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International Conference on Global Development, Sustainable Economics, and Strategic Management (GSES)

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- Inclusiveness and affirmative action
- Promoting the academic and research ethics
- Promoting the individual rights to learning, growth, opportunity and privacy
- Compliance with higher standards of research ethics
- Nurturing and sponsoring positivity in all areas of conduct
- Transparency and trust in all means of conduct

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Dr. Sennay Ghebreab

"Scholarly Events" is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the Society For Business, Economics, Social Science & Humanities, Society For Engineering & Technology, Computer, Basic & Applied Sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let's get over all sorts of discrimination and take a look at the wider picture. Let's work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Sennay Ghebreab
Conference Secretariat

TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES

EXPLORING INFLUENCERS' MULTI-PLATFORM BUSINESS STRATEGY

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To take the advantage of social media, marketers have paid more attentions to influencer marketing by hiring the influencers to promote the products on social networking sites (SNSs). Although the issue of influencer marketing has increasingly received attention by researchers and practitioners, few studies focus on the phenomenon about influencers' usage of multiple SNSs. In order to interact with followers, influencers post content across multiple social media platforms. The behavior of posting across SNSs is similar to the retailers' multi-channel strategy. Therefore, the perspective of multi-channel strategy may be useful to investigate influencers' multiple SNSs strategy. Because the phenomenon of influencers' usage of multiple SNSs is increasingly popular and few studies focus on the motivations of this kind of influencers' behaviors, the present research aims to explore influencers' usage of multiple SNSs via the qualitative methodology of means-end chains which can provide theoretical insight into how attributes, consequences, and values interact to form the motivational structure of influencers. According to means-end chain theory, this study employs the soft laddering interview as the method to collect the data. The research target of the present study is the influencers on SNSs in Taiwan. To ensure the sample size is large enough to observe influencers' behaviors about business strategy, we intend to interview 25 influencers that go beyond the minimum requirement of 20 respondents for laddering interviews. This research proposal intends to contribute to the literature of influencer marketing on the basis of influencers' usage of multiple SNSs. The results will extend the knowledge in the fields of social media and social influencers. Furthermore, marketers will have the better understanding about influencers' business strategy across multiple SNSs and followers' loyalty intention corresponding to the across SNSs strategy.

Keywords: Influencer, Business, Strategy

AN EXPLORATION OF REEMPLOYMENT

AFTER RETIREMENT: MIDDLE AGED AND OLDER ADULTS' LIFELONG LEARNING EXPERIENCES

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Taiwan is affected by the aging population and declining birthrate. The government encourages middle-aged and older people to continue working. Although the government has formulated relevant policies to promote and subsidize the re-employment of middle-aged and older adults, it has encountered many difficulties in the practical promotion. Relevant research pointed out that self-employment after retirement is attracting more and more middle-aged and older people, mainly because it can meet their physical and psychological characteristics and career planning needs. The purpose of this study is to understand retirees' experience in the way they successfully re-employed themselves into self-employment through lifelong learning activities. The researchers adopted a qualitative research method and used purposive and snowball sampling to select 33 successfully re-employed people. Semi-structured one-on-one interviews were conducted to understand their lifelong learning experience. The results revealed that participants used three learning channels to prepare for re-employment: formal education (entering colleges and universities for further studies), non-formal education (vocational/professional training courses), and informal learning. There are three ways of informal learning: enhancing professional knowledge through peer exchanges, peer learning, and online streaming platforms. The results of this study can serve as a reference for middle-aged and older people for retirement preparation or for those who are willing to be re-employed after retirement.

Keywords: Lifelong Learning, Retirement, Re-employment, Self-employment

TRACEABILITY OF ORGANIC AGRICULTURAL PRODUCT : A GENERAL FRAMEWORK OF CONSUMER ACCEPTANCE MODEL

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In recent times, the proliferation of foodborne illnesses in Taiwan has become a pervasive concern. This alarming trend has been exacerbated by certain unscrupulous businesses that, in a bid to reduce costs, callously overlook the health and well-being of consumers. Concurrently, consumers themselves have heightened their awareness of food safety issues, prompting numerous countries to implement traceability measures aimed at controlling food-related risks and restoring confidence among consumers. Recognizing the imperative of ensuring the safety of organic agricultural products, businesses in the Taiwan organic agricultural sector have taken proactive steps to establish the Organic Agricultural Product Traceability System (OAPTS). This system serves as a comprehensive framework to trace and monitor the entire lifecycle of organic agricultural products, instilling confidence in consumers regarding the safety and origin of the products they consume. This study endeavors to shed light on the intricate dynamics that influence consumers' willingness to purchase organic agricultural products, particularly within the context of the OAPTS. Leveraging an expanded Technology Acceptance Model (TAM), we integrate factors such as perceived usefulness, perceived ease of use, societal influence, and health consciousness. Through this holistic approach, we aim to elucidate the nuanced relationships that shape consumers' intentions and behaviors concerning the adoption of OAPTS. In practical terms, the organic agricultural product industry faces a unique set of challenges where predicting users' intentions to embrace the OAPTS becomes paramount. The implications discussed herein offer a roadmap for enhancing information system acceptance and refining OAPTS management practices, ensuring a safer and more transparent organic agricultural product industry.

Keywords: Technology Acceptance Model, Organic Agricultural Product Traceability System, Food Safety

A COMPARATIVE STUDY OF THE INDIGENOUS TEACHER PREPARATION POLICY IN TAIWAN AND NEW ZEALAND

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The purpose of this study is to compare the indigenous teacher preparation policy between Taiwan and New Zealand. Moreover, it compares the system differences to provide some suggestions on the planning and implementation of the indigenous teacher preparation policy in Taiwan. This study mainly uses the document analysis method and conducts comparative research. The cultural and historical background of New Zealand and Taiwan are similar. The indigenous culture is more valued and respected in New Zealand. Therefore, the policy has been developed with a good foundation so that it can be properly implemented and the New Zealand people attach great importance to it. In terms of relevant laws and regulations regarding the indigenous teacher preparation policy, Taiwan takes the quantity of teachers as the basis for establishing related laws and regulations, and New Zealand uses the quality of teachers as the basis for establishing laws. There are different approaches to the establishment of teacher preparation policy. In Taiwan, the test results are used as a guide to enter pre-service courses for teachers, it's different than New Zealand. Regarding the structure of the curriculum, New Zealand has recognized Māori language and culture as a compulsory course. It strengthens the understanding of indigenous culture. Based on these findings, this study puts forward suggestions for the teacher preparation policy, multiculturalism, and pre-service curriculum. In the teacher preparation policy level: (1) Integration of enerality and specificity. (2) The division of normative powers and responsibilities is clear. In themmulticultural level: (1) Cultivate a multiple perspective. (2) Strengthen multicultural ethnic literacy. In preservice curriculum level: (1) Increase the source of teachers of the indigenous teacher preparation courses. (2) Strengthen education scene and practical experience. (3) Improve the professional quality of indigenous teachers.

Keywords: Teacher, Taiwan, New Zealand

HIGH SCHOOL STUDENTS' ATTITUDES TOWARD THE ELDERLY: A CASE STUDY OF AN AGING FRIENDLYTECHNOLOGY COURSE

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As the elderly population grows and life expectancy increases, the mutual understanding and relationship between generations become crucial issues. The researcher s focused on the high school students, who participated in an aging friendly technology course to understand their perspectives on the elderly. With the theories of aging education, high school students were guided to design mobile interfaces for the elderly. At the beginning of the course, the research primarily aimed to explore high school students' views on the elderly, serving as a foundation for aging education and the design of aging friendly applications. Four high school students, with an average age of 15 years old, participated in the course. The researcher s designed four prompts to collect the students' view s on the elderly with a qualitative research approach. Through data analysis, the researcher derived the following insights into high school students' perspectives on the elderly: 1. High school students tend to employ more negative vocabulary when expressing attitudes toward aging; 2. The most frequently recurring negative terms include: stubborn (7 times), declining physical abilities (5 times), and controlling (4 times); 3. High school students participated in the course because of the desire to gain a deeper understanding of the elderly; 4. High school students mentioned positive interactions with the elderly in their experiences. The results of this study can serve as valuable references for educational institutions' curriculum design

Keywords: Older adult education, Attitudes of the elderly, Age friendly technology, Technology applications

THERMAL TREATMENT OF SBESTOS-CONTAINING WASTED CONSTRUCTION MATERIAL UNDER DIFFERENT TEMPERATURES AND DIFFERENT DETECTION TIME

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Asbestos is a group of six major silicate minerals that belong to the serpentine and amphibole families, and include chrysotile, amosite, crocidolite, anthophyllite, tremolite and actinolite. Asbestos was widely used in construction industries as an efficient insulator, and it can be incorporated into cloth, paper, cement, and plastic materials to provide structural stability . Weathering and human disturbance of asbestos-containing materials (ACMs) can lead to the emission of asbestos dust fibres, which can be permanently trapped in the body when asbestos dust is inhaled or ingested. This condition entails a gradual deterioration of the human respiratory system, ultimately ending in fatality. Most of the asbestos remaining in the built environment can be contained in a physically secured form, thereby reducing the health risk of emitting airborne toxic asbestos fibres. However, the weathering of exposed asbestos materials can leave it in a hazardous friable state. In many countries, disposing of ACMs waste in a licensed landfill is currently the only final destination that is legally allowed. Therefore, the main objective of this study is to heat-treat the ACMs.Technologies that achieve complete destruction of ACMs are attractive because the treated products can be recycled or safely disposed of in landfills. Therefore, in this study, the temperature and time of heat treatment were controlled at 1000 ℃ for 1 h and 2 h, and 1200 ℃ for 1 h, 2 h and 3 h, respectively, and the ACMs was qualitatively analyzed to determine whether it was completely destroyed or not by using dispersion staining method of phase contrast microscopy (PCM). The experimental results showed that the ACMs could be completely destroyed after 1 h of heat treatment at 1000 ℃.

Keywords: Asbestos, Asbestos-containing Materials, Heat-treat, =[]]Phase Contrast Microscopy

APPLICATION OF ARTIFICIAL NEURAL NETWORK ALGORITHM TO PREDICT THE EFFLUENT WATER QUALITIES IN A REVERSE OSMOSIS SYSTEM

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The Reverse osmosis (RO) is most popular used for the wastewater recycle/reuse, especially for the electronics industry. Facing different influent water quality characteristics and operating conditions, RO is a highly singular, unique, and variable treatment system. The development of automated monitoring and control systems to achieve optimization in operation for such processes presents significant challenges. Therefore, the primary objective of this study is to develop an intelligent automatic monitoring system for RO units, dynamically adjusting system operating conditions to enhance the efficiency and stability of the RO unit process and to save operational costs. Therefore, in this study, synthetic wastewater was prepared using tap water with chloride ions (100 mg/L), nitrate ions (60 mg/L), and sulfate ions (75 mg/L) to simulate the treated wastewater from science parks and chemical industrial zones (excluding SS). The experimental process involved controlling the operating pressure Δp of the inflow RO system at nine different membrane pressure conditions ranging from 12 to 17 kg/cm². The water quality of the inflow, permeate, and concentrate was analyzed. The experimental results indicate that higher pressure leads to higher water production rates but lower salt removal rates. Conversely, lower pressure results in lower water production rates but higher salt removal rates. Finally, employing an Artificial Neural Network (ANN) model to predict the concentration of the RO system's discharge water yields precise predictive results, with an R-squared value of 0.98.

Keywords: Reverse osmosis, Wastewater recycle/reuse, Intelligent Control, Molybdenum recycle

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