traditional/high-end retailers contribute to delivering value to consumers either time, place or form utility. Data was collected from consumers, retailers, wholesalers/commission agents and farmers to understand the dynamics of okra value chain in south Punjab. Overall, this case study highlights the opportunities and challenges in delivering consumer value. By developing the consumer driven value chain with adequate information, value and cash flow, we can improve household incomes for small scale farmers, while maintaining their overall bargaining position against the market.

Keywords: Okra value chain actors, consumer perceptions and concerns, Challenges/opportunities

Virtual Teams in the Context of Organizational Management

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ABSTRACT

With the acceleration of the development of information and communication technologies, the ways of conducting business within the organization have developed. With technological development, the transition from a production-based economy to a service-based economy has been realized and different areas have emerged with the opportunities for employees to work in places other than a physical workplace. These developments, also referred to as digital transformation, have accelerated the tendency of more and more people around the world to work remotely, leading to the emergence of the concept of virtual teams. Although the formation of virtual teams dates back to the 1990s, they are gaining more importance every year. It is observed that virtual teams are a rising organizational model with factors such as constantly changing business environments, globalization, increasing competition, the need to respond quickly to customers, the recent development in virtual worlds, and the inclusion of the metaverse concept in management. In the context of this study, the concept and types of virtual teams within the scope of organizational management, the advantages and disadvantages of virtual teams are conceptually examined by researching national and international literature. Virtual teams contain competitive advantage due to their dynamics. Therefore, it attracts more attention of business life and academic environment with its advantages and benefits that provide competitive advantage. Especially with the pandemic period, the management of remote employees is of extra importance due to the increase in the tendency to work remotely in business life. Therefore, the classical management approach has started to differ. Management features such as tracking employees, communication to be established remotely, and ways to provide motivation have changed. In this context, the aim of the study is to reveal the management of virtual teams in the organization, which started in the past and are increasing in number with the development of technology today. The study will contribute to the literature in order to make virtual teams more active and more successful with effective management and to create more successful organizations.

Keywords: Organizational Management, Digital Transformation, Virtual Teams

Voicing the Unvoiced: A Critical Literary Study of Breaking of Laxmi's Silence: Laxmi Agarwal's Transformation from Traumatized Acid Victim to A Storyteller with A Quest

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ABSTRACT

This paper tries to conduct a thorough and concise analysis of not only the plights that befell Laxmi Agarwal but also the ways in which she struggled with them and came out of them as a survivor who broke the silence and laid path for others to follow. The paper reveals how in fact the art of storytelling (literature in general) has helped Laxmi to fight triumphantly against the psychological injuries of her trauma and the societal stigmas that were inflicted on her because of her trauma, and it does so by critically analysing a short documentary on her life along with four interviews that were given by her to different newspapers. The research highlights that the problems that she faced as an acid victim affected not only her personal self but all her relations and all aspects of her life. In aim of doing this research the paper takes its methodological framework from Arthur W. Frank's "The Wounded storyteller, Geoffrey Hartman's "Trauma Within the Limits of Literature", Jill Bennett's "Empathic Vision: Affect, Trauma, and Contemporary Art" and Naomi Wolf's "The Beauty Myth". The paper brings into focus the various phases of her trauma and her struggle against it, her initial position as a passive victim of male violence when her whole being is inflicted with the wound of acid attack by a chauvinist patriarchal male whose proposal she denied, how that wound distorted her face as well as crushed her dreams, how the society shunned and stigmatized her for her wound, and what economic troubles she had to face because of her wound and finally how she struggled with her trauma by making her wound a means of telling her story an act that liberated her from her physical and psychological trauma.

Keywords: Acid victim, physical and psychological trauma, social and economic traumas, storytelling, literature, feminist theory

Ways for Improved Social Adjustment of Students With Visual Impairment in Inclusive Schools of Islamabad

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ABSTRACT

Inclusive education is relatively a new term in the field of education. It is combination of regular and special schools. Some people hold that children with disabilities can be better adjusted in inclusive set up because they find normal children to be helpful with them in sharing their problems and on the other hand opponents hold that some normal students degrade or tease them. Global work related to inclusive education indicates positive and progressive results. So, this study examines the experiences of students with visual impairment in inclusive schools of Islamabad. The aim of the study was to find out the social experiences of students with visual impairment with their reference groups. The population of the study comprised of students with visual impairment studying in sixteen pilot project schools in Islamabad. Twenty-eight students with visual impairment from five inclusive schools formed the primary sample. Teachers and peers of these students with visual impairment constituted the secondary sampled groups. A Likert type questionnaire, observational scale and socio-metric technique formed the main instruments for data collection. Analysis of the data yielded that students with visual impairment who were closely attached with their teachers were socially adjusted with peer group in inclusive schools. Such cases need extra care and support which is deficient in the schools. The study results highlighted the ways for improved social adjustment of students with visual impairment in inclusive schools and more discrete investigation.

Keywords: Inclusive schools, social experiences, student-teacher attachment, students with visual impairment

Who Consumes More Broken Rice Grain? Evidence from Rural and Urban Consumers

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ABSTRACT

The current food inflation reducing purchasing power of the consumers in Pakistan has broken all its previous records of 50 years. Its adverse impacts on cereal consumption may vary inter and intra cereals. The rational consumers in this background are seen switching from whole rice grain to broken rice consumption at household level depending upon intensity of various influencing factors such as income, family size, taste and relative prices of whole and broken rice grains etc. The present study in response to rising food prices was designed with the aim of finding quantitative differences particularly in broken rice consumption with respect to geographic (urban/rural) location of the consumers. Two districts of Punjab Province i.e. Faisalabad and Sheikhpura were selected as a case study. Cross-sectional data collected randomly from 150 consumers of rice (100 from Faisalabad with 50 rural and 50 urban ratios and 50 from Sheikhpura with 25 rural and 25 urban ratios) was used to run the descriptive and non-parametric test of Mann-Whitney U-Test, an alternative test to student t-test. Descriptive statistics show that average monthly income of the households was Rs.79367 with average monthly income of Rs.63200 and Rs.96208 for rural and urban households respectively. The broken rice quantity (7.33 Kg/month) comprised almost half (47%) of overall whole rice grain quantity (13.59 Kg/month). Total whole grain consumption was comparatively more in urban households but the difference was insignificant. According to Mann-Whitney U-test, there was highly significant difference over the consumption of broken rice for rural and urban households. The test further clarifies that the rural consumers were consuming more quantity of broken rice than the urban households. Comparatively more consumption of whole rice in urban settings and more consumption of broken in rural areas seem in line with their respective higher and lower income levels. As these research findings have important policy implications for ensuring household food security, so there is need to further validate findings for appropriate national level policy by using country level large data sets. Keeping in view the role of rice similar to wheat flour in reducing food insecurity, studies finding the relationships between household income and consumption of rice including locally called pona, adhwaar, tota or mix type categories of broken rice are suggested to deeply understand the consumer preferences for broken rice market in the country.

Keywords: Broken rice consumers, Mann-Whitney U-test, cross-sectional data, geographic location

Yield Gaps and Determinants of Technical Efficiency Between Canal Water Users of Kano River Irrigation Project (KRIP) and Tube Well Users: A Case of Rice Farmers of Nigeria

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ABSTRACT

Rice is the most importance food staples in Nigeria. The country is the world's top rice importer because rice production has fallen short of demand. As a result, lowering reliance on imports is now a top priority of the Nigerian policy makers. The current study estimated the level of technical efficiency and yield gap between tube well and canal water users and identified determinants of technical efficiency and inefficiency in the study area. The study relied on cross-sectional data from 382 farmers comprised of 217 canal water users and 165 tube well users. The farmers' technical efficiencies were estimated, using a stochastic frontier technique. The study revealed a wide range of technical efficiencies of 0.38 and 0.94 for the canal water users with a mean value of 0.73. For the tube well users, the minimum, maximum and mean scores were 0.30, 0.90, and 0.70, respectively. This indicated adequate room for improvement in technical efficiencies for both water users. The yield for the canal water users was 714 kg/acre as against 687.5 per acre for the tube well users. It also revealed that labor, pesticide use, education and household size were found to improve technical efficiency of rice producers in the study area. Extension services although decrease technical inefficiency but it was not statistically significant. On the contrary, quantity of seed used, age of the households' head negatively affected the technical efficiency. It is recommended that policy makers should invest resources in extension services, and farmers' education and training for better rice productivity in the study area.

Keywords: Technical efficiency, Yield gap, Policy makers, tube well, canal water

Zia-Ul-Haq's Role in Strengthening Ethnic Division in Sindh

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ABSTRACT

After independence of Pakistan, the ethnic demography of Sindh was changed when a large number of Urdu-speaking refugees from India settled in the urban area of Sindh. This newly settlers were well-educated and occupied business in the urban Sindh. The Sindhis found themselves in a problematic situation and remained reluctant to host this pressure group on their land. Zulfikar Ali Bhutto was the first Sindhi Prime Minister of Pakistan who initiated the quota system to redress the problems of the Sindhis. General Zia-ul-Haq not only removed Bhutto, the elected leader, through martial law, but also executed him in 1979 under the judgment of four Punjabi judges, which created a turmoil in Sindh. The MQM was promoted by Zia-ul-Haq against the Pakistan Peoples' Party (PPP) and ethnic disputes erupted in Sindh as ethnic phenomenon was also backed by the Zia regime. Zia believed in the British tradition of "divide and rule." He felt the need for showing ethnic dissensions in Sindh. Over the years, influx of the Pathans and the Punjab is from other provinces settled in Sindh specially in Karachi in search of employment. In 1980, the Mohajirs demanded their recognition as the fifth nationality of Pakistan. In this period, movement for restoration of democracy (MRD) was at peak, but the MRD was only popular in rural areas of Sindh. Mohajirs really started to raise their voice under Zia. Zia once proclaimed on T.V that the Mohajirs deserved special favour due to their sacrifices for Pakistan, and the Mohajirs appreciated his policy. The MQM was born in this context in 1984. The materialization of the MQM granted a new dimension to political activities, especially in the urban regions of the province. It is also said that the party is associated with the killings and violence in the city of Karachi. Over the time, ethnic and linguistic diversity turned out to be the most complex political and social problem that had a deep impact on the Pakistani politics. This study is an effort to analyze the support of Zia-ul-Haq to promote MQM and Muhajir community, increasing ethnic division in Sindh. It is assumed that Zia-ul-Haq fueled the volcanic situation of Sindh as there were already grievances between the Mohajirs and Sindhis. The study is to trace the answer to this question.

Keywords: Ethnicity, Muhajir, Sindhis, Politics, MQM

The critical role of IPM in ensuring food security

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ABSTRACT

Food security is an agricultural issue that has political implications worldwide and more strikingly in the developing world, where governance systems have shaped and lost power on this global issue. Pests can damage food structures and contaminate food products rendering them unsalable or unusable, when contaminated by either insect or rodent pests. In addition, pests can pose a threat to human health, damage property, and contaminate the environment. Thus, poverty and undernourishment have also been increasing at an alarming rate, especially in rural areas. To address the increasing poverty and undernourishment it is imperative to produce more food and to ensure food security while also promoting human health and welfare. However, the challenge remains to feed the growing population in the long term, and the gap between the amount of food produced and the amount needed to feed the population is a major problem that needs to be covered. So concerted efforts to minimize losses without endangering public health concerns are required to be adopted. One of these practices is integrated Pest Management (IPM) which is an environmentally safe practice and can help reduce crop losses by upto 50% and increase productivity while reducing contamination and health hazards. Despite its advantages, IPM has not been widely adopted as a sustainable agricultural development approach. Therefore, policies related to food production and agricultural development must be reshaped and revisited to encourage participation and partnership in resolving agricultural issues. As well as public awareness of the impact of pests and diseases on food security and the environment is also essential.

Keywords: IPM; Poverty; Human health; Food; Food security

Women empowerment through skill development and social entrepreneurship: A coping strategy for business and economic development

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ABSTRACT

The current study addressed the problem of slum areas and focused on women's empowerment through skill development. Faisalabad is the industrial (textile) city of Punjab, Pakistan where several people migrated in search of jobs and better life opportunities that increasing the area of slums around the city. The expectation is that life in the city will be easier and mismanagement in cities to tackle this flow of population leads to adverse challenges. Even though youth with basic education (high school/college certificate) are getting affected by the slum environment an assortment of diverse cultures encourages them to be involved in antisocial activities. Lack of confidence, skill development, and knowledge of job opportunities force them to do labor jobs. Skill development and entrepreneurship are neither the focus of the country's policy nor in the strategies of educational institutions. To create a cadre of skilled youths, trained in the trades like beautician, tailoring, dressmaking, hotel utility/waiter, and mobile repairing. They will become self-employed or can be helped to start their own enterprises, especially women. The women will be economically developed and support the family income. It will reduce domestic violence against women. Anti-social activities will be reduced in the slums and the youths will be engaged in work and contribute to the development of the country. The present study was conducted in Faisalabad city. A representative sample size of respondents was chosen for the targeted areas for the quantitative data collection and appropriate analysis was carried out to create an understanding of the problem.

Keywords: Women, Empowerment, Business development, Entrepreneurship, Skills

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