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PART 1: BUSINESS & ETHICAL LEADERSHIP IN CSR

Technology Disruptors as Tricksters: How Business Disruption Undermines Responsible Business Practices

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This article explores why disruption - a term seemingly associated with negativity - is celebrated within management, and the implications of doing so for responsible business. We analyse how technology disruptors such as Jeff Bezos, Mark Zuckerberg and Elon Musk are understood, and how they position themselves as a positive force for business as they transform existing, established processes. In doing so, we highlight and resolve the paradox between the turmoil produced by disruption in everyday life, and the celebration of it by those who do it in business. We first trace the origin of the term disruption, as introduced by Clayton Christensen in 1995, to its current understanding within management as the creation of a 'new world order' by technology disruptors that is duly embraced by society. We then draw a parallel between these disruptors and trickster, the shapeshifter archetype that is seen to topple societal norms, introduced by Carl Jung. Much like a trickster, which represents an antithesis of conventional cultural patterns, our analysis highlights how technology disruptors challenge existing controls and rules set by a capitalist structure governing much of the developed world. Although apparently positive, this also means that both laws and established responsible business practices - especially relating to employment, taxation, or consumer protections - can be undermined and corrupted. Subsequently, the likes of Bezos, Zuckerberg and Musk have thrived on an aggressive brand of marketing to establish themselves as innovative pioneers in their categories, absolved of any responsibility, and profiting off of chaos as they are celebrated as the trickster-disruptor that Jung recognises as a desirable figure in society. In this regard, business disruption is similarly chaotic as disruption in other spheres of life, and the disruptor may better understood as a hero-villain, showing what neoliberalism desires to achieve when stripped of regulation. We therefore contribute to knowledge on the evolving role of technology in society and the part disruptors play in disrupting responsible business, along with other business practices.

Altruistic Corporate Social Responsibility (CSR) For Future Employability: A Malaysian Perspective

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Altruistic Corporate Social Responsibility (CSR) plays a crucial role in shaping the career choices of graduates by promoting values that extend beyond mere economic benefits. This study investigates how altruistic CSR influences organizational selection among Malaysian graduates, focusing on the specific preferences and priorities of this group. The research employed a mixed methodology, targeting 400 final-year students through surveys and Focus Group Discussion from

various disciplines at public and private universities in Malaysia. The research adopts Carroll's Pyramid of CSR and Schwartz's Value Theory, examined dimensions such as philanthropy, ethics, legislation, and economics, as well as values like self-direction, stimulation, and welfare. The findings reveal that Malaysian graduates place substantial importance on altruistic CSR attributes when choosing employers, favouring organizations that demonstrate strong commitments to employee welfare and ethical practices. Their preference aligns notably with Schwartz's Value Theory, which emphasizes values such as welfare and security. The study underscores the significant influence of CSR dimensions on graduates' employability decisions. The results suggest that Malaysian organizations should enhance their CSR strategies to align with the altruistic values highly regarded by graduates. These insights provide actionable guidance for corporate policy development and contribute to the broader objectives of the Malaysian Government's Social Development Goals agenda. Overall, the research highlights the pivotal role of altruistic CSR in influencing organizational selection and offers valuable recommendations for both corporate entities and policymakers in Malaysia.

Achieving sustainability in precision medicine

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Precision medicine (PM) is one of the key approaches as an enabler of sustainability. With the potential to tailor medical care toward the best patient outcomes, data-based PM can effectively minimize resource utilization, thus reducing waste. As an example, hereditary genetic factors and increased exposure to oncogenic environmental toxins may cause cancer. Genetic testing, in this case, plays a twofold role in mitigating this medical problem. Firstly, it helps to understand these changes and enable preventive measures, including early lifestyle changes, which may reduce or revert the condition. Secondly, genetic testing enables early diagnosis of cancer allowing doctors to prescribe targeted therapies for each patient; diverting from a one-size-fits-all model of care while reducing treatment toxicity. Given its instrumental role in enhancing sustainability, PM is lauded as the way forward, leveraging benefits for both humans and the planet. This targeted approach helps to minimize resource utilization, which in turn helps cut back on the environmental footprint of medical care. Not only will the widespread implementation of targeted approaches help protect the environment, but it will also enhance sustainability by reducing costs. In this presentation, medical case studies will be presented, as examples of adopting PM in healthcare.

Strategic Drivers of Sustainable Financial Performance: A Legitimacy Theory Perspective on Aligning Strategy with Sustainability and Profitability

Abu Safiyeh Mohammed Ahmad Ali, Zeeshan Ahmad and Norizah Mustamil

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Ensuring the sustainable financial performance of listed companies in conflict zones like Palestine is a major concern after the financial crunch caused by COVID-19. This study aims to investigate how corporate social responsibility (CSR) activities impact the sustainable financial performance of listed companies in Palestine, with a mediating role of frugal innovation and innovation ambidexterity. A cross-sectional research design will be employed to collect the primary data from 180 respondents: CEOs, CFOs, and finance managers of listed companies in Palestine. This study implemented PLS-SEM by using Smart-PLS software. The present study revealed that CSR activities and organizational transparency have a positive relationship with sustainable financial performance. Innovation ambidexterity mediates, but frugal innovation does not mediate, between CSR activities and the sustainable financial performance of listed companies in Palestine. Listed companies in conflicted zones can amplify the effect of CSR initiatives on sustainable financial performance through innovative activities. The study, grounded in legitimacy theory, shows that aligning CSR with societal expectations enhances financial sustainability, with innovation ambidexterity reinforcing this legitimacy. However, frugal innovation alone is insufficient for maintaining legitimacy without broader stakeholder alignment. This study broadens the boundary of knowledge by examining the effect of CSR activities, frugal innovation, innovation ambidexterity, and their interplay on the sustainable financial performance of listed companies in Palestine through legitimacy theory.

“Thinking Harmony”: Exploring Cultural Values towards Digital CSR Communication

Nobertus Ribut Santoso and Sherly Hindra Negoro

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This study explores the integration of Indonesian cultural values into digital CSR communication and its impact on shaping the expectations of Indonesian millennials. The research specifically focuses on millennials who actively use Instagram and follow one of the Indonesian unicorn companies (UCs). Through 14 in-depth interviews, the study uncovers that millennials expect companies to incorporate traditional cultural values, such as gotong royong (mutual help), tenggang rasa (tolerance), and Bhinneka Tunggal Ika (unity in diversity), into their CSR communication strategies on Instagram. The findings suggest that these cultural values are pivotal in fostering a sense of community and trust between companies and Indonesian millennials. The emphasis on gotong royong (mutual help) and tenggang rasa (tolerance) resonates deeply with the social fabric of Indonesian society, while the principle of Bhinneka Tunggal Ika (unity in diversity) underscores the importance of inclusivity in corporate practices. Millennials believe that when companies authentically reflect these

values in their CSR initiatives, it enhances their credibility and strengthens consumer loyalty. Moreover, given Indonesia's rich cultural diversity and complex social dynamics, the study proposes that Indonesian unicorn companies should be cautious about addressing sensitive topics such as ethnicity, religion, group-based interests, pornography, LGBT issues, and politics in their CSR communications. Avoiding these potentially divisive subjects helps maintain social harmony and prevents alienation of various consumer segments. The study highlights the critical role of culturally sensitive and inclusive digital CSR communication in building and sustaining positive relationships with Indonesian millennials. By aligning their digital CSR efforts with core Indonesian values, Indonesian unicorn companies can effectively engage with this key demographic, fostering a harmonious and supportive consumer base. This research provides valuable insights for companies seeking to enhance their CSR strategies in culturally diverse markets like Indonesia, emphasizing the importance of cultural alignment and sensitivity in digital communication.

Deterring CSR-Washing: The Role of CEO Hubris in The Efficacy of Sanctions

See Mei Low, Dewi Fariha Abdullah and Saleh F.A. Khatib

Raffles University; Universiti Teknologi Malaysia

In recent years, there has been a noticeable increase in the number of firms criticised for CSR-washing. Stakeholders have expressed frustration over the behaviour of firms that engage in what appears to be superficial CSR publicity stunts, as evidenced by controversial corporate scandals involving companies such as Shell, Volkswagen, Amazon, and Nike. Despite the risk of facing damaging consequences, firms are pressured to play a part in advocating for CSR. CEOs that voice their CSR concerns might face significant backlash for hypocritical statements or statements that misalign with their firms' practices, consequently diminishing firm value as stakeholder confidence erodes. Against this backdrop, this conceptual paper aims to identify potentially effective deterrents that could discourage the practice of CSR-washing. Through the lens of deterrence theory, the conceptual model proposes two deterrent elements—legal and social sanctions—that contribute to the perceived risk of apprehension, subsequently influencing the (dis)engagement in CSR-washing behavior. However, the assumption of rational risk calculator in deterrence theory has its limitations. It is recognised that even when the severity of legal and social sanctions surpasses the potential benefits, these measures may still fall short of deterring CSR-washing. To investigate why both legal and social sanctions may not effectively deter it, this paper employs upper echelons theory to hypothesise that CEO hubris acts as a moderating factor, potentially weakening the impact of these sanctions. The conceptual model can inform firms and policymakers to consider the relationship between legal/social sanctions and CEO hubris in formulating strategies or policies in addressing CSR-washing.

PART 2: STORYTELLING FOR IMPACT: EVOLVING NARRATIVES IN CSR COMMUNICATION

Islamic and Conventional Financial Institutions: Emerging Market Perspectives on Corporate Social Responsibility

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Concerns about corporate social responsibility (CSR) have emerged for several reasons related to the change in the CSR agenda and international compliance. This study presents new evidence by investigating the perceptions of CSR practices among executives of Islamic and conventional financial institutions in Malaysia, a prominent financial hub and partner for Middle Eastern, Central Asian, and European markets. The paper employs a mixed methods approach, where a survey questionnaire covering 27 Islamic and 20 conventional financial institutions builds upon the findings of a stratified random sample. Probit regression is applied to test the effect of executives' attributes on the importance of different elements of their perceived CSR. The findings challenge a prevailing CSR view that underplays the importance of values and responsibilities. Overall, the results show that executives pay close attention to ethical considerations, contrary to longstanding prior results. Findings reflect stakeholders' interest in corporate environmental, social, and governance (ESG) practices, prompting businesses to align with long-term social and ethical values beyond financial returns. The Covid-19 pandemic incited new roles and responsibilities in business, giving rise to new roles and responsibilities beyond the bottom-line results. This paper adds to literature on CSR in financial institutions providing insight on the impact of executives' attributes. It provides a clear understanding of CSR in Islamic and conventional financial institutions grounded in the framework of stakeholder theory.

Predicting Participatory Behavior in Pakistan: A Social Media Communication Mediation Approach

Rehan Tariq, Izzal Asnira Zolkepli and Mahyuddin Ahmad

School of Communication, Universiti Sains Malaysia

Declining trend of political participation in young population has become a global concern. Although profound effect of partisanship and social media on politics has been established, less is known about their role to reinforce political participation in comparatively weak democracies. Addressing this concern the present study explored the role of partisanship, social media use, political expression, and political efficacy in communication mediation process, to develop an understanding on political participation in Pakistan. Young voters (N = 410) in Pakistan aged between 18 and 29 years were recruited using snowball sampling. We used PLS-SEM to analyze the survey data. The results reveal that partisanship is positively correlated with social media use, whereas it also moderates the relationship between social media use and orientations of political expression and political efficacy. The study revealed that social media use positively influences political expression and political efficacy

and passes this positive influence, through these two variables, on online political participation and offline political participation. Based on these results we introduced social media communication mediation model. This paper shares some limitation and provides theoretical contribution and practical implications of the study.

Sustainability Communication Based on Local Wisdom And Traditional Storytelling In Ecotourism Development In Waturaka Village, Ende District.

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Sustainability communication practices based on local wisdom in building awareness and increasing community involvement in ecotourism management in Waturaka village and Ende Regency are essential for building sustainable ecotourism. Local wisdom is an important aspect of sustainability communication because the Waturaka community is still traditional and highly upholds cultural values. This research aims to: 1) identify a sustainability communication model in ecotourism development in Waturaka village, Ende Regency; 2) identify the role of local wisdom in sustainable ecotourism development; 3) identify the traditional role of storytelling in sustainability communication practices. The research uses sustainability communication, ecotourism, and local wisdom concepts. Qualitative approach with case study method in a positivistic paradigm. Data was collected through in-depth interviews with 10 participants, observation, and a literature study. The findings show that horizontal, persuasive, participatory sustainability communication is used to communicate issues: 1) cultural preservation, 2) environmental preservation, 3) Ecotourism Management related to tourism promotion, 4) village community-based ecotourism, and 4) education for foreign tourists. Local wisdom in the form of the "Pire" tradition, the Gawi Dance, and the cultural ritual "Pati Ka Dua Bapu Ata Mata" and folklore contribute to continued communication. In the context of ecotourism development, Interpersonal and group communication carried out by various elements of society can run harmoniously and inclusively. Harmoniously and inclusively cannot be separated from their local wisdom. Sustainability communication has an impact on changes in the behavior of residents, changes in tourist behavior, changes in attitudes, and changes in the behavior of all stakeholders.

An Overview of Reinforcing Comprehension of Refugee-related Organizations in Indonesia

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As part of the essential fabric of society, nongovernmental organizations, particularly those dealing with refugee-related issues, play a crucial role in assisting those impacted by catastrophes. These organizations have distinct roles and characteristics, some focusing on capacity building while

others on advocacy. However, the lack of comprehensive research on these organizations hinders our acknowledgment of their challenges and potential. This paper underscores the urgent need for exhaustive research in this area and aims to fill this gap by reviewing several works of literature on refugee studies. It provides a platform for academic researchers, policymakers, and humanitarian organizations to deepen their understanding and contribute to the discourse of refugee-related organizations in Indonesia. The data was meticulously collected from journal articles and other scholarly sources relevant to the paper and was systematically reevaluated to demonstrate refugee studies within the Indonesian context and refugee organization studies in different countries contexts. The study suggests that refugee-related organizations in Indonesia navigate the ambivalent government regulation of refugees and their predicaments as humanitarian organizations, leading to several operational impediments. The paper could significantly improve an apprehension of the operations and sustainability of nongovernmental organizations, particularly those dealing with refugee issues.

Exploring The Factors of Corporate Social Responsibility Practices in Small and Medium Enterprises: A Study Among Chinese Private Enterprises in Chengdu, China

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Corporate Social Responsibility (CSR) is vital for the sustained success of businesses. Traditionally, large enterprises have been the primary implementers of CSR, setting them apart from private small and medium-sized enterprises (SMEs). Consequently, this study investigates the factors influencing CSR practices in SMEs among private businesses in Chengdu, China. Employing a quantitative approach and combining the Knowledge, Attitude, and Practice (KAP) theory with the four components of CSR, the research examines 15 hypotheses to explore the relationships between business owners' knowledge, attitude, and practices related to CSR elements. The sample comprises 400 entrepreneurs from private SMEs in Chengdu, selected through snowball sampling and surveyed via an online questionnaire. The research results indicate that all corresponding knowledge, attitudes, and practices exhibit a significantly positive correlation, confirming the importance of knowledge and attitudes in shaping Corporate Social Responsibility (CSR) practices among private enterprises in Chengdu, China. The study concluded by highlighting its contribution to the existing body of knowledge and offering recommendations for future research.

PART 3: DIGITAL ACCOUNTABILITY: THE NEW FRONTIER IN SUSTAINABILITY REPORTING

Blockchain Technology for CSR Reporting

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A CSR report typically includes sections on environmental initiatives, social responsibility, economic impact, governance, and ethics and it is a document that companies publish to publicly showcase their efforts in responsible business practices and their impact on society and the environment. It also serves as a communication tool to inform stakeholders about the commitment of the company to sustainable development and corporate citizenship. Traditional CSR reporting faces challenges such as lack of transparency, data manipulation, and inconsistent reporting standards. In recent years, Blockchain Technology, a disruptive force in several markets, has been associated with the potential to revolutionize CSR reporting. Initially, Bitcoin brought blockchain into public opinion for peer-to-peer immutable decentralized financial transactions. The second generation of blockchains, Ethereum, has introduced the concept of smart contracts, immutable pieces of code saved on the blockchain, which could potentially transform the way CSR reporting is conducted. They could elevate transactions into trust-minimizing agreements, thus disrupting existing markets and organizations. Any technology is only as good as the problem it solves, hence the use case it addresses. Many of the reporting needs, such as trust between multiple parties, transparency and progress monitoring, and autonomy and automation, seem to be covered by the blockchain value proposition: a distributed, immutable, publicly accessible ledger. Regardless of its potential, blockchain has lacked massive adoption due to its still very technical, security-oriented nature. This paper seeks to explore current blockchain implementations in CSR reporting. Our research methodology includes an in-depth review of academic literature to outline the current understanding of blockchain technology in CSR reporting.

Do people disclose less after experiencing privacy invasion on social media? The influence of demographic characteristics

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In the digital age, social media self-disclosure (SMSD) is often considered a double-edged sword, enhancing individuals' social interactions on the one hand, but often leading to privacy invasions on the other. While most existing studies evaluating SMSD focus on causal analysis, studies on the current state of SMSD behavior of the general population, especially demographic factors, are still lacking. Evidence from past research shows that people react differently to social media self-disclosure after experiencing privacy invasion. Yet, little is known about the role of demographic traits in explaining this phenomenon. Hence, this study attempted to uncover the effects of demographic traits (i.e: gender, age and education levels) of social media users and their privacy invasion experience (PIE)

on social media self-disclosure (SMSD) behavior. This study employed an online survey to collect data from 862 social media users in China who were recruited using a purposive sampling technique. The survey data was later analyzed using a two-way analysis of variance (ANOVA). Our findings found significant effects of gender, educational level, and privacy invasion experience on social media self-disclosure. Females, older people, and those who have not experienced privacy invasion tend to be more prone to self-disclose on social media. The interaction effect of age and privacy invasion experience (PIE) on social media self-disclosure (SMSD) was significant. The result suggests that older people who experienced privacy invasion tend to self-disclose less on social media. The implications of social media self-disclosure will be discussed. This study contributes to SDG3 concerning the well-being of society.

Sustainability Reporting and GRI: A Bibliometric Analysis

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The growing concern about climate change necessitates the development of models for long-term measurements of sustainability performance. The Global Reporting Initiative suggests a framework for sustainability reporting. This study's objective is to analyze the existing research on sustainability reporting and GRI through a bibliometric approach in order to identify the research focus and the gap for future research. The data includes 400 articles from the Scopus database from January 2017 to July 2024. The sample is analysed with bibliometric methods like bibliographic coupling, citation analysis, co-citation analysis, co-word and thematic map analysis using a VOS viewer. The findings indicate that the key authors are Uyar Ali (10 documents), Kuzey Cemil (7 documents) and Karaman Abdullah (5 documents). The key Universities are the American University of the Middle East, Excelia Business School and The University of Auckland. Besides, the key countries are Italy (44 documents), India (43 documents) and Spain (34 documents). Further, the analysis reveals five clusters of research: (1) sustainability reporting, (2) sustainable development, (3) global reporting initiative (GRI), (4) GRI standards, and (5) sustainability disclosures.

Navigating Complex Networks: Stakeholder Engagement Strategies in Technology-Driven Humanitarian Response - A Case Study of Sky Volunteer Indonesia

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Sky Volunteer, an initiative by Synersia Foundation, leverages drone technology for humanitarian and disaster response efforts in Indonesia. This research explores the stakeholder engagement and communication strategies employed by Sky Volunteer to facilitate effective collaboration and support among diverse stakeholders, including local communities, government agencies, and international partners. The study aims to identify best practices and challenges in

stakeholder management within the context of humanitarian drone operations. The research adopts a qualitative approach through interviews with key stakeholders to gather comprehensive data on engagement and communication practices. Key areas of investigation include the mechanisms of stakeholder identification and prioritization, the channels and tools used for communication, and the strategies for fostering trust and collaboration among stakeholders. Preliminary findings indicate that Sky Volunteer employs a multi-faceted engagement strategy, tailored to the unique needs and expectations of each stakeholder group. Effective communication is identified as a critical component of Sky Volunteer's stakeholder engagement strategy. The organization utilizes a combination of traditional and digital communication channels, including community meetings, social media platforms, and real-time data sharing via drone technology. Transparency and accountability are emphasized, with regular updates and feedback mechanisms in place to maintain stakeholder trust and support. The study concludes with recommendations for enhancing stakeholder engagement and communication in humanitarian drone operations. These include the adoption of more inclusive and adaptive engagement practices, the integration of advanced communication technologies, and the establishment of continuous feedback loops to ensure ongoing stakeholder involvement and satisfaction. The findings provide valuable insights for NGOs and other organizations seeking to optimize their stakeholder engagement strategies in complex and dynamic operational environments.

Corporate social responsibility communication through social media in China

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In recent decades, the rapid development of digital technology has changed the way businesses communicate with their stakeholders. Social media is an excellent and cost-effective tool for CSR to communicate economic, social and environmental issues with other stakeholders. Companies use social media to market and promote products that reflect corporate commitment, influence and reputation, and the direct interaction with stakeholders that social media provides helps companies build understanding, trust and image. Through in-depth interviews with 12 senior executives working in corporate social responsibility roles at well-known companies in China, this exploratory approach explains and extracts relevant topics to facilitate the development of a framework for their communication with other stakeholders on social media. The results indicate that social media has a positive impact on corporate social responsibility disclosure. Additionally, the electronic engagement created by social media for stakeholders strengthens this relationship. The findings can assist companies and policymakers proactively addressing public demands and provide guidance for effective corporate social communication and policy improvement on social media in China. The literature review and this study reveal a gap between the theory and practice of CSR communication on social media. This drives the need for companies to research and tailor CSR communications to the unique characteristics and preferences of their stakeholders. This paper also helps to raise awareness of the role of corporate social responsibility communication strategies and channels in CSR communication.

PART 4: ENGAGING STAKEHOLDERS: STRATEGIES FOR EFFECTIVE COMMUNICATION

Dynamics of Interethnic and Interreligious Relations: Building Harmony (Case Study of Chinese and Non-Chinese Ethnicities in Cina Benteng)

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The presence of the Chinese minority in Indonesia is influenced by changing dynamics and various conflicts. Diverse languages, values, beliefs, mindsets, ethnocentrism, and stereotypes can pose challenges in negotiating identity while fostering interethnic and interreligious harmony. Based on this background, the challenge arises from the difficult adaptation process between Chinese and non-Chinese ethnic groups. This difficulty is due to the various stereotypes and prejudices that have formed between the two ethnic groups. The research question is how Chinese and non-Chinese ethnic groups carry out the cultural adaptation process to build harmonious relations and form personal, ethnic, and group identities. This study aims to uncover the strategies used by Chinese and non-Chinese ethnic groups in the Cina Benteng area to negotiate their ethnic and religious identities. Additionally, the study seeks to explore the influence of cultural competence and social capital on the process of inter-ethnic identity negotiation in the Cina Benteng area. This study utilizes a qualitative approach employing the case study method. The data collection involves in-depth interviews, observations, and FGDs, while the data analysis techniques include pattern matching. Internal validity is used to ensure data validity. Determination of research participants will involve using the purposive sampling technique with informants including religious figures, cultural figures, village heads, and residents in the Cina Benteng area.

Harnessing Artificial Intelligence for Corporate Social Responsibility Communication: Trends, Challenges, and Consumer Impacts

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Corporate Social Responsibility (CSR) has become one of the focal points in contemporary business. With the rapid development and extensive application of Artificial Intelligence (AI) technology, the application of AI in CSR communication presents new opportunities and challenges for enterprises. The impact of utilizing AI technology in CSR communication on consumers has garnered attention from both businesses and researchers. Current bibliometric analysis provides an overview of research on the impact of AI in CSR communication on consumers, identifies trends, and highlights emerging themes. A comprehensive search of relevant literature on the application of AI in CSR communication and its relationship with consumers from the establishment of the Web of Science Core Collection (WOSCC) from 2000 to 2024 was conducted. Utilizing CiteSpace software, in-depth analysis of literature data including disciplines, publication years, countries, institutions, authors, cited

references, and keywords was performed. This study included a total of 1094 articles published over 24 years (from 2000 to 2024). The top five disciplines focused on in this field were Business, Management, Environmental Studies, Engineering Electrical Electronic, and Environmental Sciences. Over the years, there has been a continuous increase in the number of publications. Notably, research contributions primarily came from the United States, China, and the United Kingdom. Analysis of institutions, authors, and journals revealed the significant roles played by scholars from the United States and China in this field. Furthermore, analysis of cited references and keywords identified social media, impact, and management as recent hot topics, while 'Privacy', 'Service', and 'Perceived value' emerged as main trends for future research. This study emphasizes that the application of AI in CSR communication and its relationship with consumers is a relatively new but rapidly developing field. How enterprises can better use new technologies such as AI to communicate social responsibility, while addressing consumers' concerns about the "ethical" implications of AI, is a matter of concern for both businesses and academia. This requires concerted efforts from more scholars and enterprises, offering greater possibilities for future research.

The Impact of People's Daily Douyin Use on Political Trust and Political System Support: An Empirical Study in China

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The rapid proliferation, low access barriers, and decentralization of new media have facilitated a competitive environment in the age of burgeoning technology. In this context, the Chinese Communist Party (CCP)-backed People's Daily and other mainstream official media have leveraged short-video platforms like Douyin to disseminate and reinforce ideological discourse. The People's Daily Douyin account aims to propagate Chinese socialist principles within the virtual cultural sphere. However, the impact of this dissemination on political trust and support among the Chinese population remains underexplored. Drawing on agenda-setting and system justification theories, we developed a conceptual framework encompassing the variables of People's Daily Douyin, parasocial relationships, nationalism, political trust, political system support, and collectivism. The relationships between these variables were examined through partial least squares structural equation modelling (PLS-SEM). Data from a sample of 417 Chinese participants, recruited through snowball sampling, were analyzed using SPSS 27 and Smart PLS 4.2.0 software. The findings supported five direct hypotheses and revealed the strongest positive association between People's Daily Douyin use and nationalism. Additionally, the moderating effect of collectivism on the relationship between People's Daily Douyin use and parasocial relationships was confirmed. The study concludes by discussing its implications, acknowledging its limitations, and offering recommendations for future research.

Content Consumption in the Age of AI: The Impact of Binge-Watching on Traditional Television Viewing in Malaysia

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The binge-watching method of consuming entertainment content is significantly altering the dynamics of television viewership, especially in the age of Artificial Intelligence (AI), where content recommendations are more personalised. This research aims to study the effects of binge-watching motives on traditional television viewing in Malaysia. By understanding the extent of binge-watching, the motivations behind it, and its impact on conventional TV viewing, this study provides insights for all related parties, including television broadcasters, advertisers and online content creators. The research identifies six primary motivations for binge-watching: social influence, enjoyment, escape, stress relief, freedom of watching, and accessibility. The time spent binge-watching is analysed to determine its negative impact on traditional television viewing. This quantitative research involved collecting data from 226 respondents through convenience sampling. The data was analysed using the Statistical Programme for Social Sciences (SPSS), employing multiple regression and linear regression analyses to derive results. The multiple regression results showed that escape and accessibility have a significant positive relationship with the time spent binge-watching. In contrast, social influence and freedom of watching have a significant negative relationship with the time spent binge-watching. The linear regression results indicated a moderately strong negative relationship between the time spent binge-watching and the time spent on traditional television viewing in Malaysia. Hence, it is recommended that television broadcasters prepare for this changed dynamic of binge-watching as it would impact television viewership negatively. Marketing communication and advertisers must also adapt to binge-watching to promote their brands effectively. The integration of AI in content delivery systems further enhances the personalised viewing experience, making it essential for stakeholders to innovate continuously.

Academics' Technology Adoption in Online Teaching for Collaborative Learning Purpose in Malaysia

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Online education platforms, particularly in the incorporation of digital learning tools for collaborative learning in public universities, has become more popular in recent years in Malaysia. Such platforms provide a setting where students can access educational resources, partake in interactive exercises, collaborate with peers, and receive guidance from their instructors. Given the increased demand for remote teaching especially after the COVID-19 pandemic, as well as learners' generally positive view of e-learning, it is essential to explore the factors that influence technology adoption and integration among academics in Malaysia. This paper reviews how technology is adopted by academics for online teaching and learning, and summarizes the challenges associated with the integration of digital learning tools in supporting collaborative learning in Malaysia. By underscoring the shift in

educational paradigms from traditional face-to-face teaching to more technologically mediated forms of learning and emphasizing a supportive ecosystem conducive to technology adoption and integration in education, the review revealed that while university instructors often have moderate knowledge of online teaching, they are mostly keen on digital learning, readiness to upskill themselves, and infrastructure requirements. A fundamental element of digital education in Malaysia encompasses utilizing online learning platforms such as the National Learning Management System (NLMS) to deliver educational content and facilitate student engagement. It was concluded that generally academics in Malaysia perceive digital learning tools positively which signifies a conducive environment for the successful integration of technology into teaching practices collaboratively. The paper sets the stage for further research and exploration into the dynamics of technology adoption and integration in education.

15 years of research on the use of storytelling in the dissemination of CSR

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Growing public concern over social and environmental issues is encouraging companies to rethink their behavior. They realize that their survival relies on gaining social legitimacy, which centers on effective Corporate Social Responsibility (CSR) communication. This study conducts a review of the research published from 2009 to the present on the use of storytelling in CSR communication. The aim is to analyze the relationship between these two concepts (CSR and storytelling) from an academic perspective and to demonstrate how storytelling serves as a potent tool for shaping perceptions, engaging stakeholders, and enhancing organizational image within the realm of CSR. To this end, articles in the WoS and Scopus databases have been reviewed. Results emphasize the strategic imperative for companies to integrate CSR initiatives into their core operations, not merely as a philanthropic gesture but as a fundamental aspect of organizational identity and responsibility. Storytelling emerges as a pivotal element in this discourse, recognized for its capacity to humanize complex CSR endeavors, foster emotional connections with stakeholders, and convey organizational values authentically. Scholars underscore the narrative power inherent in storytelling, highlighting its role in shaping stakeholder perceptions and catalyzing meaningful engagement. Furthermore, the study explains how storytelling serves as a vehicle for constructing and disseminating CSR narratives, thereby influencing organizational reputation and societal impact. The findings underscore the strategic imperative for organizations to harness the power of storytelling in their CSR communication efforts. As the global discourse on CSR continues to evolve, this research sheds light on the fundamental role of storytelling in fostering transparency, trust, and accountability in organizational practices. Moving forward, it offers valuable insights for scholars and practitioners seeking to leverage storytelling as a transformative force in advancing CSR goals and promoting sustainable business practices.

PART 5: MARKETING WITH PURPOSE: ALIGNING CAMPAIGNS WITH SOCIETAL VALUES

The influence of digitalization on eco-innovation

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The overconsumption and overutilization of natural resources have caused environmental problems. Global warming, driven by human activities, is a significant global concern. Consequently, there are calls for a more sustainable, circular, and digital future. Researchers suggest that digitalization could enhance eco-innovation by enabling more efficient processes, reducing waste, extending product lifespans, and lowering transaction costs. This paper uses a mixed-method approach to analyze the influence of digitalization on eco-innovation. We conducted ten semi-structured interviews with top-level directors, sustainability managers and environmental protection directors from Slovenian companies in 2022. All participants recognized the importance of digitalization in sustainable development, emphasizing resource efficiency, material, energy and time savings, which lead to better productivity. Digitalization was noted to increase transparency, control, and manageability of technological processes, resulting in reduced energy consumption and environmental impact. Then in 2023, we conducted quantitative research using a CATI-based survey among CEOs, business owners and innovation or energy management experts from Slovenian SMEs with 10 to 250 employees. We randomly selected 1,450 companies, aiming for 75% from manufacturing and 25% from other industries. We received 132 usable responses, 97 from manufacturing and 35 from other industries, representing about 10 percent of the population. The sample was statistically representative for the population. We hypothesized that digitalization is positively related to eco-innovations. Digitalization was measured with 12 items and eco-innovations across product, process and organizational dimensions with 15 items. Results partially supported our hypothesis, showing that digitalization influences only organizational, but not the product and process eco-innovations. We discuss limitations and propose future research opportunities.

Discussion on the Target Mode of Financial Management of Chinese Enterprises Based on Sustainable Development

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Financial management objectives directly involve the future development and planning of enterprises, and also involve the authenticity of financial information and the reference value of financial information. This paper explores the evolution of financial management objectives of Chinese firms in a sustainable development framework. As China shifts to a more sustainable economic model, the traditional profit-focused approach to financial management is increasingly being challenged. This

study examines how Chinese firms incorporate environmental, social and governance (ESG) factors into their financial decision-making processes. By analyzing case studies and financial data, the study identifies new trends and models for aligning corporate financial goals with the United Nations Sustainable Development Goals (SDGs). The findings highlight the need for a paradigm shift in financial management that emphasizes long-term value creation, stakeholder engagement, and sustainable growth. This study provides insights into the practical implementation of sustainable finance practices and offers recommendations for firms wishing to align their financial management strategies with global sustainability standards.

Millennial Consumers' Expectations: Consumption Decisions towards Digital CSR Communication

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The behavior of Indonesian millennial consumers has undergone a significant transformation, influenced by technological advancements and widespread internet access. Therefore, understanding the role of digital CSR in shaping consumption decisions among millennials is vital in developing countries where CSR activities primarily target a wide range of pressing social challenges. Implementing CSR activities and communication stimulates millennial consumers to voluntarily engage in positive word-of-mouth marketing for Indonesian unicorn companies' products and services. The objective of this study is to explore how digital Corporate Social Responsibility (CSR) communication influences millennial consumers' expectations and purchasing behavior. Using a qualitative approach, this study delves into the perceptions and attitudes of Indonesian millennials towards CSR activities communicated by Indonesian unicorn companies through Instagram in the form of videos and photos. After filling out a consent form, the interviews were conducted. Based on 15 in-depth interviews with Indonesian millennials actively using Instagram and following one of the official Instagram accounts of Indonesian unicorn companies, the findings reveal that millennials place significant value on Indonesian unicorn companies' CSR efforts, particularly when these efforts are communicated transparently and effectively through digital media. This demographic's digital savviness amplifies their expectations for CSR initiatives, which in turn influences their consumption choices by partnering with Micro, Small, and Medium Enterprises (MSMEs) and posting content encouraging Indonesian millennials' empathy to support the business sustainability of MSMEs. The discussion highlights the necessity for Indonesian unicorn companies to adopt strategic digital CSR communication to meet the elevated expectations of Indonesian millennial consumers. By aligning CSR initiatives with their brand and communicating these efforts through digital channels, Indonesian unicorn companies can foster consumer awareness, trust, engagement, and loyalty, ultimately driving positive consumption decisions. This research underscores the critical role of digital media in contemporary CSR strategies and offers insights for businesses aiming to engage millennial consumers effectively.

Evidence-Based Insights and Experiences on Embedding SDG-Focused CSR in Higher Education Curricula

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Integrating Sustainable Development Goals (SDGs) into Corporate Social Responsibility (CSR) within higher education is essential for aligning academic institutions with global sustainability efforts. Embedding SDG-focused CSR into curricula not only enriches educational programs by connecting them to real-world challenges but also cultivates critical skills such as ethical decision-making. This approach fosters responsible future leaders who are equipped to contribute meaningfully to society and their communities. By incorporating SDGs into CSR initiatives, institutions ensure their programs are relevant and actively contribute to addressing global challenges, laying the foundation for a sustainable future. Building on this idea, this paper presents practical experiences in integrating CSR into postgraduate programs. It begins by discussing the development of the CSR module structure, emphasizing its alignment with SDG principles. This approach combines theoretical knowledge with practical application, creating a comprehensive learning experience. Next, the paper introduces the SDG-Focused CSR framework, which guides and structures activities to ensure that student projects are impactful and aligned with global sustainability goals, especially in the local context. The paper then explores the development of measurement frameworks to assess the impact and sustainability of CSR activities in line with SDG objectives. Effective measurement is crucial for evaluating the success of CSR programs and ensuring they address social challenges. By providing a clear method for assessing outcomes, this framework will help institutions refine strategies and demonstrate the tangible benefits of their CSR efforts. Finally, the paper showcases examples of high-impact CSR activities that emphasize sustainability. It also discusses related challenges encountered during implementation. These insights highlight the crucial role of higher education institutions in advancing sustainable development and societal well-being, offering valuable guidance for enhancing CSR programs in alignment with the SDGs.

From Connections to Advocacy: Examining Relationship Marketing's Influence on Brand Advocacy Among Malaysian Facebook Users

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In the digital landscape, individuals forge and nurture relationships through social media platforms, engaging actively with content and connections. Understanding user behaviour on these platforms is pivotal for organizations, facilitating consumer bonding and potentially enhancing brand advocacy. Leveraging social media, businesses in Malaysia bolster online visibility, broaden audience reach, and foster engagement, thereby strengthening relationships and promoting brand advocacy. With

Malaysian users predominantly engaging with businesses on Facebook, this study focuses on examining how relationship marketing influences brand advocacy within this context. Amidst limited research on relationship marketing and brand advocacy, this study scrutinizes the relationship among Malaysian Facebook users. Data from 159 users interacting with various brand pages on Facebook were analyzed using the partial least square method of structural equation modelling (SEM-PLS). The analysis revealed that commitment and consumer engagement significantly influence brand advocacy. These insights advocate for tailored marketing strategies aimed at fortifying the bond between companies and consumers. This study illuminates the pivotal role of establishing and nurturing connections on social media to amplify brand advocacy. In conclusion, it delves into the dynamics of consumer-brand relationships among Malaysian Facebook users, advocating for future comparative studies across diverse social media platforms and recommending the utilization of PLS-MGA analysis in forthcoming research endeavours.

PART 6: COMMUNICATION STRATEGIES FOR RESILIENCE

Stakeholder Engagement Practices Among CSR Award-Winning Companies in Malaysia

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Stakeholder engagement is a widely used framework in CSR aiming to create value to both businesses and their stakeholders. It is a deliberate effort to understand stakeholders' actual needs, concerns and expectations and subsequently incorporating them into organisations' core businesses and manifesting these efforts as their CSR activities. This approach allows stakeholders' participation from the outset, empower them to co-construct the CSR initiative with organisations that would yield mutual benefits. This study argues that organisations' motive to engage with stakeholders is essential as it has implications to their CSR practices. A genuine motive to make a positive change requires constant dialogue, which subsequently drives organisations to make adjustments to meet mutual interest. Nevertheless, why and how organisations engage with stakeholders have not been extensively research. The objectives of this study are threefold; to examine the underlying motives of engaging with stakeholders, to delve into communication strategies employed to engage with stakeholders and to explore the extent of stakeholders' engagement practices reported in CSR report. This qualitative study will include organisations with exemplary commitment and performance in CSR in the country. These organisations will be selected from the Sustainability and CSR award Malaysia 2023/2022 organised by CSR Malaysian. Guided by Morsing & Schultz (2006) communication strategies for engaging with stakeholders, this study will examine the CSR reports produced by these companies. This study hopes to understand the importance of stakeholder engagement within the operational framework of CSR among award winning companies in Malaysia. The study also offers range of practical communication strategies adopted to include stakeholders' voices in CSR initiatives. Additionally, it provides insight for developing guidelines that promote inclusive and authentic stakeholders' engagement to mitigate any greenwashing attempts.

Indonesian Central Government Crisis Management Strategy: A Case Study on the COVID-19 Pandemic

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The global COVID-19 pandemic that began in early 2020 presented new challenges for governments to communicate their efforts to combat it to the public. Moreover, Indonesia's central government oversees more than 273 million people spread across 17,000 islands under local government in 38 provinces. The primary objective of this study is to combine the Situational Crisis Communication Theory (SCCT) and the Crisis and Emergency Risk Communication (CERC) model to analyse the Indonesian central government crisis management strategy based on the constructivist

paradigm. We employ the concept of crisis and risk communication with a case study method. Approached qualitatively, this study used semi-structured in-depth interview with six elite informants who are representatives of the Indonesian agencies that deal with the COVID-19 pandemic in Indonesia. These agencies include the Ministry of Health, the Ministry of Communication and Information Technology, COVID-19 Response Acceleration Task Force, COVID-19 Handling and National Economic Recovery Committee, the Executive Office of the President, and the Field Epidemiology Training Program to gain the government perspective on the public health crisis especially caused by the COVID-19 pandemic. Through thematic analysis, this study found that the government must have good governance, strong leadership (responsive, initiative, and courageous), coordination and collaboration with various stakeholder (maintaining community engagement, fostering cooperation, and upholding nationalism), and infodemic management. In addition, the government must be first, be right, be credible, express empathy, restore order, and show respect during a crisis. Despite the COVID-19 pandemic has been determined as endemic, this does not indicate that the virus has vanished. Rather, it indicates the start of a coexistence phase. In the future, more viruses or new pandemics may even surface. This study advances the development of the SCCT and the CERC model particularly in its implementation to public relations.

The Relationship Between Social Media Engagement and Body Esteem Among University Students in Malaysia

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This study examines the relationship between social media engagement and body esteem among university students in Malaysia, a demographic particularly vulnerable to the pressures of social media. With platforms like Facebook, Instagram and TikTok being integral to daily life, understanding their impact on body image is crucial. The research employed a cross-sectional survey design, involving 53 undergraduate students from Universiti Sains Malaysia. Participants completed the Social Networking Usage Questionnaire and the Body Appreciation Scale to assess their levels of social media engagement and body esteem. The findings revealed a moderate positive correlation between social media usage and body appreciation ($r = 0.536$, $p < 0.001$), suggesting that increased engagement with social media is associated with higher levels of body esteem. This result challenges the conventional belief that social media generally exacerbates body dissatisfaction, indicating that in certain contexts, social networking can provide positive reinforcement and support, contributing to higher body appreciation. Gender differences were observed, with males exhibiting a stronger correlation between social media use and body esteem than females. These results suggest that social media's impact on body image is complex and multifaceted, potentially influenced by factors such as positive interactions, exposure to diverse body types and body positivity movements. While the study offers valuable insights, it also acknowledges limitations, including the small sample size and reliance on self-reported data, which may introduce bias. The cross-sectional design further limits causal inferences. Nonetheless, the findings underscore the importance of understanding the nuanced ways in which social media can influence body image and call for further research to explore these dynamics, particularly with larger, more diverse samples and longitudinal designs. This research contributes to the growing body of

literature on social media and body image, with implications for interventions aimed at promoting positive body esteem among university students in Malaysia.

Examination of Social Media Impact Towards Cultural Heritage from The Corporate Social Responsibility (CSR) Perspectives in China

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Cultural Heritage plays an increasingly important role in China. Against the backdrop of significant overall attention, cultural heritage conservation has naturally become one of the specific requirements and important components of the government's call for enterprises to undertake corporate social responsibility (CSR). The policy changes over the past few decades demonstrate the gradual deepening of China's understanding of the importance of enterprises undertaking corporate social responsibility. CSR of Chinese enterprises has evolved from a mere pursuit of morality to an important component of corporate business strategies. Moreover, as a double-edged sword, social media constantly influences the social responsibility behaviors of Chinese companies in cultural heritage protection. Discussions and initiatives on these platforms may affect companies' decision-making processes and have positive or negative impacts on cultural heritage. Therefore, this research aims to examine the social media impacts of cultural heritage from the CSR perspectives. There are three research objectives: (1) To portray the current situation of CSR undertaken by Chinese companies, including the perception of social responsibility and the practice of social responsibility by Chinese companies, and to provide an explanation of what constitutes CSR; (2) To explore the influences of social media on cultural heritage CSR, and find out how it promotes or hinders Chinese companies to undertake CSR; (3): To explore the contribution of CSR for cultural heritage to the business interests of organizations, and how it can motivate Chinese companies to effectively undertake CSR and promote the sustainable development of cultural heritage. This research adopted qualitative analysis method with in-depth interview. The interviews were conducted among 12 corporations that have indirect or direct relationships with cultural heritage conservation from different geographical locations. Mainly explore how enterprises assume social responsibility for cultural heritage protection through social media, and how this behavior interacts with broader social structures and cultural dynamics.

Examining Rumor Response Strategies and Government Reputation During Health Crises: An Experimental Study Based on Chinese Social Media

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The rising popularity of social media has inevitably led to the dissemination of both factual information and rumors. Numerous health rumors have circulated on digital platforms following the global COVID-19 pandemic. Relevant government bodies must proactively convey public information

to influence individuals' behavior and involvement in emergency decision-making during a major health crisis. Thus, the right rumor response strategy must be used by the government to avoid negative public reactions during a major health crisis. This study had two key objectives: (i) to identify the most effective government rumor response strategies during a health crisis; and (ii) to examine the role of government reputation in the process. The Situational Crisis Communication Theory (SCCT) served as the theoretical foundation of the study. Online survey experimental data were collected from 162 Chinese participants exposed to a false social media rumor about COVID-19. Participants experienced one of two rumor response strategies: refute and attack. The one-way ANOVA results revealed that the refutation response led to the lowest rumor dissemination intention and the lowest behavioral intention to consume rumor-related products. It also resulted in the higher government reputation compared to the attack strategy. Furthermore, the mediation model outcomes with PROCESS Macro highlighted that government reputation mediated the relationship between the rumor response strategy and both rumor dissemination intention and behavioral intention to consume rumor-related products. The refutation strategy, compared to the attack strategy, significantly increased government reputation, which in turn decreased the intention to disseminate rumors and to consume rumor-related products. Overall, this survey experimental study expanded the current body of knowledge on COVID-19 rumors in the context of government rumor response strategies on social media.

Revisiting the ADDIE Model for Generation Z: Ethical Implications in Digital Learning for Communication Students

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The ADDIE Model, a foundational framework in instructional design, has long been utilized in developing learning materials. As higher education institutions increasingly rely on online learning platforms, the relevance of the ADDIE Model is being re-evaluated in the context of their responsibilities in a rapidly digitalizing society. This study explores the applicability of the ADDIE Model for Generation Z students, focusing on Communication students in Penang HEIs. Given the limited research on e-learning challenges faced by Malaysian students and the growing reliance on digital platforms post-COVID-19, this study raises critical questions: Does the ADDIE Model, developed in a different era, still adequately address the educational needs of today's Generation Z learners? How can educational institutions ensure that their instructional strategies uphold ethical standards, particularly in bridging the digital divide and ensuring fairness in assessment within the digital learning environment? Through focus group discussions with Communication students from Universiti Sains Malaysia (USM), this research seeks to uncover user experiences and preferences related to e-learning platform usage. By engaging with a sample of 6-12 students across various academic years, the study aims to guide the ethical design and implementation of e-learning platforms. These platforms must meet educational objectives while ensuring equitable access to resources and fair, unbiased assessments. This research is significant in advancing our understanding of how higher education institutions can uphold social responsibility and ethics by ensuring their instructional models are pedagogically effective, inclusive, and fair, preparing students for a technology-driven society.

Tourism Communication Strategy in Increasing Regional Tourism Development to Realize the Gateway to The National Capital City (Ikn) in South Kalimantan

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Planning is an important thing that is adjusted to support the implementation of the Nusantara Capital City (IKN) area as the newest capital city of Indonesia. This planning must consider the aspirations and needs of the district/city community in South Kalimantan. One aspect that can be considered for South Kalimantan is the tourism aspect that can be developed because South Kalimantan is famous for the Meratus Geopark and religious tourism that is closely related to local wisdom in it. The results in the field show that South Kalimantan does not yet have a tourism model that can be displayed as a selling icon even though South Kalimantan is known as the city of a thousand rivers in Banjarmasin City. However, the tourism base with the iconic river concept has not been seen well in terms of facilities and infrastructure are still very minimal. South Kalimantan as a neighboring province of East Kalimantan Province which is a new IKN called Nusantara which is precisely in Sepaku District, North Penajam Paser Regency. As the oldest province in Kalimantan, where the IKN has been determined on this land, of course everything must be prepared, because the island of Kalimantan will be the pulse of national development. Communication strategies carried out by various parties to build a positive image of Tourist Attractions in South Kalimantan. However, the tourism base with the iconic river concept has not been seen well in terms of facilities and infrastructure are still very minimal. South Kalimantan's tourism marketing techniques are also still packaged with minimalist techniques, very far from effective because they only rely more on tourism sales through national events held in South Kalimantan. Therefore, South Kalimantan must certainly prepare its tourism design and strategy because the island of Kalimantan will be the pulse towards national-scale development.

PART 7: INTEGRATING GOVERNANCE, SOCIAL, AND ENVIRONMENTAL FACTORS

An investigation into second-home tourists' preferences for eco-friendly real estate in Northern Cyprus

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Over the past several years Northern Cyprus has experienced drastic changes in construction and real estate. This is due to the demand of international travelers from several countries including Iran, Russia, and Turkiye searching for second homes in this small island state. A second home is described as a temporary place of habitation for the owner not used permanently (Marjavaara, 2008). This form of tourism is getting more and more popular among people day by day (Alipour et al., 2019). Various factors including the pressures of urbanization, city living conditions, and individuals' need for a comfortable and cozy environment have contributed to the rapid development of second-home tourism (Alipour et al., 2017). Although previous literature indicated that historically the majority of customers are affected by the location and price of real estate while making their decisions (Arslan & Howells, 2021), recent trends in the market show a considerable tendency for sustainable products. In other words, consumers are now more environmentally conscious (Carlsson, García, & Löfgren, 2010). However, despite this shift among consumers and the growth of the second home demand in Northern Cyprus, little evidence is available in this area. The aim of this study is therefore to understand second-home tourists' sustainability preferences while assessing real estate properties in Northern Cyprus. Tourism is the main economic driver in this small island state (Rezapouraghdam et al., 2022). The study will use a qualitative research methodology approach and a purposive sampling technique (Alipour et al., 2021) to gather data from visitors who are in contact with a real estate agent in this destination (Rezapouraghdam et al., 2018; Rezapouraghdam & Akhshik, 2021). Based on the findings of this study several recommendations can be outlined for various stakeholders including policymakers, construction companies, and real estate owners among others.

Factors Influencing the Usage of Whatsapp Among Media Practitioners During Covid-19 Pandemic: A Quantitative Study

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WhatsApp was used as a communication tool for carrying out regular office-related communication during the COVID-19 pandemic. Organizations had employed this channel of communication to engage their staff by encouraging information sharing and opinion exchange. This study assessed the factors influencing media practitioners' adoption of technology during the COVID-19 pandemic. A quantitative research method employing multi-stage cluster sampling technique was employed to obtain data samples from the respondents through online survey questionnaires. The

Technology Adoption Model (TAM) was adopted to assess the relationships between perceived usefulness, perceived ease of use, attitudes, behavioral intention, and actual technology adoption, with the fear factor added as an external factor to this model. The findings indicate that the COVID-19 pandemic had a significant impact on media practitioners' acceptance of WhatsApp. The study affirms that the use of WhatsApp fosters better relationships among co-workers, is technically simple to use, allowing media practitioners to communicate easily and quickly, while improving their job performance and communication skills. The study also found that WhatsApp's ease of use and its usefulness in facilitating communication overcame the fear of the pandemic, encouraging practitioners to use WhatsApp for work-related matters. It is anticipated that this study will provide theoretical justification for researchers analyzing the level of technology adoption during a crisis in the future.

Leveraging Animated Walkthroughs to Enhance Learning in Environmental, Social, and Governance (ESG) for Sustainable Infrastructure, Smart Architecture, and Urban Space Circulation Adaptation

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This paper explores the application of animated walkthroughs as a novel medium for guiding circulation and layout in one-bedroom apartment interiors. By examining a case study focused on one-bedroom apartment design, the research evaluates the effectiveness and benefits of animated walkthroughs for optimizing circulation and furniture arrangement in living spaces. The study highlights how animated walkthroughs facilitate better spatial understanding, improve flow, and enhance user experience in compact living environments. Practical insights and design considerations are provided, demonstrating how animated walkthroughs can be leveraged as a valuable tool in the interior design process. This approach aligns with the principles of sustainable infrastructure and smart architecture, offering innovative solutions for modern construction, urban living, and community planning.

Sentiment Insights: AI-Powered Analysis of Sustainability Reporting, Corporate Governance, and Intellectual Capital in ASEAN's Economic and Environmental Outcomes

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Taylor's University College

The aim of this study is to analyze the influence of sustainability reporting, corporate governance and intellectual capital on the economic and environmental performance of ASEAN Public Listed Companies. The sample size of this study is 222 publicly listed Companies from six ASEAN countries, which are Malaysia, Thailand, Indonesia, Singapore, Philippines and Vietnam. The study

period covered from 2017 to 2022. This study utilized the mixed research approach. The qualitative research approach used sentiment analysis and machine learning methods to analyze sustainability reporting. This sentiment analysis employed IBM Watson Natural Language Understanding text analysis to identify the polarity and score of CEO Statements in sustainability reporting. Then, the command of Python code is executed on Visual Studio Code with Jupyter Notebook. The quantitative research approach will examine corporate governance, intellectual capital and economic and environmental performance. The panel data analysis determined the impact of sustainability reporting, corporate governance and intellectual capital on economic and environmental performance. The software used to run panel data analysis is Eviews 12. The findings of this show that sustainability reporting has a significant impact on both economic and environmental performance at a 0.01 significant level. Sustainability reporting has a positive relationship with ROA, ROE, TQ and MBV. There is a negatively significant relationship between sustainability reporting and environmental performance at a 0.01 significant level. Based on the results of this study, there is a negatively significant relationship between corporate governance and TQ. Corporate governance has a statistically significant impact on environmental performance. According to the findings of this study, there is no impact of intellectual capital on the economic and environmental performance of ASEAN public listed companies. For control variables, company size has a positive significant relationship with environmental performance. The leverage has a positive significant impact on ROA at the level of 0.01.

Measuring the Factors Influencing Chinese Elderly Consumers' Purchasing Behavior of Eco-friendly Packaging

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Understanding consumer behavior towards eco-friendly packaging is crucial for both companies and the eco-friendly food packaging market. With the aging of China's population, the elderly, as an important consumer group in China, are often overlooked in studies of environmentally friendly consumer trends. Therefore, this paper aims to explore the behavioral influences factors such as attitudes, subjective norms, perceived behavioral control, environmental concern, and willingness to pay on the adoption of eco-friendly packaging by elderly consumers in China. This study adopts a quantitative research methodology and adds two new variables to the basic TPB framework. Given that Guangdong Province is the fastest aging region in China and the context of high Internet usage penetration among Chinese elderly consumers, this study used a structured online questionnaire to collect 414 questionnaires from elderly consumers living in Guangdong Province. The data analysis part of this study was conducted using SPSS software and SPSS Macro Model 4 program. The results showed that there was a significant positive relationship between attitude, subjective norms, perceived behavioral control, environmental concern, willingness to pay, purchase intention and purchase behavior. In addition, it was also found that purchase intention plays a partial mediating role in the relationship between consumers' attitudes, subjective norms, perceived behavioral control, willingness to pay and purchase behavior. Whereas purchase intention plays a fully mediating role in the relationship between consumers' environmental concerns and purchase behavior.

Local decarbonisation roadmaps for container terminals - An organisational journey

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Ports connect land and sea, acting as a local heartbeat of their societies, with a dependance on the socio-ecological systems where they operate. ‘NetZero port operations’ has been introduced as a term to satisfy ports’ dual responsibility of enabling global trade and safeguarding our climate. While ad hoc, entrepreneurial initiatives to reduce greenhouse gases are abundant, limited guidance has been provided for how container terminals can implement a NetZero strategy given the bespoke nature of their operations and the multitude of local-specific opportunities and challenges to be addressed. Drawing on the two knowledge domains ‘Green Port’ and ‘business sustainability’ from a systemic perspective, this paper addresses the problems faced by a global container terminal operator, aiming to anchor and activate its global decarbonisation strategy across its locally anchored container terminals? Local decarbonisation roadmap has been developed to enable tailored pathway towards ‘NetZero’, addressing the three levers energy optimisation, equipment electrification, and renewable electricity. It has been matured through three iterations across eight container terminals spanning nine countries on five continents, drawing on qualitative and quantitative data from 44 people across the organisation involved in the process. Lessons from developing the eight decarbonisation roadmaps have been synthesised and elevated. It was observed how local nuances of terminals significantly altered key assumptions of the global strategy and the importance of the decarbonisation roadmaps to cater for these aspects. As granularity increases, so does complexity, which often resulted in tension between the global strategy and the local execution of it. As the goal of NetZero was shared among stakeholders, this tension resulted in double-loop learning between global and local teams with knowledge production and exchange.

PART 8: PUBLIC RELATIONS FOR THE PLANET: CRAFTING SUSTAINABLE COMMUNICATION STRATEGIES

The Contribution of Public Relations in Reducing Employees Resistance to Organisational Change: A Case Study of Saudi Telecommunications Company (STC)

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Resistance to the process of organizational change damages an organisation and its employees since it is regarded as a significant reason for failure in the process' execution. This study explores employee resistance to organisational change in Saudi Arabia's STC and how public relations can act as one of the initiatives to successfully implement changes. This research has three objectives; the first objective was to understand the role of public relations in Saudi Telecommunications Company (STC) based on principles of relationship management theory. Objective two was to analyse employee resistance issues during organisational change in Saudi Telecommunications Company (STC) based on aspects of Lewin's change management theory. The third objective was to suggest an effective public relations framework to manage employees' resistance to organisational change in the Saudi Telecommunications Company (STC). The study adopted a qualitative research design; data were collected using in-depth interviews. In-depth interviews were conducted with twelve public relations STC employees at the company's headquarters in Riyadh and five other STC branches in Jeddah, Mecca, Al-Madinah, Dammam, and Abha. Informants were selected using the purposive sampling method. The participants in the study were public relations directors and practitioners in the public relations departments of each of the six STC branches who are actively engaged in change management. Data were analysed and organised using the thematic analysis method. The study shows that organizational change can leave some employees with negative emotions of fear, a lack of identity, a lack of motivation and elevated stress levels which can lead to increased levels of employees' resistance to change. The findings indicate that the public relations department plays a crucial role in augmenting organisational performance through effective communication, reputation management, stakeholder engagement, crisis response, and strategic decision-making. The study suggested framework, implications and recommendations for future studies on the role of public relations in Saudi Arabia in response to employee resistance.

Investigating the relationship between science teachers' conception of formative assessment and their implementation of formative assessment practices in the classrooms of cycle two schools of Oman

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Issues related to the relationship of formative assessment practices of science teachers with their conception of formative assessment were addressed in literature. Yet, most of the studies have often examined conception of formative assessment and formative assessment practices among teachers separately. In addition, globally, although some studies have acknowledged the potential impact of teachers' conception of formative assessment on their educational practice, these studies researched the teachers' conceptions of formative assessment through the lens of metacognitive aspects such as willingness and attitude to carry out the practices or focused on the competencies of the teachers in their knowledge of formative assessment in terms of benefits and characteristics, but none has looked at the knowledge and skills on how to implement them as practices. Therefore, this study aims to investigate whether teachers' conceptions about formative assessment are correlated with how they use assessment data to guide instructional decisions. Data were obtained from 425 science teachers in Cycle Two schools located in the Sultanate of Oman. The model of formative assessment dimensions and the theory of social constructivism underlined the theoretical framework of this study. A self-administered structured type of questionnaire was utilized, and the primary data were analyzed using SPSS and Smart PLS 4.0. According to the results, generally, what teachers conceptualized, they tend to claim that they practice, and the high correlation values from the primary data provided evidence for this association. The findings contribute to the literature by offering empirical validation and vital theoretical insights into the relationship between teachers' conception of formative assessment and their implementation of formative assessment practices with their students. Additionally, valuable practical implications are offered to policy makers and educators to emphasize the alignment between teachers' conceptions and their practices of formative when designing pre- and in-service professional development programs.

Green Public Relations and Sustainable Development Goals: Examining Stakeholder Perspective

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In recent years, a global shift towards addressing pressing issues such as environmental degradation and social injustices has become increasingly evident. This shift is underpinned by the recognition of the Sustainable Development Goals (SDGs) as a crucial framework for promoting global sustainability. Encompassing 17 objectives ranging from poverty eradication to climate action, the SDGs guide international efforts towards a fairer and more ecologically conscious future. This study investigates the role of Green Public Relations (GPR) in promoting Sustainable Development Goals (SDGs) from the perspective of various stakeholders. With increasing global emphasis on environmental sustainability and social responsibility, GPR has emerged as a critical communication

strategy for organisations aiming to align their practices with the SDGs. This research is significant as it bridges the gap in understanding how GPR can effectively engage stakeholders and promote sustainable practices. The scope of this research encompasses stakeholders in Malaysia, including those from public companies, non-profit organisations, government and academics. The study employs a qualitative method approach, through in-depth interviews to gather comprehensive insights. The respondents were selected through purposive sampling to ensure diverse representation of views and experiences. The findings will elucidate the effectiveness of GPR strategies in raising awareness and encouraging stakeholder participation in sustainability initiatives. By exploring the interaction between GPR activities and the SDGs, the study aims to develop a strategic communication model that enhances stakeholder engagement and supports the achievement of global sustainability targets. Ultimately, this research contributes to both academic scholarship and practical applications in public relations and sustainability communication, offering valuable insights for organisations, policymakers and advocates striving to foster a more sustainable future.

Evaluating The Quality of Taking CSR

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Improving the performance of corporate social responsibility (CSR) is often contemplated concerning the quality improvement of taking CSR. In this context, measuring CSR performance is viewed as a foundational step. Given the qualitative essence of CSR, improving the quality of taking CSR should extend beyond the measurement of CSR performance – quantitative performance metrics. Nevertheless, within academic discourse, there is notable absence of methodologies for evaluating the quality of taking CSR, alongside performance measurement. This paper aims to develop a framework for evaluating the quality of taking CSR by treating CSR as a service directed towards various stakeholder groups and in turn linking service quality with the quality of taking CSR. Employing content analysis and mapping approach, the (CSR-related) literature is scrutinised to elucidate CSR narratives from different perspectives. Drawing upon the Service Quality Gap Model, these perspectives and their stories are applied to evaluate the quality of taking CSR. The research work contributes to evaluating the quality of taking CSR by presenting an evaluation framework grounded in the Service Quality Gap Model. Such evaluation is essential if corporations intend to improve their CSR performance, thereby becoming more socially responsible and aligning with the UN's sustainable development goals (SDGs).

Effect of Perceived Sustainability Marketing towards Online Purchase Behaviour: A Concept Paper

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In today's world, sustainability has been a major concern with the recent surge bolstered by United Nations' initiative of Sustainable Development Goals (SDGs) that is expected to achieve by all in year 2030. This focus also expands towards digital marketplace where marketers are shaping consumer behaviour and brand perceptions towards sustainability. This concept paper examined into perceived sustainable marketing impact on purchase behaviour towards online purchase intention and purchase behaviour among consumers leveraging the Theory of Planned Behaviour (TPB) as the underpinning theoretical framework. Understanding how consumer perceived sustainability in marketing context is crucial as it influence consumers' purchase intention and purchase behaviour. Hence, examining the component of perceived sustainable advertising of sustainable product, sustainable place, sustainable price, sustainable promotion, sustainable people, sustainable process and sustainable packaging derived from seven (7) principles of marketing mix towards purchase intention and purchase behaviour is important in elucidating the relationship and strength of the variables' effect. This paper advocates empirical research methodology of online survey questionnaire to the convenience sample and analysis to be done via SmartPLS version 4. The goal is to examine the relationship of perceived sustainable marketing towards purchase intention and purchase behaviour, quantify the strength of the effect and the key attributes of the perceived sustainable advertising on purchase intention and purchase behaviour on online platforms. The development of this concept paper is hoped to offer a roadmap for future research and implementation of sustainability driven online marketing strategies.

The impact of venture capital on the growth of medical device companies

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According to statistics from the China Venture Research Institute in 2021, 613 companies in China have successfully landed in China's capital market, of which 415 companies have venture capital background, accounting for 68%, showing the growth of venture capital in scientific and technological enterprises. key role in the process. In particular, the medical services and pharmaceutical fields have become popular choices in the investment and financing market. In the context of the continuous expansion of the scale of the pharmaceutical manufacturing industry and the rapid growth of industrial profits, venture capital plays a decisive role in the company's R&D investment and development fund raising. This article focuses on the impact mechanism of venture capital on the growth of GEM pharmaceutical companies, and deeply explores how venture capital participation and joint investment affect corporate growth, as well as the role of technological innovation as an intermediary variable. Through empirical regression analysis, the study found that venture capital participation has a

significant positive impact on corporate growth, and joint investment by multiple venture capital institutions can better convey positive signals and play an effective certification role. At the same time, venture capital can also promote technological innovation and promote corporate growth by influencing investment in technological innovation.

Internationalization of Social Enterprises: Barriers and Catalyzers

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Social enterprises are tackling the most demanding social needs and problems of local and global communities by developing ground breaking solutions or innovative business models. On the other hand, variation in the nature of social enterprises (SEs) has suggested as a main factor which leads to dynamic internationalization process. However, due to nascent field of social entrepreneurship, empirical researches on internationalization process of social enterprises are rudimentary. This study attempts to fill the existing gap and extend the knowledge about the factors that constrain or accelerate the internationalization process of SEs. This research relies on the business model (BM) framework to investigate the process of internationalization since it allows exploring the role and interaction of external and internal variables on different components of the BMs which might create challenge and complexity in the internationalization process of SEs. The findings of the study, while revealing the mixed role of formal and informal institutions on BM replication process also presents that going international decision of SEs are contingent on the nature of social mission and the context characteristic of host countries. Thus, internationalized SEs require applying similar strategic approach as adjusting their BMs with the institutional contexts to overcome the external barriers through deploying dynamic capabilities and implementing business model innovation. This research, while enhancing the knowledge of the internationalization process of SEs, also advances our understanding by illuminating the function and effects that various types of BM play in the internationalization process based on the nature of the social mission of SEs. The research suggests various implications for academics and practitioners by proposing approaches that assist social entrepreneurs in overcoming possible contextual constraints and complexities driven by macro- and micro-level institutions.

PART 9: SUSTAINABLE PRACTICES IN ACTION

Motivations, benefits and challenges of ISO 14001 adoption at Japanese subsidiaries in Thailand

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ISO 14001 has become an internationally recognized environmental management system that has spread all over the world after the Earth Summit held in Rio de Janeiro in 1992. The existing literature has examined in detail the motivations, benefits and challenges of ISO 14001 adoption in advanced countries. However, there is a relative lack of studies on ISO 14001 adoption by the subsidiaries of multinational corporations in developing countries. In addition, most of the existing research has used relatively small samples. This paper investigates the motivations, benefits and challenges of ISO 14001 adoption at Japanese subsidiaries in Thailand based on the results of a questionnaire survey of 100 companies and a semi-structured interview survey of 11 companies. Compared with the existing literature, we find some additional motivations and benefits such as pressure by business associations, control of the internal management, implementation of the 5S, and winning the Green Industry award. However, we could not identify a clear connection between ISO 14001 adoption and the improvement of productivity and profits. Another difference from the existing literature is that our results are based on a larger sample, and that we examined the local context factors of ISO 14001 adoption. The in-depth analysis of the motivations, benefits and challenges of ISO 14001 adoption at Japanese subsidiaries in Thailand provided in the paper could be helpful to spread further ISO 14001 in other developing countries.

How effective are law enforcement and risk perception in countering fake news? Examining fake news sharing behaviour according to demographic characteristics of Malaysian social media users

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Fake news has brought disastrous effects on the sustainability of the political, economic, and social well-being of a country. Malaysia is not exceptional as it faces many delicate issues concerning race and religion as well as political disputes that fuel fake news proliferation on social media. Due to these contextual factors, the government tends to resort to laws and regulations, such as the enforcement of the Communications and Multimedia Act 1998 (Act 588) and the Penal Code (Act 574), to fight fake news in Malaysia. Funke and Flamini (2018) ascribed Malaysia to law enforcement. Yet, there is limited knowledge of the effectiveness of law enforcement in combating the spread of fake news in a country that is ascribed to law enforcement. To fill this void, this study aims to investigate the effects of the perceived effectiveness of law enforcement and the perceived risk of fake news threats on fake news

sharing behaviour among Malaysian social media users. In addition, this study also examined the role of demographic characteristics which were found to have influential effects on fake news sharing in the Malaysian context (e.g: Balakrishnan, 2020; Omar, Apuke & Nor, 2024). Using survey data from 384 samples, this study tested the relationships using multiple regression analysis. This study found that most Malaysians perceived law enforcement as an effective measure to deter people from sharing fake news. The results from the hypothesis testing, however, confirmed that perception of law effectiveness has no significant effect on fake news-sharing behaviour but perceived risks from fake news threats were found significant. This study also found that younger and less educated people tended to share fake news on social media. The findings underscore the importance of educating the public on the risks of fake news threats to curtail fake news in the Malaysian context. Several managerial implications for information literacy education (which will be linked to one of the Sustainable Development Goals) based on demographic characteristics were proposed.

Understanding the relationship between social accounting and sustainable corporate social responsibility: An exploration of mediation effects

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In this study, we have examined the relationship between social accounting and sustainable corporate social responsibility. Furthermore, we have examined two mediation effects on the relationship between social accounting and sustainable corporate social responsibility and found out the impact of mediators on this relationship. We have conducted this study in five districts of Odisha, a state in India, with 418 respondents and a response rate of 83.6%. To collect information from the respondents, we have used convenience sampling techniques. Questionnaires are prepared in English and translated to regional languages during data collection. Data was collected from 64 respondents for the pilot study. Psychological separation and Harman's single-factor test were conducted to avoid common method bias. For the validation of the purposed model, we have performed exploratory factor analysis and confirmatory factor analysis. The current study's findings indicate that social accounting has a positive and significant impact on sustainable corporate social responsibility. The empirical results of this study also indicate that inclusive growth and creating shared value partially mediate the relationship between social accounting and sustainable corporate social responsibility. In this study, we have analysed the mediation relationship between social accounting and sustainable corporate social responsibility, probably for the first time. The established model framework is helpful for policymakers and corporations in reframing CSR implementation strategies for providing long-term sustainable solutions to societal problems. This study is one of its kind and considers all four factors in a single structural model, such as social accounting, inclusive growth, creating shared value, and sustainable corporate social responsibility. The current study can work as a steppingstone for upgrading the delivery mechanism for corporate social responsibility programs, which can solve the fundamental problems faced in society more effectively.

Developing Preservation of Human Life (Hifz al-Nafs) Framework for Social Impact Measurement

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Islamic banks are expected to demonstrate their socio-economic role in society through social, ethical, and environmental factors, in addition to their financial performance. However, a well-established framework to evaluate their social impact is absent. SDGs, ESG, SRI, CSR, and VBI are among the recognized agendas that address the social concerns of Islamic banks. This paper aims to develop and validate an integrative preservation of human life (hifz al-Nafs) framework that tackles and reconciles the fragmented aspects of those social agendas based on the principles of maqasid al-Shariah. This framework could serve as the foundation for formulating social impact measurements. Using a qualitative approach, the study commences with an extensive literature review to develop a preliminary framework. Prominent models of maqasid al-Shariah, particularly in the preservation of human life dimension, were synthesized and later integrated with current social agendas including SDGs, ESG, SRI, CSR, and VBI. This has been further enhanced through semi-structured interviews with Shariah scholars and Islamic banking experts. Subsequently, the refined framework has been validated by taking inputs from semi-structured interviews with Shariah experts and Islamic banking practitioners. The main outcome of this study is the development of a preservation of human life framework for social impact measurement to Islamic banks. The final integrated framework consists of four overarching themes containing nine distinct elements. The construction of this framework will provide Islamic banks with a strategic roadmap to protect the diverse interests of all the stakeholders in economic, social, and environmental concerns, especially in protecting human life. Emphasizing the social agendas as the basis of the framework also impacts overall sustainable development. Thus, the suggested framework will equally foster a sustainable development agenda.

Sustaining Mental Wellness in the Community: A Study Among E-Cigarette Users in Hulu Langat District, Selangor

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As e-cigarettes become popular alternatives to traditional tobacco products, ethical marketing by tobacco companies is crucial for promoting sustainable mental wellness. Understanding the psychological effects of e-cigarette use is essential for designing interventions that support mental health. This study explores the mental health status of e-cigarette users and identifies associated factors. A cross-sectional study was conducted among Malaysian e-cigarette users aged 18 and above in Hulu Langat District, Selangor. Using non-probability convenience sampling, data were collected via a validated self-reported questionnaire. The Depression, Anxiety, and Stress Scale 21 (DASS-21) Questionnaire measured depression, anxiety, and stress, alongside socioeconomic status, e-cigarette use patterns, and coping strategies. Descriptive and inferential statistics assessed the prevalence of mental

health issues, with multivariate logistic regression controlling potential confounders. Of the 303 participants, most were male (88.4%), Malay (80.2%), over 30 years old (58.1%), single (65.7%), with an income below RM5000 (51.5%), and holding a degree (41.3%). The prevalence rates of depression, anxiety, and stress were 11.9%, 21.5%, and 10.6%, respectively. The regression model showed that using e-cigarettes for experimentation (AOR0.335,95%CI0.118,0.947) was associated with lower depression, while sleepiness (AOR3.230,95%CI1.107,9.422) and frustration during withdrawal (AOR3.137,95%CI0.971,10.133) were associated to higher depression. Exposure to e-cigarette promotions (AOR2.649,95%CI1.073,6.536) and the belief that e-cigarettes aid in quitting smoking (AOR0.391,95% CI 0.168,0.909) were also associated with depression. Withdrawal symptoms were significantly associated with anxiety (AOR5.793,95% CI1.549,21.66), while experimentation (AOR0.552,95%CI0.179, 1.703), depressed mood (AOR4.213,95%CI1.392,12752), sleepiness (AOR3.529,95%CI1.079,11.538), and frustration during withdrawal (AOR4.912,95%CI1.385,17.414) were associated to stress. E-cigarette users experience varying levels of psychological distress, highlighting the importance of ethical marketing practices by tobacco companies to portray the use of e-cigarettes. It is important to address withdrawal symptoms among individuals quitting e-cigarettes, playing a crucial role in reducing depression, anxiety, and stress. This contributes to sustainable mental health within the community.

Visualizing Attention: A Study of Eye Tracking in Poster Composition

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Knowing how viewers interact with visual stimuli is crucial in today's visually stimulated society, when a variety of posters compete for attention at every turn. Whether used for commercial purposes, informational purposes, or artistic expression, poster design greatly depends on grabbing the attention of the audience and clearly conveying its message. Within this framework, the incorporation of eye tracking technology has become a potent instrument for analysing the subtleties of human vision and interaction with poster designs. The progress made in eye tracking technology and analysis approaches presents a unique chance for both researchers and designers to explore the cognitive processes that underlie viewer engagement.

PART 10: SUSTAINABLE ADVERTISING: CRAFTING CAMPAIGNS FOR A GREENER FUTURE

The impact of the SDGs on sustainability disclosures: Empirical evidence from listed companies in South Africa and the Philippines

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Much has recently been said and written about the United Nation 2030 Agenda for Sustainable Development, also known as the Sustainable Development Goals (SDGs). This is not surprising given the growing recognition of respecting basic human rights and the need to preserve the planet for future generations, especially as we are fast approaching the year 2030, by when the SDGs were supposed to have been achieved. We accordingly respond to increasing calls for accounting research on SDGs by examining the sustainability disclosures of the 100 largest companies listed on the stock exchanges of two developing economies, South Africa and the Philippines, over a three-year period (2020-2022). We used content analysis to determine the extent to which the top 100 listed companies in these countries disclosed their SDG performance. The thematic content analysis is informed by the 17 SDGs identified in the 2030 Agenda for Sustainable Development, the United Nations Global Compact (UNGC), and the Global Reporting Initiative (GRI). These frameworks were used to explore the extent to which these companies disclosed their SDG performance. While our findings reveal that the relatively low SDG disclosure levels, suggests that both South African and Philippines companies presently do not adequately account for their SDG performance, initial indications points to their stewardship improving. Interestingly, despite finding that despite most companies referencing the SDGs in the data points we explored, limited disclosure existed relating to the specific 17 SDGs.

Investigating Personal and Entrepreneurial Drives in Tiktok Live Among Malaysian Women Contentpreneur in Income Generation

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This study investigates the relationship between personal and entrepreneurial drives influencing the utilization of the TikTok Live feature for income generation among women contentpreneurs in Malaysia. Currently, the factors influencing users' adoption of live streaming platforms and their impact on income generation are indistinct. By integrating insights from communication theories and entrepreneurial theory, this study aims to evaluate the motivations and effects of TikTok Live on women contentpreneurs. The study uses the theoretical frameworks of Uses and Gratification Theory and Entrepreneurial Orientation theory to understand how these drives impact earnings through live streaming on TikTok. Specifically, the study investigates how personal and entrepreneurial drives shape the use of TikTok Live and analyzes the mediating role of live streaming features in the relationship between motivations and income. Data was collected through an online survey targeting 384 female contentpreneurs in Malaysia actively using TikTok Live. The survey includes questions related to personal and entrepreneurial drives, motivations for using TikTok Live, and the impact of live streaming on their income generation. It highlights the importance of understanding these motivations to maximize financial opportunities for women content creators. The research provides valuable insights into how

personal and entrepreneurial drives shape the use of live-streaming platforms, contributing to theoretical advancements and practical implications for financial empowerment. Despite potential limitations, such as the reliance on self-reported data, the study offers meaningful insights into the role of TikTok Live in income generation among women contentpreneurs. It underscores the importance of supporting women in the digital economy and provides a foundation for further research and policy development to enhance financial sustainability for women content creators. This research adds to the academic discourse and offers actionable recommendations for policymakers and practitioners to foster a more inclusive and financially viable live-streaming environment for women.

Advertising's Role in Reshaping Gender Norms: Media Portrayals and Societal Acceptance of Androgyny

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This study investigates the role of advertising in shaping societal perceptions of androgyny, a gender identity blending masculine and feminine traits. Despite historical resistance, the visibility of androgynous figures in media suggests a cultural shift towards greater acceptance of gender fluidity. The primary objectives of this research were to analyse how advertising influences societal views on androgyny and to examine the extent to which cultural and peer pressures affect this influence. A mixed-methods research approach was employed, combining quantitative surveys and qualitative interviews to offer a nuanced analysis. The study engaged 200 respondents from diverse cultural backgrounds, and interviews were conducted with professionals from both within and outside the advertising industry. This method enabled a comprehensive examination of the interplay between advertising representations and societal norms. Findings indicate that advertising has a significant potential to influence societal perceptions positively by challenging traditional gender roles and promoting a more inclusive understanding of gender identity. However, cultural and peer pressures can moderate these effects, with younger demographics showing more openness to androgynous representations. Advertising's impact is profound, yet it varies significantly across different cultural and demographic contexts. Based on the findings, it is recommended that future advertising strategies should incorporate more inclusive and diverse representations of gender. Further research should explore the long-term effects of advertising on gender perceptions and the role of social media in shaping these views. Policymakers are also encouraged to consider less restrictive regulations on gender representation in advertising to foster a more open dialogue on gender fluidity.

A Case Study on the Sustainability of Advertising Agencies in Emerging Economies: Jakarta's Experience

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This study investigates the sustainability of advertising agencies in developing countries, with a particular focus on Jakarta. The advertising sector in Jakarta is currently undergoing major changes due to digital disruption. This poses several challenges and opportunities for advertising companies in the city. Jakarta's growing population of internet users and widespread adoption of digital technologies make it an appropriate place to study the impact of digital disruption on the advertising industry. This research examines key elements of sustainability that are important to advertising organizations in Jakarta, including their capacity to adapt to digital advancements, strategic innovation, and effective stakeholder engagement. The research analyzes the current market dynamics and digital transformation in Jakarta to provide practical insights and a comprehensive framework for improving the sustainability and competitiveness of advertising agencies in this dynamic and changing market. The aim of this research is to enhance a comprehensive understanding of how advertising agencies in developing countries can adeptly handle the obstacles posed by digital disruption and achieve sustainable success in the future.

A Study on Post-Harvest Losses in the Food Supply Chain of Vegetables in Malaysia

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By 2050, with the world population expected to exceed 10 billion and a 70% increase in food production needs, providing food globally becomes a critical challenge. Malaysia, known for its fruit and vegetable production, stands out as a key player in food security, employment, and the economy. Despite this, the primary challenge faced is post-harvest loss which involves losses at the harvesting, storage, transportation, and marketing stages with loss rates ranging from 15 to 70%. This study aims to understand awareness levels of agricultural officers, farmers, wholesalers, retailers, and vegetable buyers on harvest waste. It will analyse the causes of waste and measures to reduce it employing the in-depth interview. Stakeholders from all Malaysian states will be selected for data collection, and thematic content analysis will be applied based on planned behaviour theory. The findings will highlight the need for all stakeholders to address post-harvest loss to meet the increasing food demand. Effective pre and post-harvest management communication strategies are essential to ensure food security in the country.

Influencer Marketing and Sustainability: A Bibliometric Analysis and Recommendations for Future Research

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The popularity of social media has fostered opportunities for influencer marketing and sustainability concepts to grow together. Marketing practitioners have begun to use influencer marketing to increase consumer interest in brands and promote sustainable consumption, while it has also been widely studied in academia. However, there is no bibliometric record of existing research on this topic. Therefore, this analysis will follow the five-step scientific mapping approach of research design, data collection, analysis, visualisation and interpretation. A review of 344 peer-reviewed journals published in Web of Science (WOS) over the last 20 years was conducted using VOSviewer software. Specifically, this analysis aims to reveal 1) the most prolific countries, institutions, journals, and authors; 2) the most cited articles; and 3) the impact of management, behaviour, consumption, and social media in influencer marketing through clusters or themes analysis. Finally, this survey will predict and explore future research trends based on research hotspots, providing insights into future research development and practice development.

PART 11: REPUTATION MATTERS: THE STRATEGIC ROLE OF CSR IN BRAND TRUST

Social media and communication effect on brand equity: Analysis of a Chinese bakery company

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The wide usage of Internet has revolutionized people's lifestyles, leading to an increasing dependence on social media as the primary foundation of data. This research investigates how social media affects brand equity, based on user and gratification theory. It examines how various modes of communication affect the brand equity of Bliss Cake's online food business in China, considering the interaction between brand development and both user-generated and firm-created content. This research employs qualitative methods and different kinds of interviews including confrontational, online, semi-structured, and transcribed interviews involving 20 individuals in Bliss Cake company in China. Then, it analyzes the collected data to reveal how social media influences brand communication and brand equity. The results show two kinds of social media that considerably enhance brand equity including firm- and user-generated content. The former improves brand image and awareness while the latter enriches perceived quality and brand loyalty. Uses and Gratifications Theory guides companies in their social media communication. The findings deepen companies' insight into brand equity and social media, allowing consumers to shorten the purchase decision process and increase purchase satisfaction. They help business managers and marketers for the utilization of social media to enhance brand equity. This pioneering research examines the contribution of social media to brand equity. It seeks to motivate business owners and marketers to recognize how social media promotes brand equity while building trust with both franchisees and consumers through strong brand equity.

Director-Led Sustainability Communication in Companies: A Content Analysis of CEO Letters of SRI-KEHATI Indexed Companies in 2023 Sustainability Reports

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Corporate sustainability has become a critical concern for businesses striving to demonstrate their social and environmental responsibility. One way to communicate corporate sustainability is through sustainability reports, which often begin with guidance from the company's director. This study investigates the sustainability communication strategies employed by companies, with a focus on what is conveyed by the directors in their statements. There are 26 companies whose 2023 sustainability reports will be reviewed, and these companies are listed on the SRI-KEHATI index for 2024. The SRI-KEHATI Index is a stock index that evaluates the performance of companies in Indonesia based on their environmental, social, and governance (ESG) practices. Inclusion in this index indicates that a

company is recognized for its commitment to sustainable and responsible business practices. Utilizing quantitative content analysis, this research will identify and categorize sustainability themes based on Landrum's framework, encompassing economic orientation, business orientation, systemic change, regenerative, and co-evolutionary approaches. The study aims to identify the dominant themes in corporate sustainability communication, potentially emphasizing economic and business aspects while exploring the extent of awareness regarding broader environmental issues. The analysis will assess how these themes illustrate corporate commitment to Environmental, Social, and Governance (ESG) principles and the integration of sustainability into business practices. Expected outcomes include insights into how SRI-KEHATI companies articulate their sustainability strategies and practical guidance for other firms in crafting effective sustainability communications. This research contributes to CSR Communication and ESG literature, highlighting the importance of adopting comprehensive, long-term sustainability strategies in business.

Designing for Diversity: The Role of Chinese Variable Logo Fonts in Cross-Cultural Communication and Multimedia Environments

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As globalization intensifies, the need for adaptable and culturally sensitive branding becomes crucial for effective cross-cultural communication. This study addresses the challenge of creating branding that resonates with diverse cultural contexts by examining the design principles, font selection, typography, and colour schemes essential for developing Chinese variable logo fonts. Employing a qualitative methodology, in-depth interviews with experienced font designers and branding experts are used to gain insights into the design strategies and challenges associated with these fonts. Case studies of prominent Chinese brands utilizing variable logo fonts are analyzed to understand their performance across digital, print, and cross-cultural settings. The findings reveal that well-designed Chinese variable logo fonts enhance brand identity and improve legibility and aesthetic appeal across various media formats. The study emphasizes the importance of cultural considerations in font design, suggesting that culturally relevant colour choices and typographic styles are essential for effective communication. Additionally, the research indicates that variable logo fonts offer flexibility and adaptability, making them suitable for dynamic and interactive media, thereby enhancing audience engagement in diverse cultural landscapes. This underscores the significance of incorporating cultural elements into design practices to achieve successful branding and communication outcomes in a globalized world, laying the foundation for further research on integrating cultural nuances into graphic design to enhance global communication strategies.

University Social Responsibility and Transformational Leadership: A Catalyst for Sustainable Development in Malaysia

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The 2023 Sustainable Development Goals Report has revealed a concerning lack of progress across various domains, necessitating increased commitment and leadership from all sectors to address issues related to social, economic, and environmental crises. Given the escalating pressure to meet the UN's Sustainable Development Goals (SDGs) by 2030, the critical role of institutions, particularly Higher Education Institutions (HEIs), in fostering a socially equitable, economically viable, and environmentally protected world becomes increasingly apparent. As agents of social change, HEIs have a major influence on the social, cultural, economic, and intellectual aspects of society, playing an essential role in shaping the future and nurturing positive social change. University Social Responsibility (USR) initiatives, driven by transformational leadership, emerge as a solution to leverage HEIs' capacity to advance sustainable development. This research aims to explore the role of USR driven by transformational leadership in achieving sustainable development in Malaysia. Using a qualitative approach, semi-structured interviews will be conducted among leaders of selected Malaysian universities. The findings of this research reveal the significance of transformational leadership dimensions in influencing followers' commitment to USR initiatives and ultimately sustainable development in Malaysia, within the framework of idealized influence, inspirational motivation, intellectual stimulation, and individual consideration. This study advocates for the refinement of transformational leadership strategies in Malaysian universities, aiming to catalyze more significant progress toward SDG by 2030 and overall sustainable development.

Sustainable Development Strategies for China's Small- and Medium-Budget Films in a Pan-Political Context

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In 2018, the administration of China's cinema was transferred from the government's cultural sector to the propaganda sector. This historical shift led to an increase in mainstream films that align with government ideology and are characterized by substantial investment. These new mainstream films have thrived during peak release periods like the National Day slot and have gradually expanded to other significant slots, such as the Spring Festival, summer holiday, and Lunar New Year slots, becoming integral to the contemporary film market.

In this broad political context, the critical issue of how small- and medium-budget films can sustain their strategies in the mass film market becomes prominent. Understanding the challenges and opportunities these films encounter can inform policy and regulatory decisions, fostering a more balanced and dynamic film market and enhancing the overall health of the industry. This study examines "Funeral Family" (Dir. Liu Jiangjiang, 2022), a Chinese small- and medium-budget box-office hit

released in 2022, as a case study. Using qualitative textual analysis and relevant empirical data, the paper investigates the film's portrayal of masculine identities, its genre positioning, and its scheduling strategies to understand how it sustains market competitiveness in an ideologically controlled cinematic environment. The study finds that the film leverages the traditional Chinese model of “Wen (civil) - Wu (military)” masculinity to engage audiences. Regarding genre positioning, it employs a "contrasting" narrative strategy along with a "family-friendly" and comedic style. For scheduling, the film chose the summer season as its release window, establishing a solid audience base and laying the groundwork for achieving strong box office results. These findings highlight a strategy for the sustainable development of small- and medium-budget films in China and provide a foundation for further research.

Poverty Alleviation at the Base of the Pyramid (BoP): A Systematic Literature Review of BoP Business Strategies and Guidelines for Future Research

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The World Bank (WB) estimates that 4.5 billion people live and transact in the low-income market. This segment of the world has been collectively considered by researchers as the base of the pyramid (BoP). The BoP represents more than 5 trillion in Purchasing Power Parity (PPP) per year and earns less than \$3000 annually. The WB, Non-profit Organizations, etc have made several attempts to give a prosperous life to the BoP. Unfortunately, until recently, the BoP still depend on International Development Aid (IDA). The United Nations (UN) acknowledged that the private sector has a pivotal role in achieving its sustainability goals at the BoP. The market-based approach to lessen poverty proposed by Prahalad intends to co-create value for both corporates and local communities (BoPs) through strategic collaboration among all actors. This proposition has attracted scholars' and managers' attention. After two decades, the business at the base of the pyramid strategy has gone through several generations but none of them managed to give prosperous lives to the BoPs. We undertake a Systematic Literature Review (n=70 peer-reviewed journal articles) to identify the most developed strategies to lessen poverty under the BoP concept. This SLR covers two decades of literature (2002 – 2022). Remarkably, most of the literature encourages consumption market expansion. We support that the solution to improve BoP’s living conditions is to promote the “marketing from the BoP” concept by enabling their eco-industrialization.

PART 12: CROSS-CULTURAL CSR: BRIDGING GLOBAL AND LOCAL PERSPECTIVES

Factors Influencing the Intention to Continuously Use TikTok: A Study among Media Content Producers in China

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In the dynamic landscape of Web 3.0, propelled by technological marvels like 5G, artificial intelligence, and virtual reality, TikTok has solidified its prominence as a commanding entity in the realm of Chinese social media. While investigations into TikTok user intentions abound, the focal point has largely centred on general users, inadvertently obscuring the distinct realm of media content producers. Hence, this study delves into the intricate web of factors that intricately mould the enduring usage intentions among Chinese media content producers on TikTok. Guided by the foundational pillars of the Uses and Gratifications Theory and the Theory of Planned Behaviour, an expansive online survey gathered insights from 421 Chinese media content producers. The results resonate with a compelling narrative: the resounding influence of factors categorised into motivational factors (information-seeking, self-expression, entertainment, financial incentives) and belief factors (attitude, perceived behavioural control). Amid this tapestry of influences, it is the realm of belief factors emerges as a potent force, exerting a pronounced sway over the bedrock of intentions tethered to sustained TikTok engagement. In a striking twist, however, the dimension of socialization eludes statistical significance. These findings resonate with implications for TikTok-centric investigations, studies involving media content producers, and the broader context of Chinese social media exploration.

Islamic Corporate Social Responsibility (ICSR) in Islamic Banks of Bangladesh

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Corporate Social Responsibility (CSR) plays a vital role in organizations. CSR of Islamic banks has a significant impact on developing customer awareness and promoting Islamic banking products and services. Islamic banks of Bangladesh are highly motivated to practice Islamic Corporate Social Responsibility activities as Islam encourages to ensure welfare for everyone. Although all the four responsibilities (economic, legal, environmental and philanthropic) are relevant to Islam, this study got special attention on Philanthropic Corporate Social Responsibility (CSR) activities. Two main objectives guided the study. The first objective is to analyse the Islamic Corporate Social Responsibility activities of Islamic banks of Bangladesh. The second is to propose a framework of Islamic Corporate Social Responsibility (ICSR) in the Islamic banking industry. A qualitative in-depth interview was

conducted with sixteen informants, including eight Heads of public relations and eight members of the Shariah secretariat of eight full-fledged Islamic banks of Bangladesh to understand their Corporate Social Responsibility well. The informants were selected using the purposive sampling method to gather relevant and rich data. The data were collected using a semi-structured interview questionnaire. Following the six stages of thematic analysis, the researchers analyzed the in-depth data collected from the long-experienced Heads of public relations and members of Shariah secretariats. The results show that these banks emphasize Islamic Corporate Social Responsibility (ICSR) activities, particularly, philanthropic responsibility by Islamic, humanitarian, educational, and Ummah building services to develop and maintain a strong relationship with their internal and external publics. Based on the study's findings, the study eventually proposes a framework for Islamic Corporate Social Responsibility (ICSR) in the Islamic banking industry. This framework ultimately suggests practicing Corporate Social Responsibility in such a way that can enormously help build the Islamic Ummah. The application of the proposed ICSR framework can contribute to CSR and Islamic banking academia and industry.

Communicating Extremism: Propaganda and Qur'anic Misinterpretation in Western Societies

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This study delves into the claims linking Islamic extremism to the Qur'an, focusing on the perspectives of Muslims in Western societies from 2016 to 2022, a period marked by a surge in global terrorism. By exploring how extremist groups manipulate the Quran to justify their actions, this research integrates propaganda theory and the concept of groupthink to offer a nuanced understanding of the mechanisms through which terrorism is rationalized and propagated. Employing a mixture of questionnaires and semi-structured interviews with five participants, the research uncovers a general agreement on the ambiguity and interpretative challenges of the Quran. It further illustrates how extremist factions, through a combination of skewed propaganda and groupthink dynamics, exploit these uncertainties to promote a radicalized ideology. The findings highlight a pronounced deficit in the collective efforts of Muslim scholars to provide a cohesive interpretation of the Quran that could counterbalance extremist views, underscoring a pivotal area of concern in combatting the spread of terrorism. This investigation not only sheds light on the exploitation of religious texts by terrorist groups but also emphasizes the critical need for informed engagement and interpretation within the Muslim community to address and mitigate extremist ideologies.

Undergraduate Public Relations Education in Saudi Arabia

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The growing degree of technological advancement and the ongoing changes occurring in Saudi Arabia will radically influence how public relations is taught and practised in the country. Lack of

studies investigating undergraduate public relations education and its ability to prepare qualified and effective public relations specialists. This research has three objectives; objective one was to analyse the current state of undergraduate public relations education in Saudi Arabia. Objective two was to explore the trends and future direction of the public relations profession in Saudi Arabia. The third objective was to propose an ideal undergraduate public relations education curriculum in Saudi Arabia. The study adopted a qualitative research design; data were collected using in-depth interviews. Informants were selected using the purposive sampling method. The sample comprised fourteen informants, seven public relations educators and seven public relations specialists. Data were analysed and organised using the thematic analysis method. The results showed that despite recent improvements in the quality of undergraduate public relations education in Saudi Arabia, there are several issues that negatively affecting its quality, including curricula, the use of outdated books, poor admission criteria, a limited number of public relations programmes, and overreliance on traditional learning methods. These issues were accompanied by limited practical training options, a noticeable gap between academia and the industry, and the failure to meet the growing demands of the labour market and Saudi Vision 2030. The results also found that the profession of public relations in Saudi Arabia is faced with several issues, such as the misinterpretation of the profession by stakeholders, the employment of non-specialists, the lack of clarity concerning the duties and tasks of public relations specialists, and the difficulty of measuring the performance of public relations programmes. The study proposes an ideal undergraduate public relations curriculum for undergraduate public relations education in Saudi Arabia. The proposed structure encompasses technology and content creation-related subjects, subjects from other disciplines, practical and theoretical subjects in the field of public relations, and communication subjects. The study also provided several recommendations and future directions for achieving the desired changes, which could improve undergraduate public relations education in Saudi Arabia.

Factors influencing the acquisition of political knowledge on Douyin: A study among university students in China

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Paying attention to improving the political knowledge of citizens has always been an important topic in China, especially the level of political knowledge of Chinese university students. In the era of rapid development of the Internet, short video apps have become an important source of information, and as the most popular short video app in China, DouYin plays a key role in information acquisition. However, the level of political knowledge of Chinese university students is low, and there are few studies on the acquisition of political information through short videos. Hence, this study combines Cultivation Theory and Flow Theory to explore the factors influencing the political knowledge acquisition via DouYin. In this study, 436 Chinese university students were selected using multistage cluster sampling and collected data from an online survey. The results of SmartPLS analysis show that exposure, social interaction, enjoyment, and concentration have a significant positive impact on political knowledge acquisition. This study provides an in-depth understanding of key factors for acquiring political knowledge via DouYin, highlighting the platform's potential in enhancing political education and civic responsibility. It offers practical guidance for platform design and policy recommendations for promoting political literacy and responsible citizenship through social media.

Leveraging Social Media for National Unity: The Role of CSR Merdeka Advertisements, Slacktivism, and Clicktivism

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In the digital age, leveraging social media through CSR Merdeka advertisements offers a powerful avenue to promote national unity in Malaysia by engaging slacktivism and clicktivism behaviors. This study examines how advertising on social media may foster national unity through slacktivism and clicktivism, as well as the use of nudging theory to shape audience perception and engagement. The study employed a triangulation approach, combining content analysis, surveys, and focus group discussions (FGDs). This study used Natural Language Processing (NLP) techniques, including sentiment analysis, thematic analysis, word clouds, and Latent Dirichlet Allocation (LDA), to examine fifteen CSR Merdeka advertisements from three prominent Malaysian corporations: Petronas, Celcom, and TM. Audience engagement and sentiment were assessed through surveys and FGDs involving university students aged 20–25, focusing on their slacktivism and clicktivism behaviors. The analysis revealed that CSR Merdeka advertisements effectively incorporate themes of national unity, with varied engagement levels influenced by nudging techniques. Advertisements that employed emotional appeals, relatable narratives, and cultural symbols generated stronger identification with national unity. Prevalent slacktivism and clicktivism among younger audiences suggest that targeting these behaviours can enhance message dissemination and engagement. Effective communication strategies included personalised messaging, visual storytelling, and interactive content, which significantly increased audience engagement and positive sentiment towards national unity. The findings suggest that CSR Merdeka advertisements can effectively promote national unity in Malaysia by strategically targeting slacktivism and clicktivism behaviors. Integrating nudging theory into communication strategies enhances the impact of these advertisements. The article provides recommendations for future CSR campaigns to better engage audiences and foster national unity through innovative and relatable content.

Application of Intelligent Manufacturing Technology in the Ceramic Industry: Innovative Practices to Improve Efficiency and Environmental Performance

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This study aims to conduct an in-depth discussion and analysis on the application of intelligent manufacturing technology in the ceramic industry. The focus of intelligent manufacturing in the ceramic industry is on production efficiency, resource utilization, and environmental pollution reduction. Intelligent manufacturing technology, with the development of modern science and technology, has become the key to solving these problems. This study assesses the practical impact of intelligent manufacturing technology on the transformation, upgrading, and sustainable development of the ceramic industry, utilizing a variety of methods such as literature review, case analysis, and data

analysis. The aim is to foster a strong link between intelligent manufacturing and environmentally friendly production within the ceramic sector. The survey results show that intelligent manufacturing technologies such as the Internet of Things, artificial intelligence, and robotics have produced positive benefits in the development of the ceramic industry. The study takes a close look at how advanced intelligent manufacturing technology can be used in different situations. It then suggests policy changes, directions for technical research, and detailed plans for how these ideas can be put into action so that the ceramic industry can use and promote intelligent manufacturing technology even more.

From Subjective to Objective: Implementing Acoustic Measurements in Vocal Performance Education

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Traditionally, the evaluation of vocal performance education has relied heavily on subjective assessments, which can be inconsistent and influenced by individual biases. This study aims to address the shortcomings of these traditional methods by proposing a quantitative approach using acoustic measurements to objectively assess vocal performance education. The primary research question revolves around the effective implementation of acoustic measurements to improve the objectivity and reliability of vocal performance evaluations. In vocal performance education, subjective evaluations by instructors are commonplace. However, these assessments often lack standardization and reproducibility, leading to discrepancies in student evaluations. To address these issues, there is a growing need for objective assessment tools that can provide consistent and unbiased evaluations. The primary problem this research addresses is the subjectivity inherent in traditional vocal performance evaluations. The key research questions are: (1) What acoustic parameters are most indicative of vocal performance quality? (2) How can we measure and analyze these parameters to provide objective evaluations? (3) What are the implications of using acoustic measurements for vocal performance education? This study proposes a quantitative acoustic measurement system to objectively evaluate vocal performance, focusing on pitch accuracy and rhythm stability. Utilizing advanced signal processing techniques, the research involved both novice and experienced vocalists, with measurements rigorously correlated to expert evaluations. Findings indicate strong correlations between acoustic parameters and expert assessments, validating the system's reliability and objectivity. This approach significantly enhances the fairness and consistency of vocal performance evaluations, providing educators with precise tools to improve educational outcomes. The study underscores the potential for broader adoption of objective assessments in vocal pedagogy, addressing the limitations of traditional subjective methods and paving the way for a more standardized, equitable and sustainable vocal music education assessment system.