### Book Of Conference PROCEEDINGS



8th International Conference on

Innovative Trends In
Multidesciplinary
Academic Research

October 19-20, 2024

### **ITMAR 2024**

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Researching and developing for Humanity



# ITMAR- 2024 Conference Proceeding Book of Abstracts

8th International Conference On
"Innovative Trends in Multidisciplinary Academic
Research (ITMAR-2024)

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Country Director (Global Illuminators Iraq)

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#### **Conference Chair Message**

Farooq Ahmed Jam (Ph.D.)



8th International Conference On "Innovative Trends in Multidisciplinary Academic Research (ITMAR-2024) 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 ITMAR Papers**

For this year, ITMAR 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 ITMAR, 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%		

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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 ITMAR 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.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.), Muhammad Abbas (Ph.D.)

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#### **CONFERENCE PROGRAM**

DAY 01 Saturday (October 19, 2024)

Welcome Reception & Registration 9:00 am - 09:30 am Opening Ceremony (09:30 am - 10:30 am)

Venue: Dosso Dossi Hotels & Spa Downtown

09:30 am – 09:40 am	Opening Speech – 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)

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#### DAY 01 Saturday (October 19, 2024)

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

ITMAR-24-116	The Impact Of Educational Philosophy On The Development Of Islamic Education Curriculum	Muhammad Rizal Falaqi
ITMAR-24-117	Increasing Excise Revenue By Cracking Down On Illegal Cigarettes In Indonesia	Berlian Yoga Ardana
ITMAR-24-118	Indonesian Pesantren Women's Leadership Thought: Istibsyaroh's Perspective And Its Relevance To The Challenges Of Society 5.0	Nur Alfiyah
ITMAR-24-119	Debus Art And Mystical Identity In Indonesia	Siti Nurkholisoh
ITMAR-24-120	Nahdlatul Wathan and the Dynamics of Politics Religion in Indonesia	Indana Ilma Ansharah
ITMAR-24-121	Forming Student Character Through Clean And Healthy Life Behavior In Schools	Vina Oktiarina
ITMAR-24-111	New Era Of Pedgogic Learning: A Systematic Review	Henny Setiani
ITMAR-24-112	Exploratory Pedagogic Inquiry for Academic Development	D Marais,
ITMAR-24-113	The Challenges Faced Students' of Practicing Social Work during Corona Virus from the Perspective of Mentors: A Qualitative Study	Dr. Huda Alhajjaj
ITMAR-24-114	Is there any Benefit for Hotel Operational Performance by get the Green Hotel Certification? Apply Two-Stage Estimation and Panel Analysis	Tsai-Chen Chang
ITMAR-24-110	Why Do Equator Principles' Signatory Financial Institutions Continue Conducting Business Transactions With Companies Violating Social Responsibilities?	Ching Ying Lee

### DAY 01 Saturday (October 19, 2024) Track A: Business, Management Economic, Social Sciences and Humanities

ITMAR-24-108	Evaluating the Language Proficiency for German Language Education in Thailand	Wassamill Watcharakaweesilp.
ITMAR-24-106	Patterns of Conducting the Marketing Performance of Small Medium Enterprise in East Java	Resanti Lestari
ITMAR-24-102	Improving Reading Ability In Students Through Hybrid Learning In Elementary Schools	Sastra Wijaya
	Does Firm Size And Age Strengthen The Relationship Between Ambidexterity And Financial	
ITMAR-24-103	Performance? Empirical Evidence In MSME Perspective	Nela Dharmayanti

**Closing Ceremony** 

### DAY 02 Sunday, (October 20, 2024) "CITY TOUR"

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.



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



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### The Impact of Educational Philosophy on The Development of Islamic Education Curriculum

Muhammad Rizal Falaqi<sup>1\*</sup>, Siti Nurkholisoh<sup>2</sup>, Indana Ilma Ansharah<sup>3</sup>, Nur Alfiyah<sup>4</sup>, Agus Tricahyo<sup>5</sup>, Uril Bahruddin<sup>6</sup>
<sup>1,2,3,4,6</sup> Universitas Islam Negeri Maulana Malik Ibrahim Malang, Indonesia. <sup>5</sup> Institut Agama Islam Negeri Ponorogo, Indonesia

#### Abstract

This research aims to rectify perspectives that overlook the significant contributions made by three important figures in educational philosophy to the advancement of the Islamic education curriculum. The objective of this research is to explain the implications of the ideas put out by three educational philosophy figures, namely John Locke, Henry Giroux, and John Dewey, in the development of the Islamic education curriculum. Each paradigm represents a distinct philosophical viewpoint: Humanism, Reconstructionism, and Progressivism. The research methodology employed is qualitative, specifically based on a literature review. The research model is to explain the perspectives of three major thinkers. The findings of this study indicate that the three educational philosophy figures play distinct roles in the development of the Islamic education curriculum. John Locke advocated for the promotion of reason and ethical principles in the context of Islamic education. Henry Giroux enhances students' capacity to critically examine material, comprehend social reality through an Islamic lens, and actively participate in meaningful discussions on significant matters. John Dewey enhanced the curriculum by prioritizing the cultivation of moral qualities and the practical utilization of knowledge in real-life situations. This philosopher introduced educational principles that became influential in the advancement of Islamic education, namely focusing on fostering reasoning and moral development, promoting critical thinking, and advocating for participatory learning.

*Keywords:* Philosophy of Education, Islamic Education, Humanism, Reconstructionism, Progressivism

<sup>\*</sup>All correspondence related to this article should be directed to Muhammad Rizal Falaqi, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Indonesia



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### Increasing Excise Revenue By Cracking Down On Illegal Cigarettes In Indonesia

#### Berlian Yoga Ardana<sup>1\*</sup>, Candra Fajri Ananda<sup>2</sup>, Nugroho Suryo Bintoro<sup>3</sup>

1.2.3 Ministry of Finance, University of Brawijaya, Indonesia.

Abstract

Excise revenue is one of the essential tax types that are a revenue source in Indonesia. Cigarette excise serves to control consumption and is the largest source of state revenue in the excise sector. The circulation of illegal cigarettes is troubling the domestic industry because the price is much cheaper than legal cigarettes. In addition, the state does not get excise revenue because of the circulation of illegal cigarettes. This research explores Customs' enforcement of illegal cigarettes to increase Tobacco Product Excise revenue, especially in the East Java region. The shadow economy theory explains that unrecorded economic activities, including illegal cigarettes, tend to violate the law. The Government can pursue policies that include stricter law enforcement. This research uses a quantitative regression analysis approach of panel data. The sample used in this study is the enforcement of illegal cigarettes carried out by the Customs Office at the DJBC East Java II Regional Office during the 2019-2023 period. Research shows enforcing illegal cigarettes positively and significantly influences Tobacco Product Excise Revenue. Through the earmarking mechanism of the Tobacco Product Excise Revenue Sharing Fund (DBHCHT), the receipt of Tobacco Product Excise also means ensuring health protection programs and law enforcement's sustainability.

*Keywords:* Excise Revenue, Enforcement, Tobacco Control, Illegal Tobacco, Illegal Cigarette.

<sup>\*</sup>All correspondence related to this article should be directed to Berlian Yoga Ardana, Ministry of Finance, Universitas Brawijaya, Indonesia



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#### Indonesian Pesantren Women's Leadership Thought: Istibsyaroh's Perspective and Its Relevance to the Challenges of Society 5.0

### Nur Alfiyah<sup>1\*</sup>, Muhammad Rizal Falaqi<sup>2</sup>, Siti Nurkholisoh<sup>3</sup>, Indana Ilma Ansharah<sup>4</sup>, Akhmad Nurul Kawakip<sup>5</sup>, Ahmad Barizi<sup>6</sup>

1.2.3,4,5.6 Universitas Islam Negeri Maulana Malik Ibrahim Malang, Indonesia

#### Abstract

Women's leadership in the era of Society 5.0 is still a polemic, so arguments between pros and cons are often inevitable. This study focuses on presenting the leadership thinking of Istibsyaroh, a female pesantren figure from Jombang, and analyzing its relevance in answering leadership challenges in the Society 5.0 era in accordance with understanding the importance of local and cultural views in the context of global leadership. The preparation of this article uses a qualitative approach with descriptiveanalytical methods and types of library research. The results of the analysis show that there is a connection (relevance) between the qualifications of ideal leaders in the era of Society 5.0, the Islamic perspective on women's leadership, and Istibsyaroh's thoughts. The conclusions, Istibsyaroh believes that women have the right to occupy political positions (leadership context), provided that they still obey the laws of Islamic law; because there is no text that explicitly (sarih) prohibits women's leadership in politics and government. As for the results of Istibsyaroh's critical review of the study of Mawdu'i tafsir in response to the different views of the scholars related to political rights and women's leadership, the author can conclude that Islam provides space for women to do politics and become leaders. Istibsyaroh's leadership thinking as an influential female ulama' can be emulated and linked to its relevance to the current era, so that it can answer the leadership challenges in the era of Society 5.0.

Keywords: Women Leadership, Istibsyaroh, Society 5.0, Islamic Thought

<sup>\*</sup>All correspondence related to this article should be directed to Nur Alfiyah, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Indonesia



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#### Debus Art and Mystical Identity in Indonesia

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#### Abstract

The art of debus is an integral element of Indonesia's cultural heritage, particularly in Banten as it contains rich spiritual and historical values. This article discusses the history of debus from its early role as a performing art that supported Islamic proselytization to its transformation into a modern attraction in contemporary art festivals, which retains mystical elements in its presentation. This research uses a content analysis method with a qualitative-descriptive approach to explore the supernatural aspects of debus, including the symbolism, rituals, and beliefs surrounding the practice. The results show that debus is not only a physical performance, but also a means to strengthen Islamic cultural identity in Indonesia, especially in Banten that involves spiritual elements such as zikir and verses from the Holy Qur'an, adding a religious dimension to the practice. This art is seen as an expression of courage and spiritual strength in facing the challenges of daily life. This research aims to broaden the understanding of traditional and spiritual values in debus art and encourage appreciation of local cultural heritage among the younger generation.

#### Keywords: Debus, Local Culture, Performing Arts, Mystical, Indonesia

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### Tuan Guru and the Dynamics of Religious Politics in Indonesia

### Indana Ilma Ansharah<sup>1\*,</sup> Siti Nurkholisoh<sup>2</sup>, Nur Alfiyah<sup>3</sup>, Muhammad Rizal Falaqi<sup>4</sup>, Ahmad Barizi<sup>5</sup>

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#### Abstract

This paper discusses about some of the dual roles of a religionist or called Tuan Guru in politics, which is not only active in providing religious teachings, but more than that. The Tuan Guru also do practical politics. This shows two main things. First, it confirms that ulama or Tuan Guru still play an important role in the political landscape, and second, it confirms that socio-cultural factors still have a strong influence on the role and voting behavior of local communities in Indonesia. This paper is conducted using a qualitative method or library research by relying on data from both primary and secondary documents, such as books, iournals, archival documents, and writings related to the theme. The result of this research is that there are dynamics in the work of Tuan Guru from time to time. There are several positive and negative impacts as well as pro and con opinions related to the shifting role of Tuan Guru in the political sphere in Indonesia. One of the positive impacts is gaining a wide media or da'wah network, central positions can be occupied by influential people. However, there are also some negative impacts, namely the fear of a shift in the da'wah content delivered by Tuan Guru and can lead to a sense of being a victim.

#### Keywords: Tuan Guru, Dynamics of Religious Politics, Indonesia

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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

#### Henny Setiani<sup>1\*</sup>, Yayat Ruhiat<sup>2</sup>, Sofwatillah Amin<sup>3</sup>, Didit Haryadi<sup>4</sup>, Rifda Cita Zulviah<sup>5</sup>

1.2 Sultan Ageng Tirtayasa University, Indonesia
3.4.5 Primagraha University
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 cantered 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

#### Nela Dharmayanti<sup>1\*</sup>, Agus Ismaya Hasanudin<sup>2</sup>, Imam Abu Hanifah<sup>3</sup>, Dadan Ramdhani<sup>4</sup>

<sup>1</sup> Universitas Islam Syekh Yusuf, Indonesia <sup>2,3,4</sup>Universitas Sultan Ageng Tirtayasa, Indonesia 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, 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

### Wassamill Watcharakaweesilp\* Khon Kaen University Thailand 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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1,4,5 University of Merdeka Malang, 2,3 Research and Innovation Agency (BRIN-RI) , Indonesia 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 SME' 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 SME's 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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1,2,3,4,5 Universitas Primagraha, Indonesia 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.  $0.000 \le \alpha$  (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  $0.000 \le 0.05$ , then accept Ha and reject Ho. 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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Warwick University, UK

#### 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 semistructured 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

### **Dr. Huda Alhajjaj\***University of Jordan, Jordon

#### 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

#### Shou Lin Yang\*<sup>1</sup>, Chiung-Ying Lee<sup>2</sup>, Tsai-Chen Chang<sup>3</sup>, Tzu-Hung Huang<sup>4</sup>

1,23,4National Kaohsiung University of Science and Technology, 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.

 $\textit{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?

### Shou-Lin Yang<sup>1</sup>, Chiung-Ying Lee\*<sup>2</sup>, Ching-Ying Lee<sup>3</sup>, Tzu-Hung Huang<sup>4</sup>

1.3,4National Kaohsiung University of Science and Technology, Taiwan, <sup>2</sup>Chang Jung Christian University, Tainan, Taiwan 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 Pinciples, Corporate Social, Responsibility

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#### **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
- 2. Facilitate and promote futsal as one of the kinds of sports activation that can be an alternative activity for children against the negative impact of the internet
- 3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
- 4. Corporate Social Responsibility of the Company to contribute to the society, especially to solve one of the social problems in Bandung.

#### 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 fellowshipping 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:





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