

9th International Conference on

ETAR

BOOK OF CONFERENCE PROCEEDINGS

November 25-26, 2023

9TH INTERNATIONAL CONFERENCE
ON

"EMERGING TRENDS IN ACADEMIC
RESEARCH" (ETAR-2023)

Organized by:



Global
Illuminators



ETAR- 2023

Conference Proceeding

Book of Abstracts

**9th International Conference on
“Emerging Trends in Academic Research” (ETAR-2023)**

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Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



9th International Conference “Emerging Trends in Academic Research” (ETAR-2023) serves as a platform that aims at helping the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face, and interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards, and

helping the participants in publishing their research in affiliated journals. Also, special thanks to all the session chairs from industry, academia, and policy-making

institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as keynote speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We, the scholars of this world, belong to the elite educated class of this society and we owe a lot to return to this society.

Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step to the betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

Type of ETAR Papers

For this year, ETAR has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researchers and are reviewed on the basis of highest academic standards. The objective of the Empirical studies is to contribute to the scientific body of knowledge. On the contrary, Insight papers meet the needs of policymakers and professionals and are reviewed on the basis of high practical standards. The objective of the Insight is to identify the real-world problems and how they can be solved with the help of information systems.

Reviewing Criteria

In ETAR, all papers are judged on the same criteria (relevance, significance, originality, validity, and clarity). However, some criteria differ between the Empirical papers and the Insight papers.

Relevance: Relevance has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

Significance: Knowledge in different researches in the conference is related to empirical papers and insight papers.

Originality: Ideas that are new for the researchers are used in the conference.

Validity: Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

Clarity: Papers are according to the format, and language is easy and understandable by the audience in the conference.

Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
30	24	2	11	65.5%

Copyright Agreement

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Acknowledgment

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee, and representatives of the ETAR board and their helpers. We also want to thank all the Track Chairs and reviewers, as well as all the members of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the ETAR tradition.

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Editor

Dr. Ahmad Saddam (Ph.D.)

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CONFERENCE PROGRAM

DAY 01 Saturday (November 25, 2023)

Venue: Favohotel Sunset Seminyak Bali, Indonesia

9:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:40 am	Opening Speech – Ms Novia Coordinator, Global Illuminators
09:40 am – 09:50 am	Introduction of Participants
09:50 am – 10:00 am	Group Photo & Award Ceremony

Grand Networking Session and Tea Break (10:00 am – 10:30 am)

DAY 01 Saturday (November 25, 2023)

Track A: Business, Management Economic, Social Sciences and Humanities

ETAR-23-104	The Impact Of Social Media On Elderly’s Quality Of Life In Malaysia	Sedigheh Moghavvemi
ETAR-23-105	Does Unconscious Bias Affect Psychological Well Being in Ideological and Political Education? Moderating Effects of Self Regulation and Mind Awareness	Suhaib Khalid AL-Takhayneh
ETAR-23-113	How Is Community-Based Tourism on the Andaman Coast Resilient Amid the COVID-19 Pandemic?	Prachyakorn Chaiyakot
ETAR-23-121	Teachers' Views on the Effect of Gamified Teaching Approach on Improving Saudi EFL Students' Grammar	Mohammad H. Al-khresheh
ETAR-23-124	The Effects Of Cannabis Breeding Lines on Nutritional Content and Bioactive Compounds 2 in Cannabis Leaves (Cannabis sativa L.)	Asst.Prof. Sasirindara Labua
ETAR-23-122	Forming Student Character Through Clean And Healthy Life Behavior In Schools	Vina Oktiarina
ETAR-23-123	New Era Of Pedgogic Learning: A Systematic Review	Henny Setiani
ETAR-23-101	Exploratory Pedagogic Inquiry for Academic Development	D Marais,
ETAR-23-106	The Challenges Faced Students’ of Practicing Social Work during Corona Virus from the Perspective of Mentors: A Qualitative Study	Dr. Huda Alhajjaj
RBESE-23-101	Is there any Benefit for Hotel Operational Performance by get the Green Hotel Certification? Apply Two-Stage Estimation and Panel Analysis	Tsai-Chen Chang
RBESE-23-102	Why Do Equator Principles’ Signatory Financial Institutions Continue Conducting Business Transactions With Companies Violating Social Responsibilities?	Ching Ying Lee

DAY 01 Saturday (November 25, 2023)
Track A: Business, Management Economic, Social Sciences and Humanities

ETAR-22-127	Evaluating the Language Proficiency for German Language Education in Thailand	Wassamill Watcharakaweelip.
ETAR-22-129	Patterns of Conducting the Marketing Performance of Small Medium Enterprise in East Java	Resanti Lestari
ETAR-22-130	Improving Reading Ability In Students Through Hybrid Learning In Elementary Schools	Sastra Wijaya
ETAR-22-125	Does Firm Size And Age Strengthen The Relationship Between Ambidexterity And Financial Performance? Empirical Evidence In MSME Perspective	Nela Dharmayanti

Closing Ceremony

DAY 02

Sunday, (November 26, 2023)

**The second day of the event is reserved for this
memorable purpose and academic social networking.**



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TRACK A: BUSINESS, MANAGEMENT, SOCIAL SCIENCES AND ECONOMIC STUDIES



The Impact of Social Media on Elderly's Quality of Life in Malaysia

Sedigheh Moghavvemi^{1*}, Kwang Lee Chen²

University Malaya, Malaysia

Abstract

Quality of life has become a concern for the elderly, as their physical and mental health issues become more serious as they get older. Research shows that usage of social media helps the elderly in improving cognitive functions such as inhibitory control and reduces negative feelings such as depression, loneliness, and isolation. This study investigated the impact of social media usage on elderly wellbeing. Ten elderly (6 females and 4 males) aged 60 and above who have had at least one year of experience, using social media participated in the interview sessions. The results of the study shows that Facebook had the highest population among participants at 26%. This is because Facebook has a user-friendly interface, allowing the elderly to connect with their friends and family, read news from around the world, and share their daily photos or videos to their friends. There are many advantages of using social media for the elderly – it is convenient, easy to be connected to the world, reduces feelings of depression, loneliness, and isolation, and enables them to find a great deal of information and knowledge. The elderly can control their use of social media; therefore, it does not affect their sleep quality. Some do, however, feel excited when playing online games. The elderly also have positive feelings towards social media use and feel connected to the world. They are also able to stay connected with their friends and family who are far away from them. Social media also provides news features that allow the elderly to stay updated on the news. They can seek needed information such as health information.

Keywords: Elderly, Social Media, Quality Of Life, Impact, Qualitative

*All correspondence related to this article should be directed to Sedigheh Moghavvemi, University Malaya, Malaysia



Does Unconscious Bias Affect Psychological Well Being in Ideological and Political Education? Moderating Effects of Self Regulation and Mind Awareness

Suhaib Khalid AL-Takhayneh

Department of Guidance and Special Education, Faculty of
Educational Sciences, Mu'tah University, Karak, Jordan

Abstract

Psychological well-being is a necessary element for the success of students in any education system, and this aspect needs the researcher's focus. Hence, the present article investigates the impact of the unconscious bias of teachers on the psychological well-being of ideological and political education students in Jordan. The study also examines the moderating impact of self-regulation and mind awareness among the unconscious bias of teachers and the psychological well-being of ideological and political education students in Jordan. The article used survey questionnaires, the primary data collection approach, to gather the data from selected students. The study also used the SPSS-AMOS to check the data and variables' reliability and association with the variables. The results indicated that the unconscious bias of teachers has a negative link with the psychological well-being of the ideological and political education students in Jordan. The results also indicated that self-regulation and mind awareness significantly moderate among unconscious bias of teachers and the psychological well-being of the ideological and political education students in Jordan. This study guides the policymakers in establishing the regulations related to improving the students' psychological well-being by eliminating teachers' unconscious bias.

Keywords: Unconscious Bias, Psychological Well-Being, Ideological and Political Education, Self-Regulation, Mind Awareness

*All correspondence related to this article should be directed to Suhaib Khalid AL-Takhayneh, Department of Guidance and Special Education, Faculty of Educational Sciences, Mu'tah University, Karak, Jordan



How Is Community-Based Tourism on the Andaman Coast Resilient Amid the COVID-19 Pandemic?

Prachyakorn Chaiyakot^{1*}, Parichart Visuthismajarn², Parichat Singsaktrakul³, Panot Pakongsup⁴, Thamrong Chomphusri⁵
^{1,2,3} Faculty of Environmental Management, Prince of Songkla University, Thailand, ⁴Thai Responsible Tourism Association, Thailand, ⁵Andaman Discoveries, Phang Nga Province, Thailand

Abstract

The outbreak of COVID-19 in late December 2019 in the city of Wuhan, China, has affected many sectors of the major global economies including travel and tourism. Prior research has studied how infections and crises in the tourism industry can be managed. This article reflects on the socio-economic effects of COVID-19 pandemic on community-based tourism in the Andaman Sea coastal region connecting with the main tourist attractions of Southern Thailand, while revealing the situation in the area before the pandemic, the community adaptations amid the infection period, and offering a plan for recovery strategies for resilience after COVID-19. Data were collected from December 2021 to March 2022 in nine tourism communities of three provinces of the Andaman Sea tourism region using focus group discussions and interviews. Results reveal that in normal times, tourism is a supplementary occupation but generates more income than the main occupation. Socio-economic impacts amid the pandemic were mixed, with both positive and negative effects. The study recommends that community-based tourism should be supported to recover, including restoration, new tour programme designs, online marketing, quality focus on local products, and skills training. Improvements to infrastructure and community hygiene standards are also needed for community tourism after the pandemic

Keywords: Community Based Tourism, Crisis Management, Coronavirus, Pandemic Impacts, Andaman Coast

*All correspondence related to this article should be directed to Prachyakorn Chaiyakot, Faculty of Environmental Management, Prince of Songkla University, Thailand



Teachers' Views on the Effect of Gamified Teaching Approach on Improving Saudi EFL Students' Grammar

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^{1,2} Department of English Language, Faculty of Science and Arts,
Northern Border University, Saudi Arabia

Abstract

One of the most challenging aspects of language learning is teaching grammar. There has been an uptick in the number of studies investigating the potential of using games to instruct grammatical concepts. This study intends to assess how gamified instructional methods affect students' grammatical development. For this purpose, a five-point Likert scale questionnaire was distributed to 134 randomly selected EFL teachers. The findings indicated a positive view toward using games in grammar teaching. This positivity stemmed from their belief that games provide a fun learning environment. They can create opportunities for students to learn English meaningfully and offer supportive activities and practises that enable students to connect and communicate. Moreover, games can be pleasant and provide a helpful setting for learning English. They stimulate interaction and communication among students. They offer a purposeful setting within which language is used. Limitations and recommendations were made in light of these findings.

Keywords: EFL Teachers, Games, Gamified Teaching Approach, Grammar, Perspectives, Saudi EFL Students.

*All correspondence related to this article should be directed to Mohammad H. Al-khresheh, Department of English Language, Faculty of Science and Arts, Northern Border University, Saudi Arabia



The Effects of Cannabis Breeding Lines on Nutritional Content and Bioactive Compounds 2 in Cannabis Leaves (Cannabis Sativa L.)

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Phatumthani 12000, Thailand,

Abstract

Importance of the work: Cannabis is an economic plant with uses in food, medicinal, 11 nutraceutical beauty products and popular recreational/medicinal botanical 12 drug product in the world. However, scant data is available about the nutritional contents and 13 bioactive compounds of cannabis leaves to support the proper consumption. 14
Objectives: To investigate the effect of cannabis breeding lines on nutritional contents and 15 bioactive compounds in cannabis leaves. 16
Materials & Methods: Four cannabis breeding lines, RSU01, RSU08, RSU09 and RSU12 17 were selected and conducted in triplicate and reported as mean data \pm standard deviation 18 (SD). All data were analyzed by completely randomized design at significance level $p < 0.05$ 19 using the SPSS program (SPSS Inc., Chicago, USA) version 20.0. 20
Results: Each 100 g of cannabis breeding line contained mean nutritional contents and 21 bioactive substances as follows: moisture 69.62 ± 2.22 g, ash 6.92 ± 3.28 g, fat 10.24 ± 3.83 g, protein 10.44 ± 3.93 g, nitrogen 1.67 ± 3.94 g, fiber 4.20 ± 4.23 g, carbohydrate 5.44 ± 4.52 g, energy 152.07 ± 3.35 kcal, chlorophyll A 41.49 ± 3.33 mg/cm² 23, chlorophyll B 12.08 ± 3.31 mg/cm², total chlorophyll 54.02 ± 2.95 mg/cm², antioxidant 18.35 ± 2.47 EC₅₀·gL⁻¹ 24, total phenolic compounds 2.45 ± 2.50 mgGAE·100 gFW⁻¹ 25, and anthocyanin 8.57 ± 0.81 mgGAE·100 gFW⁻¹. The contents of Δ^9 -tetrahydrocannabinol (Δ^9 -THC), and Δ^9 26 - tetrahydrocannabinolic acid (Δ^9 27 -THCA) were 0.10% (w/w) and 1.08% (w/w), respectively. 28
Main finding: Nutritional contents and bioactive compounds found in these four cannabis 29 breeding lines showed potential for wide applications in the food, medical, nutraceutical, 30 beauty products and medicinal botanical drug product industries.

Keywords: Bioactive Compounds, Cannabis, Nutritional Contents

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Forming Student Character Through Clean And Healthy Life Behavior In Schools

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Abstract

Schools consist of a set of behaviors practiced by students, teachers and the community, which are expected to be able to raise awareness as a result of learning so that they can independently prevent disease, improve health, and play an active role in creating a healthy environment. Schools need to be supported by UKS (School Health Business) activities which have the scope and objectives of clean and healthy living practices (PHBS) in schools. This paper aims to explain the significance of the habituation of clean and healthy living behavior in schools for students with strong character. The research was conducted on students in the upper secondary education area of Serang City with a sample of 300 people. Data analysis uses a SWOT analysis approach. The research concluded that education on a clean and healthy lifestyle needs to be promoted together, especially in schools with the aim of broadening the horizons of teachers, increasing the enthusiasm and work productivity of teachers, and facilitating effective communication. Some of the things that teachers do so that children are interested in adopting a clean and healthy lifestyle are disposing of trash in its place, getting used to washing hands after activities, and bringing food supplies to school.

Keywords: Student Character, Healthy Life, Behavior

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New Era Of Pedgogic Learning: A Systematic Review

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Abstract

The industrial revolution 4.0 was marked by the widespread use of technology in various aspects of life, including education. The use of technology in learning is used for the transfer of knowledge, not the transfer of values. This paper aims to examine conceptually the concept of pedagogical learning as an alternative solution in digital era learning. The writing method uses a systematic review by taking literature related to the 2019-2022 period. The results of the study show that digital pedagogy is an approach that is not only based on the teacher's skills in using technology but how the teacher as a facilitator uses technology to build thinking skills as well as develop students' affective aspects. Learning is centered on students and the use of technology is used to foster a dynamic learning atmosphere, is inquiry in nature and students observe and then construct the existing reality. This will build a critical attitude, curiosity, empathy, and seek solutions to reality so that it does not just build knowledge but also social intelligence. Digital pedagogy can be an alternative solution in digital era learning that aims to produce young people who are critical, adaptive, and have social intelligence in facing the demands of the industrial era 4.0.

Keywords: Student Character, Healthy Life, Behaviour

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Does Firm Size and Age Strengthen the Relationship Between Ambidexterity And Financial Performance? Empirical Evidence in MSME Perspective

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Abstract

This study investigates the moderating effect of firm size and age on the association between ambidexterity and financial performance. The idea is tested using a quantitative methodology in this study. The research instrument was a questionnaire that respondents filled out. The participants in this study are all MSME leaders in Tangerang, Banten, Indonesia. For this study, 216 participants were chosen randomly, and data were analysed using a structural equation model (SEM). This research discovered that ambidexterity has a favourable and statistically significant effect on financial performance. In addition, firm age improves the association between all ambidexterity aspects (product exploration, product exploitation, market exploration, and market exploitation) and financial performance. However, company size has no moderating effect on the association between product and market exploitation and financial performance, only on the relationship between product and market exploration and financial performance. This research is advantageous to the size of businesses with structural distinction through mechanisms underpinning resources and capabilities. In addition, the firm's age and expertise with contextual systems and processes, as well as the mechanisms underlying organizational learning, enable the company to maximize its performance.

Keywords: Strengthen Relationship, Ambidexterity, Financial Performance

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Evaluating the Language Proficiency for German Language Education in Thailand

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Abstract

The main purpose of this article is to shed light on the significance of evaluating the language proficiency for German language Education in Thailand. Based on the purposive sampling, 25 students (Academic year 2019) majoring in German at Khon Kaen University in Thailand participated in this study. The screening test consisting of altogether eight short reading texts was employed as a research instrument. Each reading text has 20 gaps to fill in. Hence, the total scores are 160 scores. In terms of data collection and analysis, the students' scores from the test administered by the German Academic Exchange Service (DAAD) in Thailand were collected and analyzed according to the Common European Framework of Reference for Languages (CEFR). It is recommended that language educators can further develop a new language curriculum for foreign language teaching in Thailand based in the test results to serve the requirements of the dynamic society and the global workplace.

Keywords: German Language Education, Language Proficiency

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Patterns of Conducting the Marketing Performance of Small Medium Enterprise in East Java

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Abstract

Many small business owners aren't ready for a digital world and how to measure the business. In many small businesses, the CEO is also the CMO and small business owners handle marketing efforts themselves. The problem that SMEs have is that they don't know if their marketing efforts are effective. This study aims to explore the Pattern of conducting marketing performance model based on conceptual studies and empirical exploration, the second aim is develop the construct for marketing performance for SMEs Malang City. This study uses a quantitative and qualitative research methods. Qualitative research is conducted to define the need for marketing audits using depth in interviews to enrich the development of conceptual models and the quantitative using survey. The object of research is an SME in Malang City, surveys are conducted on 101 SMEs in Malang City and depth interview is conducted with 5 SMEs who represent the characteristics needed in this research. This activity is aimed at elaborating on the need for the formation for designing marketing performance for SMEs in Malang. The results obtained that almost half of the SMEs doesn't measure the marketing performance, they just using financial performance as the best way to measure the business. And the The second result that there are 6 dimension for measure the marketing performance with 36 indicator that valid to measure the marketing performance.

Keywords: Marketing Performance, SMEs, Marketing Audit

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Improving Reading Ability in Students through Hybrid Learning in Elementary Schools

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Abstract

This study aims to determine students' reading interests through hybrid learning that implements the use of digital library learning media. This research was conducted at a public elementary school located in Pandeglang, Banten province. The subjects in the study were 28 students of class V, totaling 28 students. The research method uses descriptive qualitative methods, using observation and interviews as data collection instruments. The results showed that there was an increase in students' reading literacy skills after implementing learning through hybrid learning at school. The results of the homogeneity test calculation using SPSS software version 26 for OS Sig. $0.000 \leq \alpha$ (0.05) shows an increase in literacy skills through hybrid learning which has been modified by the teacher through digital library media. The significance value (2-tailed) of the independent teaching application on student learning outcomes shows the number $0.000 \leq 0.05$, then accept H_a and reject H_o . While the results of calculating the R-Square value show the number 0.789 or which means that there is an influence number between variables of 78.9%, this has fulfilled the requirements for the relationship between variables through the hypothesis because the number is above 50% which means good. The obstacle found in the implementation of hybrid learning research was students' sense of boredom in reading quickly, this happened because the concentration and focus of elementary school students were still easily distracted from playing activities, so teacher assistance was needed in learning activities. The teacher needs to understand the learning design because to apply hybrid learning to improve students' reading skills, the teacher must adjust the approach according to the different learning styles and learning needs of each student.

Keywords: Reading Ability, Hybrid Learning, Elementary School.

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Exploratory Pedagogic Inquiry for Academic Development

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Abstract

Exploratory Action Research was conducted to evaluate an innovative approach, named 'Exploratory Pedagogic Inquiry' (EPI), which higher education teaching staff, with multiple demands on their time, adopted to inquire into/explore teaching and learning processes, with ultimate benefits for improvement of student experience. During the pandemic, drawing inspiration from work by Smith & Rebolledo, we developed resources and together followed the approach over a period of five weeks. EPI involves participants identifying pedagogic strengths or challenges they are facing, prioritising among them, reflecting on one issue further, and developing related, researchable questions, all within a context of mutually supportive peer-coaching. Weekly whole-group sessions alternated with peer-coaching meetings and individual reflection, culminating in sharing details of individual inquiries with the wider group. The aim of the study was to inquire both into our practice and evaluate our experiences, with a focus on the EPI process. Data was collected from various sources including EPI booklets, personal reflections and semi-structured focus group interviews with the first cohort of the EPI process. The data were analysed using qualitative analysis, content analysis and to a lesser extent, discourse analysis.

Keywords: Exploratory, Pedagogic, Academic Development

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The Challenges Faced Students' of Practicing Social Work during Corona Virus from the Perspective of Mentors: A Qualitative Study

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Abstract

This paper examines the challenges that face social work students in the field course for a Bachelor's degree from the perspective of their professors during coronavirus. And it also adds suggestions to improve the field training course in the future in such a crisis. Also, it aimed to highlight the importance of field training for the students'. To achieve the goals of this study researcher use a qualitative approach, and interview the sample including eight teachers (3 males and 5 females) who is teaching and supervising students in BA from the University of Jordan, Albalqaa Applied University and German Jordanian University. The result for this study showed that there are numerous challenged facing students such as; lack of communication between them and the supervisor in the institutions, Student's disapprove of the idea of remote training, and Inability to learn basic skills in intervening with situations and the difficulty of applying them remotely.

Keywords: Field Training, Corona Virus, Social Work, Challenges, Mentors

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Is there any Benefit for Hotel Operational Performance by get the Green Hotel Certification? Apply Two-Stage Estimation and Panel Analysis

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Taiwan
Abstract

This study uses a two-stage estimation method for its empirical analysis, and taking occupancy ratios, revenue per available room, and total operating revenue as the variables which represent operation performance of hotels. The 2000 to 2015 data from 291 sampled hotels, including the 47 hotels qualified by the rating system of the North American Green Leaf Program, the 32 hotels by the Canada Green Key Eco-rating Program, the 64 hotels by the American Green Mark Program, and the 148 hotels without any green certification, were used to examine the influence of green hotel certification on hotel industry performance by estimating the fixed effect in a panel regression model. The results found that the acquisition of green hotel certification significantly have positive influences on accommodation intention of tourists, RevPar and total operating revenue. That is to say, the green hotel certification can indeed raise hotel operating performance and benefits the hotel industry.

Keywords: Green Hotel , Operational Performance, Hotel Industry , Fixed Effect Model

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Why Do Equator Principles' Signatory Financial Institutions Continue Conducting Business Transactions With Companies Violating Social Responsibilities?

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Abstract

This article employs event study and buy-and-hold methods to analyze the impact of banks signing the Equator Principles and their subsequent media exposure for noncompliance. It investigates short-term and medium-to-long-term stock price changes and explores why certain banks violate these principles despite signing them. The findings reveal that banks have both incentives to adopt the Equator Principles and reasons to breach them. Short-term stock price declines show no significant difference between signatory and non-signatory banks. However, medium-to-long-term stock price changes for signatory banks are notably positive, surpassing those of nonsignatory banks and the market average. This suggests that banks may sign the Equator Principles for profit maximization but also breach them for the same reason. Market focus on bank profitability makes it challenging to combat such greenwashing behavior through market forces alone, highlighting the need for government policies and system incentives to address this issue.

Keywords: Equator Principles, Corporate Social, Responsibility

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CSR



Environment



Public Health



Growth and Development



Sustainability



Charities

CSR

CSR Activity Conducted by Global Illuminators: Sports Activation for Children against Negative Impact of Internet & Technology

In April 2016, Global Illuminators conducted Corporate Social Responsibility program together with Maestro and the Clover as Sports Facility Provider in Bandung, initiating an event with the theme:



The Objectives of this event were:

1. Media of education for parents and children to be aware of the digital new era and its impact on children's life

- Highlights of CSR Activities are given below:**



**Global Illuminators Malaysia Team conducted its
Latest CSR activity at Rumah Charis, Kuala
Lumpur, Malaysia Children Home**

Global Illuminators Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single-parent children. Their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counseling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children, such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by Global Illuminators.



Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

Global Illuminators Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphan, and dhuafa). Global Illuminators Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:





MISSION

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