

Proceedings
of
**3rd International Conference
On Business, Management,
Environmental, and Social
Science 2023 (BMESS-2023)**

30-31 March 2023

Bath Spa University, Academic Center Ras Al-Khaimah-
UAE

Proceeding Editors:

Bishwajeet Pandey, M N Brohi, B S Chowdhry, Arthur
James Swart

About BMESS'2023

3rd International Conference On Business, Management, Environmental and Social Science 2023 (BMESS-2023) to be held in Hybrid mode on 30 March-31 March 2023 (ONLINE for those participants, who don't reach UAE, offline for those participant, who shall reach UAE). BMESS'2023 intended to attract innovative technical and scientific work in the field of computer science and electronics engineering. The response to the conference was overwhelming and we are proud to state that we have received really good quality contributions and we are sure as either online or offline participant you will share the same sentiment. All accepted papers will be submitted to WOS-ESCI/Scopus (see list on conference website) and hopefully these papers will be available online by middle of 2023.

As a chair and on behalf of the organizing committee, we are extremely happy to host you in UAE. And as a participant, you shall be able to visit UAE from different parts of the world to share and you will contribute in the areas of your expertise. We hope to provide a good hybrid platform to the participants of BMESS'2023 where not only they meet and share their vision, ideas but also fertilize their thoughts in the ever-growing area of computer science and electronics engineering technologies. We are also confident that our keynote speakers will be able to enrich your knowledge during the conference and we wish you a very safe stay at your home country if you are not coming to UAE and happy Journey if you are coming to UAE.

It is the 26th conference hosted by Gyancity Research Consultancy in association with partner university across the globes, next two conferences in 2023 are following:

6th International Multi-Topic Conference on Engineering and Science (IMCES)
6-7 July 2023, Yarsi University, Jakarta, Indonesia <https://imces.tech>

9th International Conference on Green Computing and Engineering Technologies (ICGCET)
27 - 28 September 2023, Radisson Blu Hotel Waterfront, Cape Town, South Africa,
<https://icgcet.org/>

Best wishes.

Prof M N Brohi, Bath Spa University, Academic Centre Rak Al Khaimah, UAE

Dr Bishwajeet Pandey, Jain University, Bangalore, India

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BMESS'2023 Schedule

30 March 2023

Inaugural Session

10:00AM-10:15AM (UAE Time)

Welcome Speech: General Chair Prof M N Brohi, Bath Spa University, Academic Centre Ras Al Khaimah, UAE

10:15AM-10:30AM (UAE Time)

Inaugural Speech: Dr Steve Reissing, Chief Academic Zone Officer, Ras Al Khaimah Economic Zone

10:30AM-10:50 AM (UAE Time)

First Keynote: DR. KRISTOFFER FRANZ MARI R. MILLADO, Chairman and President of the Ramon Magsaysay Memorial Colleges, Mindanao, Philippines

Physical Session @ Bath Spa University, Academic Center Ras Al-Khaimah-UAE

10:50-12:50 PM (UAE Time)

Session Chair: Prof Bishwajeet Pandey, Jain University, Bangalore, India

Paper Id: 207, 219, 517, 2098, 2303, 2315, 5134, 6692, 7119, 7426

12:50-13:10 (UAE Time)

Second Keynote by Prof Geetha G, Jain University, Bangalore, India

13.10-13:40 (UAE Time)

Motivational Speech by Member BOG Higher Education Commission, Distinguished National Professor, and Meritorious Professor Dr B S Chowdhry

13.40-14:00 (UAE Time)

Vote of the Thanks: Mr. Raja Sajjad Hussain, CEO Bath Spa University, Academic Center RAK.

14.00-14.30: BREAK

14:30-17:00 (UAE Time)

GOOGLE MEET Sessions @ Bath Spa University, Academic Center RAK-UAE

Link: <https://meet.google.com/zgs-cvm-xnq>

Paper Id: 104, 105, 106, 266,310,311,412, 730, 901, 1766

Chaired by Dr Arthur James Swart, Central University of Technology, South Africa

18:00-21:00 (UAE Time)

IFTAR DINNER

31 March 2023

10:00-13:00 (UAE Time)

GOOGLE MEET Sessions @ Bath Spa University, Academic Center RAK-UAE

Link: <https://meet.google.com/zgs-cvrn-xnq>

Paper Id: 4278, 6151, 6189, 6616, 8334, 7283, 8492, 9010, 9382, 9869

Chaired by **Dr. Ciro Rodriguez, National University of San Marcos, Lima, Peru**

13.00-14.00: BREAK

14:00-17:00 (UAE Time)

UNIVERSITY LAB, INCUBATION CENTER, VISIT

OFFLINE SESSION 11:00-13:00 (UAE Time)**SESSION CHAIR: Dr Bishwajeet Pandey, Jain University, Bangalore, India**

S.No.	Paper Title	Authors Name
207	A Systematic Review of Computer-Based Interventions for Students with Intellectual Disabilities: Enhancing Skill Development and Learning Outcomes	Zainab Rasheed, M Nawaz Brohi Department of Academic Affairs, Hertfordshire Graduate School, UK baniaz.zainab@gmail.com
219	THE IMPORTANCE, DEMAND, AND ABSENCE OF TRAINING IN VISUAL DESIGN IN COMPUTER SCIENCE PROGRAMS	Iftikhar Alam Khan, Dr. Deepika Purohit BSU-UAE iftikhar@bathspa.ae
517	Energy Efficient Design of RAM and its implementation on FPGA	Pushpanjali Pandey, Gyancity Research Consultancy, India pushpanjali.pandey@gyancity.com
2098	THE HYBRID WORK MODEL: BENEFITS, CHALLENGES & STRATEGIES FOR COMPANIES	Rex Bacarra, Nino Decenorio Rabdan Academy, Abu Dhabi, UAE rbacarra@ra.ac.ae
2303	External Factors Impacting SHRM at Samsung Electronics	Vlanche Cambaya Bath Spa University, UAE
2315	Metric comparison between Google Scholar and Research Gate for rated scientists in South Africa	Arthur James Swart Central University of Technology, South Africa
5134	The Role of Materialism in Life satisfaction: An empirical investigation of University students	Dr.Rabia Aftab, Saima Gul khatak, Leontia Pertila Fernandes, Abel Thomas Department of Psychology, Bath Spa University, Academic Center Ras Al Khaimah, United Arab Emirates
6151	Role of Energy Efficient Sinusoidal PWM Waveform Generator in Cybersecurity	Aditya Yashwant University of Warwick, United Kingdom
6189	The Role of Electronic Commerce in Supporting the Strategic Management Decision-Making	Yousef Abubaker El-Biary UniSZA, Malaysia
6616	The Threats and Dimensions of Security Systems in Electronic Commerce	Yousef Abubaker El-Biary UniSZA, Malaysia
6692	An overview of Curve Tracing: Intersecting and Faint curves Algorithms	Priyanka Basak, Rohit Kumar and Dr. Bishwajeet Pandey, IIT Kharagpur, India
6723	Social Media Use of Select Healthcare Institutions: A Unique Experience of Social Media Manager	ZYRA MOLE REY

		Assistant Manager, Kreo Films, Dubai, UAE
7119	CONSUMER PERCEPTION TOWARDS PURCHASE OF PERFUMES IN THE MARKETS OF MUMBAI CITY	Fariyah Banu Jamaluddin Saiyad, Dr. Shobha Dhedia Department of Commerce, S.N.D.T Women's University, Churchgate, Mumbai, India. fariyahsaiyad@gmail.com
7283	Design of Energy Efficient Data Processing Device for Cyber Security	Aditya Yashwant University of Warwick, United Kingdom
7426	AN EMPIRICAL STUDY OF FREE CASH FLOWS AND FIRM'S PROFITABILITY IN LISTED COMPANIES OF PAKISTAN STOCK EXCHANGE	Ain Bemisal Alavi, Ali Raza, Saddam Ali Balal Department of Business & Management, Bath Spa University Academic Centre, RAK. UAE ain@bathspa.ae
8334	The Efficiency and Effectiveness of E-Wallet Systems in E-Commerce Platforms	Yousef Abubaker El-Biary UniSZA, Malaysia

ONLINE SESSION 14:30-16:00 (UAE Time)Link: <https://meet.google.com/zgs-cvrn-xnq>**SESSION CHAIR: Prof Arthur James Swart, Central University of Technology, South Africa**

Paper Id	Paper Title	Authors Name, Affiliations
104	Cell Phone Use by Street Hawkers: An Exploratory Study of Sindh Province, Pakistan	Nazia Dharejo, Siddiqui Mehtab Begum, Noor un Nisa University of Sindh, Jamshoro, Sindh, Pakistan naziadharejo@gmail.com
105	EXPLORING THE SOCIO-ECONOMIC LIFE OF INFORMAL STREET HAWKERS	Nazia Dharejo, Siddiqui Mehtab Begum, Noor un Nisa University of Sindh, Jamshoro, Sindh, Pakistan naziadharejo@gmail.com
106	Effectiveness of Reintegration Program Utilizing Feminist-Phenomenological Approach in Improving Self-esteem Among Female Probationers: A Mixed Method Research	MARICHU P. DIENDO, Nino M. Decenorio Ramon Magsaysay Memorial Colleges General Santos City, Philippines marichu.diendo@rmmc.edu.ph
266	Advances in business continuity planning with extended reality for minority communities	Jason Levy University of Hawaii USA jlevy@hawaii.edu
310	Effect of Emotional Intelligence and Digital Pedagogical Skills on Remote Learning: A Cross-sectional Study	Mubashra Zahra, Sana Daud, Dr. Dharmendra Sharma, Dr. Prateek Kumar Singh University of Management and Technology, Lahore Pakistan mubashra123@gmail.com
311	Family connectedness: A predictive role of Family Communication, Jealousy and Interpersonal Difficulties in University Students	Rasham Arshad, Sana Daud, Dharmendra Sharma, Dr. Prateek Kumar Singh University of Management and Technology, Lahore Pakistan rashamarshad22@gmail.com
412	Song Recommendation Based on Mood using Viola–Jones and Local Binary Pattern Algorithms	ETHEL L. OCZON Ramon Magsaysay Memorial Colleges, General Santos City, Philippines ethel.oczon@rmmc.edu.ph
730	Design Thinking methodology focused on school entrepreneurship	Ana María Valencia Romero, Mercedes Evangelina López Almeida, Betty Pozo Sánchez César Vallejo University, Lima, Peru

		rhuaraca@unajma.edu.pe
901	Social Anxiety And Eating Disorder Among University Graduates	Afreen Faiza, Saher Al Sabbah Department of Psychology, Fatima College of Health Science, Al Mafrq, Near Al Mafrq Hospital- Abu Dhabi- United Arab Emirates afreen.faiza@fchs.ac.ae , Saher.Alsabbah@fchs.ac.ae
1766	An Empirical Analysis of Trajectory Prediction Techniques for Motion Prediction in Waymo Dataset	Devansh Arora Indraprastha Institute of Information Technology (IIIT) Delhi, India devansh20053@iiitd.ac.in
4278	The use of technological means to facilitate historical information in cultural tourism	Yessi Erika Villasante Mercado, Escuela Profesional de Turismo y Hotelería, Universidad Católica de Santa María, Arequipa, Perú
8492	Burnout in the virtual teaching of higher education teachers	Mercedes Evangelina López Almeida, Martha Teresa Ecos Ramos, Ana María Valencia Romero, Betty Pozo Sanchez, Johnny Fernando Quiñones Jáuregui University César Vallejo, Lima, Peru rhuaraca@unajma.edu.pe
9010	Plant Disease Classification Using AI - Spl Deep Learning and Machine Learning	Leena Gupta and Vaibhav Vyas, Banasthali Vidyapeeth, India India
9382	A Novel TDEF1.0 for Making Twitter Accessible to People with Disabilities	Namrata Aggarwal, Dr Ritika Wason, Dr Parul Arora, Aruna Tomar and Devansh Arora, Bharti Vidyapeeth, India
9869	Asphalt pavement management and administrative control: Case study in Lima, Perú	Mercedes Evangelina López Almeida, Martha Teresa Ecos Ramos, Rosa Huaraca Aparco. University César Vallejo, Lima, Perú rhuaraca@unajma.edu.pe

ICGCET'15 Group Photo: 1st Conference of Gyancity at Radisson Royal Hotel, Dubai



RTCSE'16 Group Photo: 2nd Conference of Gyancity at Park Royal, Kuala Lumpur, Malaysia



ICGCET'2016 Group Photo:3rd Conference of Gyancity at Aalborg University, Denmark

Institut i Esbjerg samler forskere fra hele verden

DEL   Af **Edmund Jacobsen** 15. august 2016 kl. 05:31

40 forskere og studerende fra hele verden samles på Institut for Energiteknik, Aalborg Universitet Esbjerg, i tre dage i denne uge, når der afvikles en international konference, der handler om at gøre computerteknologi mere grøn.

D.M. Akbar Hussain, lektor ved Institut for Energiteknik på Aalborg Universitet Esbjerg, har sammen med en kollega fra Indien arrangeret konferencen International

Conference on Green Computing and Engineering Technologies.

Det er planen, at disse konferencer skal afvikles i Esbjerg hvert andet år – ganske enkelt fordi Institut for Energiteknik i Esbjerg er internationalt anerkendt.



RTCSE'17 Group Photo: 4th Conference of Gyancity at Swiss Garden, Kuala Lumpur, Malaysia



IMCES'17 Group Photo: 5th Conference of Gyancity at Swiss Garden, Kuala Lumpur, Malaysia



ICGCET'2017 Group Photo: 6th Conference of Gyancity at Limerick, Ireland



RTCSE'18 Group Photo: 7th Conference of Gyancity at Thailand



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<https://bmess.gyancity.com>

ICGCET'18 Group Photo: 8th Conference of Gyancity at Aalborg University, Denmark



RTCSE'19 Group Photo: 9th Conference of Gyancity at University of Hawaii, USA



IMCES'2019 Group Photo:10th Conference of Gyancity at Mauritius



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ICGCET'2019 Group Photo: 11th Conference of Gyancity at Morocco



RTCSE'20 Group Photo: 12th Conference of Gyancity at Hawaii, USA



IMCES'2020 13th Conference at Indonesia: No Photo Due to Covid-19 Lockdown

ICGCET'2020 14th Conference at St Petersburg, Russia: No Photo Due to Covid-19 Lockdown



Jammu, September 18: Dr. Amit Kant Pandit, Faculty, SoECE, SMVDU chaired an online session in 6th International Conference on Green Computing and Engineering Technologies (ICGCET®).

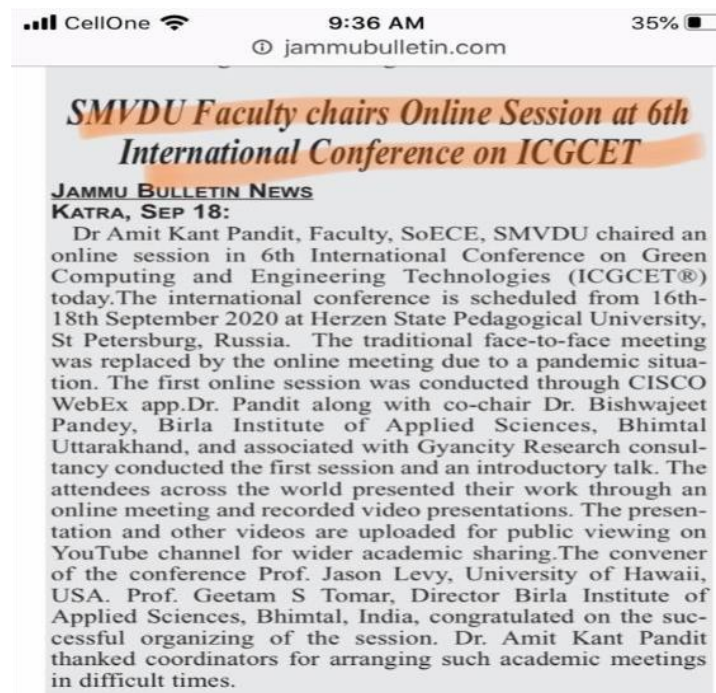
The international conference is scheduled from 16th-18th September 2020 at Herzen State Pedagogical University, St Petersburg, Russia. The traditional face-to-face meeting was replaced by the online meeting due to a pandemic situation. The first online session was conducted through CISCO WebEx app.

Dr. Pandit along with co-chair Dr. Bishwajeet Pandey, Birla Institute of Applied Sciences, Bhimtal Uttarakhand, and associated with Gyancity Research consultancy conducted the first session and an introductory talk.

The attendees across the world presented their work through an online meeting and recorded video presentations. The presentation and other videos are uploaded for public viewing on YouTube channel for wider academic sharing.

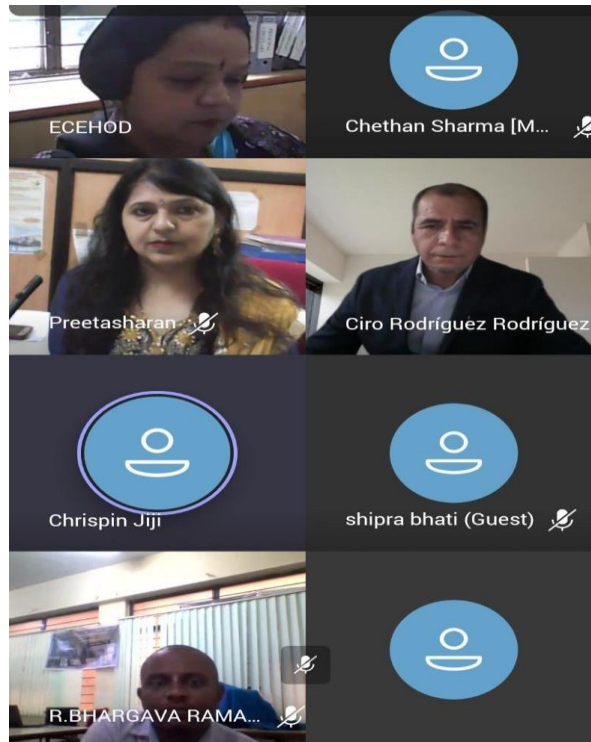
The convener of the conference Prof. Jason Levy, University of Hawaii, USA. Prof. Geetam S Tomar, Director Birla Institute of Applied Sciences, Bhimtal, India, congratulated on the successful organizing of the session.

Dr. Amit Kant Pandit thanked coordinators for arranging such academic meetings in difficult times.



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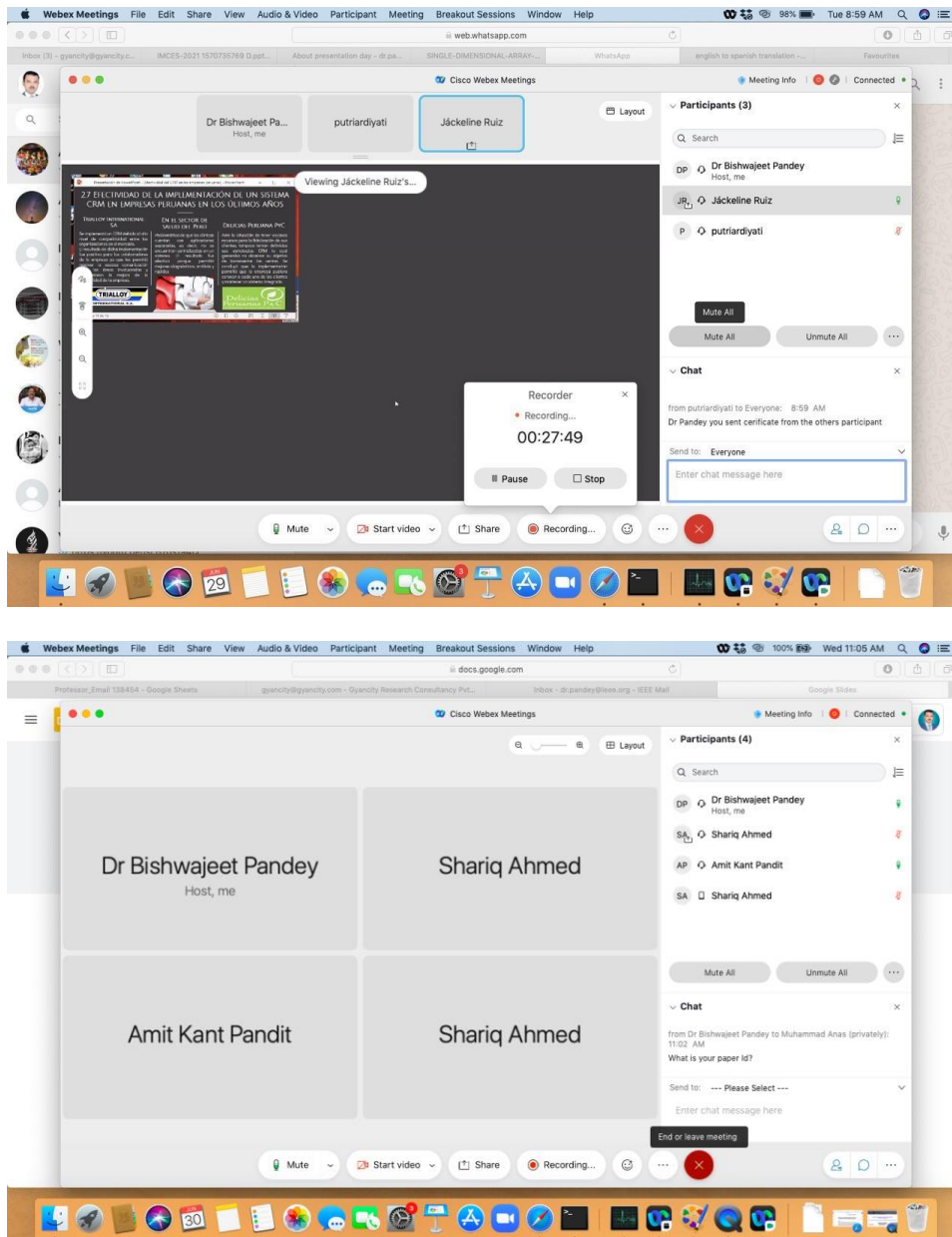
RTCSE'2021 GROUP PHOTO 15th Conference of Gyancity at University of Hawaii, USA



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<https://bmess.gyancity.com>

BMESS'2021 16th Virtual Conference

IMCES'2021 17th Conference of Gyancity at Yarsi University, Jakarta, Indonesia



ICGCET'2021 GROUP PHOTO: 18th Conference of Gyancity at Lima, Peru

Evento se dará el 22 y 23 de septiembre. Foto: difusión



La República
@larepublica_pe
ediciondigital@lr.pe

16 Set 2021 | 12:40 h

Actualizado el 16 de Setiembre 2021 | 12:40 h

Este 22 y 23 de septiembre se realizará la 7^a Conferencia Internacional sobre Tecnologías de Ingeniería y Computación Ecológicas 2021 (ICGCET-2021) y la 13^a Conferencia Internacional en Inteligencia Computacional y Redes de Comunicación 2021 (CICN 2021), eventos que tendrán como sede a la Universidad Villareal (UNFV).

Juan Alfaro, rector de la UNFV, será el encargado de inaugurar los referidos certámenes, el miércoles 22 a las 10.00 a. m. Previamente, Akbar Hussain, de la Universidad Aalborg de Dinamarca, será el encargado de brindar las palabras de bienvenida.

La ICGCET-2021 presentará las investigaciones de diferentes áreas de la ciencia y la tecnología, y proporcionará una plataforma para que investigadores y científicos de todo el mundo intercambien y compartan sus experiencias y resultados de investigación.



ÚLTIMAS NOTICIAS POLÍTICA ECONOMÍA SOCIEDAD MUNDO DEPORTES ESPECTÁCULOS REI

● EN VIVO - Emmy 2021: sigue aquí la premiación a lo mejor de la TV y el streaming

NOTAS DE PRENSA

Conferencias internacionales se desarrollarán en Universidad Villareal

Cada evento contará con la participación de destacados expertos de la investigación.



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<https://bmess.gyancity.com>

ICGCET'2021 GROUP PHOTO: 18th Conference of Gyancity at Lima, Peru



RTCSE'2022 GROUP PHOTO: 19th Conference of Gyancity at University of USA



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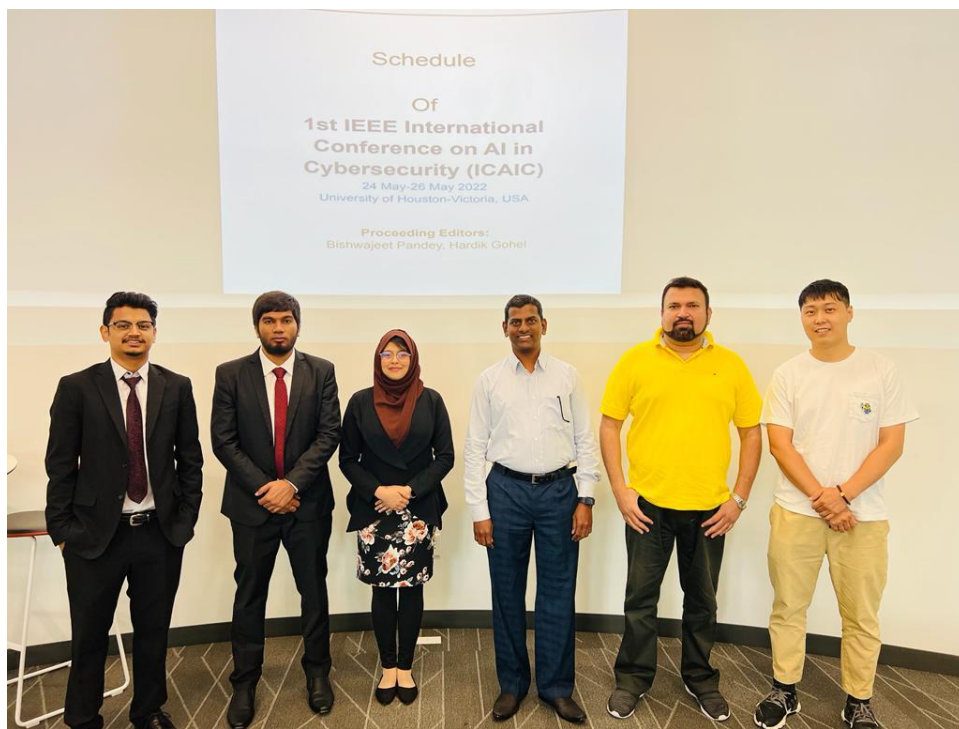
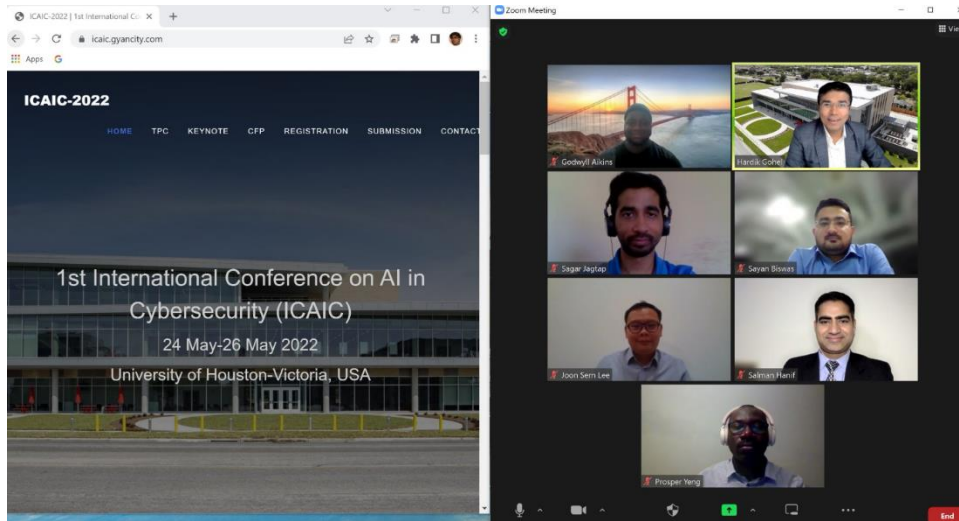
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BMESS'2022 GROUP PHOTO: 20th International Conference of Gyancity at Bath Spa University UAE



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<https://bmess.gyancity.com>

ICAIC'2022 GROUP PHOTO: 21st International Conference of Gyancity at University of Houston-Victoria, USA



IMCES'2022 GROUP PHOTO: 22nd International Conference of Gyancity at Aalborg University, Denmark

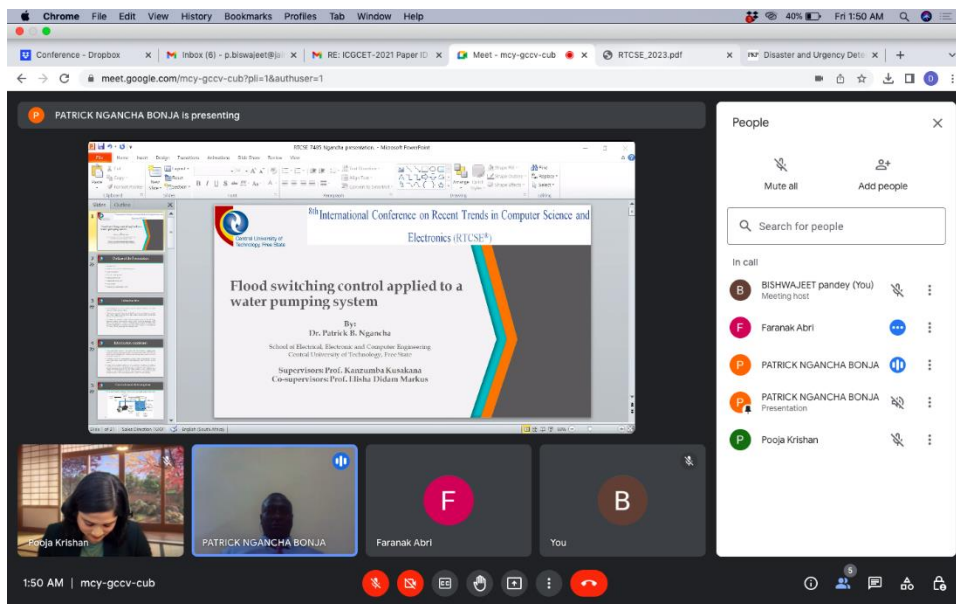


ICGCET'2022 GROUP PHOTO: 23rd International Conference of Gyancity at Mauritius



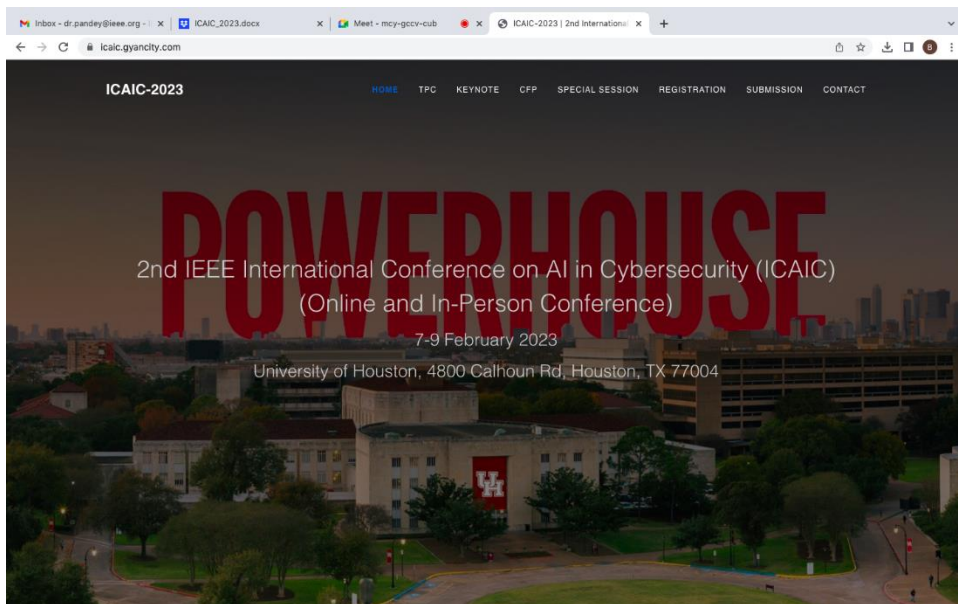
30-31 March 2023
<https://bmess.gyancity.com>

RTCSE'2023 GROUP PHOTO: 24th International Conference of Gyancity at University of Hawaii USA



30-31 March 2023
<https://bmess.gyancity.com>

ICAIC'2023 GROUP PHOTO: 25th International Conference of Gyancity at University of Houston-Victoria, USA



Abstract of Paper Accepted in BMESS'2023

0104

Cell Phone Use by Street Hawkers: An Exploratory Study of Sindh Province, Pakistan

Nazia Dharejo¹, Dr. Ikhtira Ahmed Khoso², Abdul Jaleel Mahesar³, Dr. Noor UN Nisa⁴

¹*PhD Scholar, Institute of Commerce & Management, University of Sindh, Jamshoro, Sindh, Pakistan,

²Director Center for Entrepreneurial Leadership and Incubation Sukkur IBA University, Sindh, Pakistan,

³Lecture, Institute of Commerce & Management, University of Sindh, Jamshoro, Sindh, Pakistan,

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ABSTRACT

This exploratory study's goal is to learn more about how Pakistan's Sindh province's street sellers use mobile technology. Virtually all types of work, including informal work, have considerably benefited from increased availability to mobile devices. One such technology that has seen exponential adoption and use by street vendors is cell phones. In several metropolitan areas of Sindh province, street sellers engage in commercial activity known as street trading. However, little is known about how street vendors utilise mobile devices to look for new markets. In order to better understand the advantages and disadvantages of using technology to facilitate their trading activities, this study mapped the goals and requirements of street vendors in the Sindh province and those of their clients. Qualitative data was collected using in-depth interviews with 30 street traders and 30 customers. The data were analysed using thematic analysis. The results also indicate low challenges and high felt benefits of utilising mobile phones, indicating chances to change the street vending business through the use of mobile technology. The actual advantages of mobile phone connection have not been completely understood by street sellers, and usage is typically relatively basic.

KEY WORDS: *Mobile Technology, Cell phone Usage, Street Traders, Sindh Province*

Abstract of Paper Accepted in BMESS'2023

0105

**EXPLORING THE SOCIO-ECONOMIC LIFE OF
INFORMAL STREET HAWKERS**Nazia Dharejo¹, Dr. Najia Shaikh², Ikhtira Ahmed Khoso³, Dr. Noor UN Nisa⁴¹*PhD Scholar, Institute of Commerce & Management, University of Sindh,
Jamshoro, Sindh, Pakistan²Assistant Professor, Institute of Commerce & Management, University of Sindh,
Jamshoro, Sindh, Pakistan³Director Center for Entrepreneurial Leadership and Incubation Sukkur IBA
University, Sindh, Pakistan⁴Assistant Professor, Exeed College, Westford Education Group, Sharjah UAE⁴
naziadharejo@gmail.com**ABSTRACT**

In our culture, some people work for the government while others work for private companies. Their pay varies depending on the management's discretion, and they have access to accommodations, transportation, and medical care. Other members of society may not be subject to governmental or nongovernmental oversight. They never become dependent on the government and society due to a lack of academic education or insufficient investment. These people are independent businesspeople who yell at people to buy their items as they pass by on the streets, in public spaces, or on public transportation. Because they offer rapid and simple access to customers at affordable pricing, many customers choose to buy from them. The purpose of the study was to determine the effect of street hawking on the socioeconomic circumstances of independent contractors known as "street vendors," "hawkers," "peddlers," "petty chapmen," "informal workers," and "street traders," or other trading persons. In Pakistani society, these are known by different names: (Rahri wala, pheray wala, theli wala). And sometimes they are known for their products like: (Sabzi wala, Phal wala, and lemon wala). The personal and demographic profiles, company profiles, monthly priority budgets, and consequences of street vending on street vendors' lives are investigated using a descriptive survey and interviews. The study concluded that street vending is vital to the economic survival of street vendors. The magnitude of its influence, however, is just sufficient to meet their bare necessities and provide for their families.

Keywords: *Street vendors, Socio-economic Life, Sources of income, Sindh province, Pakistan*

Abstract of Paper Accepted in BMESS'2023

0106

Effectiveness of Reintegration Program Utilizing Feminist-Phenomenological Approach in Improving Self-esteem Among Female Probationers: A Mixed Method Research

MARICHU P. DIENDO, Nino M. Decenorio

Ramon Magsaysay Memorial Colleges General Santos City, Philippines

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ABSTRACT

This study designed and implemented a Reintegration Program utilizing Feminist-Phenomenological Approaches to determine its effectiveness in improving self-esteem and further explored the insights and benefits gained by Filipino Probationers during the intervention. The researchers employed mixed method research design, particularly the Embedded Design. The study was conducted at South Cotabato Parole and Probation Administration Office, Koronadal City, Philippines. The Rosenberg Self-Esteem Scale (RSES) was utilized to measure the level of self-esteem of 11 female probationers before and after the intervention. The researchers developed the intervention program dubbed as Eye Freedom Program. Utilizing the Wilcoxon Signed Ranked Test (p -value = .005), there was a significant difference in the participants' level of self-esteem. Using the qualitative method, the participants gained positive insights and benefits throughout the intervention. The themes generated revolve around how the Reintegration Program helped them improve their level of self-esteem. The Reintegration Program was therefore found to be effective in improving the level of Self-esteem of the participants, as shown in the difference between the pre-intervention and post-intervention test scores; and qualitative data on the insights and benefits gained by the participants during the intervention program.

Keywords: Reintegration Program, Level of Self-esteem, Female Probationers

Abstract of Paper Accepted in BMESS'2023

0207

A Systematic Review of Computer-Based Interventions for Students with Intellectual Disabilities: Enhancing Skill Development and Learning Outcomes

Zainab Rasheed, M Nawaz Brohi

Department of Academic Affairs, Hertfordshire Graduate School, UK
baniaz.zainab@gmail.com

ABSTRACT

People with mental impairments have diverse abilities and characteristics; thus, their learning capacity and social maturity vary. Programmed instruction in the 1960s, computer-assisted education was created to assist youngsters in improving their language and intellectual abilities. In recent years, professionals have been especially interested in the role of information and communication technologies (ICTs) in enhancing the everyday living skills of students with intellectual impairments. This systematic review focused on digital learning and disabilities studies to examine the significance of computer usage in developing language, academic and cognitive skills in disabled students. Three databases (Google Scholar, Science Direct & Studies Gate) were rigorously examined to discover qualitative, empirical research during 2014-2022 on intellectual disability in students. 13 types of study were reviewed after scanning 587 studies collected from search engines. Three key concepts are discussed: Using the computer to enhance the Child's language, academic, and cognitive skills. This study promotes the development of programs and services to assist individuals with mental illnesses in improving their abilities and community participation, enabling them to become self-sufficient citizens.

Keywords: *Intellectual disabilities, language skills, Digital learning, Adaptive technology, impairments, academic skills, cognitive skills.*

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THE IMPORTANCE, DEMAND, AND ABSENCE OF TRAINING IN VISUAL DESIGN IN COMPUTER SCIENCE PROGRAMS

Iftikhar Alam Khan, Dr. Deepika Purohit
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ABSTRACT

This study aspires to highlight the significance of the aesthetics or the visual design of digital artifacts, demand for adequate training in visual design by computer science tutors and students alike, as well as the absence of same in the present computer science curricula. Methodology | The study reviewed comprehensive research literature on the significance and implications of good aesthetics of digital artifacts, enquired into its current demand amongst the tutors and students of computer science, and also explored the acknowledgement, and inclusion of any training in visual design in the present undergraduate computer science programs curricula. Findings | The study found historical research evidence in support of the significance and benefits of good visual design of digital artifacts, a very high current demand for adequate training in visual design by tutors and students of computer science, and a very limited inclusion of any training in visual design in the current curricula. Novelty | This study covers three critical perspectives on the topic with comprehensive literature review and two primary studies; and delivers a strong case for adequate training in visual design for all students of computer science. Implications | The study aspires to inspire formal and substantial acknowledgement and inclusion of adequate training in visual design for the undergraduate computer science students, that can equip them with the design skills to develop digital artifacts that are both technically functional as well as aesthetically pleasing.

Abstract of Paper Accepted in BMESS'2023

0266

Advances in business continuity planning with extended reality for minority communities

Jason Levy
University of Hawaii USA
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ABSTRACT

Business continuity planning involves preparing for disasters and supporting communities at risk to Natural, Technologic, health related, and intentional threats. This paper explores advances in virtual reality, extended reality, and mixed reality systems for promoting business continuity education among indigenous and underserved groups in the US state of Hawaii. Flood risk management is used as a case study to highlight the urgency, importance, and value of novel Virtual Reality techniques for engaging underserved and minority populations in business continuity planning and disaster management. Empirical data is provided to show that virtual reality represents a transformative tool to reduce disaster risk and improve Emergency Management education and scholarship among minoritized, marginalized, and underrepresented indigenous minority students. Future directions for virtual reality research and teaching are highlighted and evaluated.

Abstract of Paper Accepted in BMESS'2023

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Effect of Emotional Intelligence and Digital Pedagogical Skills on Remote Learning: A Cross-sectional Study

Mubashra Zahra, Sana Daud, Dr. Dharmendra Sharma, Dr. Prateek Kumar Singh

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mubashra123@gmail.com

ABSTRACT

Emotional Intelligence is a vital psychological construct useful for enhancing the digital pedagogical skills of school teachers. This study aims to investigate the impact of emotional intelligence and digital pedagogical skills on Pakistan's educational sector teachers. The sample size consists of 300 (male 47.3%) (females 52.7%) secondary teachers from the government (51.7%) and private (48.3%) Schools, participants were selected through stratified sampling, and a cross-section research design was used. Data were collected in the area of Central Punjab, Pakistan. Theories of Emotional Intelligence (EI) proposed by (Mayer and Salovey, 1997) were used as the theoretical background, and its relationship with the Digital Pedagogical Skills of school teachers was examined. All tools used in the study were constructed and standardized on the Pakistani population. The results indicated that Emotional Intelligence significantly impacts Digital Pedagogical Skills. Implications of the study for the training of teachers on Emotional Intelligence and Digital Pedagogical Skills were discussed.

Keywords: Emotional Intelligence, Digital Pedagogical Skills, Teachers.

Abstract of Paper Accepted in BMESS'2023

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Family connectedness: A predictive role of Family Communication, Jealousy and Interpersonal Difficulties in University Students

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ABSTRACT

To find out the relationship between family connectedness That is playing a predictive role in family communication, jealousy, and interpersonal difficulties in post-graduate university students. This cross-sectional study was done in private educational institutions (universities) in Lahore from May to July 2020. Data were collected from the students with their consent by using the predesigned questionnaires. Data were explored by using SPSS version 21. A sample of N=150 (men=87) and (women=83) the age range was 22-25 years and (*Mean*=23.62, *Standard Deviation*=.98) were included in this study. We found that family communication has a negative significant relationship with jealousy ($p<0.01$) and with interpersonal difficulties ($p<0.05$). A significant mean difference was found in gender that men have more interpersonal difficulties than females ($p<0.05$). The results of regression revealed that gender is a significant negative predictor of interpersonal difficulties ($p<.05$) whereas jealousy is a positive significant predictor of interpersonal difficulties in post-graduate university students ($p<.001$).

Keywords: family connectedness, family communication, jealousy, interpersonal problems, university students

Abstract of Paper Accepted in BMESS'2023

0412	<p data-bbox="354 365 1386 478">Song Recommendation Based on Mood using Viola– Jones and Local Binary Pattern Algorithms</p> <p data-bbox="737 527 997 558">ETHEL L. OCZON</p> <p data-bbox="404 590 1333 657">Ramon Magsaysay Memorial Colleges, General Santos City, Philippines ethel.oczon@rmmc.edu.ph</p> <p data-bbox="777 688 959 720">ABSTRACT</p>
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Abstract of Paper Accepted in BMESS'2023

0517

Energy Efficient Design of RAM and its implementation on FPGA

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ABSTRACT

There are many systems which use RAM as its primary memory. For example, spacecraft or home computer etc. Energy efficient RAM is even more important in outer space exploration as the power source is very limited and the environmental condition is extreme. In this work, we are going to create a RAM that aims to decrease the power usage and therefore make it more energy efficient. For serving the same purpose to make the RAM energy efficient, we are using low voltage complementary metal oxide semiconductor. Artix -7 FPGA is the best architecture for low power design of any RAM on FPGA in case of total and leakage power consumption. There is no change in Dynamic Power when we are changing temperature. There is no change in Static Power when we are changing output load.

Keywords: RAM, Energy Efficient, Thermal Aware, FPGA,

901

Social Anxiety And Eating Disorder Among University Graduates

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ABSTRACT

There is an increasing incidences of eating disorders and social anxieties among student population. The present study investigated the relationship between social anxiety and eating disorders among undergraduate students (N = 150) aged 19-30 using the Liebowitz Social Anxiety Scale (LSAS; Liebowitz, 1987) and Eating Disorder Examination Questionnaire (EDE-Q; Fairburn & Beglin, 2008). Results indicated a positive and significant relationship between overall and subscale scores. This suggests that social anxiety may be a risk factor for eating disorders. Implications of these findings and suggestions for future research are discussed.

Keywords: Social Anxiety, Eating disorder, University, Graduates

Abstract of Paper Accepted in BMESS'2023

730

Design Thinking methodology focused on school entrepreneurship

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ABSTRACT

Design Thinking has gained recognition; It is a tool that organizations can implement to cope with complexity and foster innovation in school entrepreneurship. The article aims to describe the Design Thinking methodology based on school entrepreneurship to help students and teachers implement processes to demonstrate their skills, performance, analysis criteria, and their interest in business and entrepreneurship to promote school learning and teaching. The methodology of the study was phenomenological that seeks to give an objective answer, based on lived experience. Design Thinking was found to benefit students in the process of innovating each student's area of creativity individually and demonstrating the capabilities they show in the decision to undertake an idea or a business. Bempowering teachers because by following the processes of the methodology they feel that they can facilitate the teaching of students, allowing them to demonstrate performance in different activities that can achieve an analytical, logical and imaginative vision. In conclusion, state and public or private institutions focused on education can help implement the Design Thinking methodology to different entities to evaluate their processes and see the effectiveness based on academic entrepreneurship.

Keywords: School entrepreneurship, Design Thinking, Methodology, learning, teaching.

Abstract of Paper Accepted in BMESS'2023

1766

An Empirical Analysis of Trajectory Prediction Techniques for Motion Prediction in Waymo Dataset

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ABSTRACT

The Waymo is the prime and most varied autonomous driving dataset that improves and enhances itself every year. Motion Prediction is a considerable challenge of 2023. This manuscript analyses five considerable methods namely MTR-A, Wayformer, DenseTNT, Golfer and MultiPath++ for their technology applied. The analysis revealed that Transformer network could achieve state of the art trajectory prediction as well as scale to many workload. Keywords: Trajectory Prediction, Waymo Dataset, Motion Prediction, Transformer Network, Autonomous Driving

2098

THE HYBRID WORK MODEL: BENEFITS, CHALLENGES & STRATEGIES FOR COMPANIES

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ABSTRACT

The COVID-19 pandemic has changed the way organizations operate. Most companies shifted to remote work as far as their nature would allow. However, many employers want to return to the office but most employees want to keep the flexibility they have experienced working from home. This study explored the hybrid work model, what drives companies to adopt it, the benefits and challenges of implementing it, and the strategies that companies employ to make sure that their hybrid workplace succeeds. The study utilized an exploratory, qualitative-descriptive methodology through case studies and analysis of secondary sources of data. It was determined that the hybrid work model is the most preferred setup for both the employees and employers. Recommendations regarding the implementation of a hybrid workplace are also offered.

Keywords: hybrid work, productivity, happiness, remote work, workplace, flexibility

Abstract of Paper Accepted in BMESS'2023

2303	<p data-bbox="418 296 1333 394" style="text-align: center;">External Factors Impacting SHRM at Samsung Electronics</p> <p data-bbox="760 428 992 464" style="text-align: center;">Vlanche Cambaya</p> <p data-bbox="704 497 1047 533" style="text-align: center;">Bath Spa University, UAE</p> <p data-bbox="786 567 966 602" style="text-align: center;">ABSTRACT</p> <p data-bbox="331 630 1422 1167">This report analyses the external forces and the effect of such external forces on Human Resource strategic decisions identifying Strategic Human Resource Management and how SHRM could apply to Samsung Electronics. This report will focus on studying the in-depth external forces through psychological contracts and employment patterns, precisely the legal context and trade unions of Samsung Electronics. Moreover, the researcher discusses how HR works in Samsung Electronics as a leading global technological organisation. On the other hand, Samsung Electronics is a leading global technology company that focuses on ethical management and trains its employees from their organisation by operating and monitoring systems while applying corporate management (Samsung, 2022). The meaningful logo behind Samsung Electronics represents the dedication to the organisation's excellence and how it creates experiences for individuals (Samsung, 2022).</p>
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Abstract of Paper Accepted in BMESS'2023

2315	<p data-bbox="391 432 1341 531" style="text-align: center;">Metric comparison between Google Scholar and Research Gate for rated scientists in South Africa</p> <p data-bbox="740 569 992 596" style="text-align: center;">Arthur James Swart</p> <p data-bbox="561 632 1170 659" style="text-align: center;">Central University of Technology, South Africa</p> <p data-bbox="777 695 954 722" style="text-align: center;">ABSTRACT</p> <p data-bbox="321 747 1419 1360">The successful promotion of an academic at an institution of higher learning is affected, to a large degree, by the publication record of the applicant. This record is usually updated in a resume, portfolio or an online database, such as Google Scholar, Research Gate or LinkedIn. The purpose of this article is to present a metric comparison between Google Scholar and Research Gate for rated scientists who are employed at universities of technology in South Africa. This may help to establish notable similarities or differences between rated scientists from specific universities and identify which platform they prefer to maintain their publication record. A snapshot quantitative study is used where the total number of citations, h-index values and Research Gate scores were collected and analyzed. Results indicate that Research Gate has the highest number of authors present from the six universities of technology, with Google Scholar recording the highest number of h-index values for these authors. Only 134 out of the 181 (sample size) authors maintain their records on both databases. It is recommended that researchers in higher education use at least one online database to maintain a record of their publications, thereby enhancing the visibility of the research done at a university and enabling a more valid snapshot of the performance achieved by each researcher.</p> <p data-bbox="321 1402 1057 1432">Keywords: quantitative, data analytics, citations, h-index</p>
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Abstract of Paper Accepted in BMESS'2023

4278

The use of technological means to facilitate historical information in cultural tourism

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Rivero and Patricia Edith Guillen Aparicio

ABSTRACT

The objective of the research was to determine how the use of technological means facilitates historical information in cultural tourism in the city of Arequipa. The type of research was under a quantitative approach, a non-experimental cross-sectional design with a hypothetical deductive method, a measurement instrument validated by expert judgment was used, the data collection technique was the survey, which was applied to tourists with closed questions and the instrument was the questionnaire. A non-probabilistic sampling was carried out and a pilot sample was used. Audio guides are not used in the city of Arequipa, they have only been implemented in the city of Lima and Cusco. The findings of the following investigation were that 50% of tourists don't know about the use of technological means that facilitate historical information in cultural tourism in the city of Arequipa. 45% of national and foreign tourists don't know about the use of audio guides on their tourist trips and the use of the QR code, 46.67% don't know about the use of the QR code to facilitate historical information in cultural tourism in the Arequipa city. It is concluded that the use of technological means facilitates historical information in cultural tourism in Arequipa.

Keywords: Technological means, Audio guides, QR Code, Cultural tourism.

Abstract of Paper Accepted in BMESS'2023

5134	<p style="text-align: center;">The Role of Materialism in Life satisfaction: An empirical investigation of University students</p> <p style="text-align: center;">Dr.Rabia Aftab, Saima Gul khatak, Leontia Pertila Fernandes, Abel Thomas</p> <p style="text-align: center;">Department of Psychology Bath Spa University, Academic Center Ras Al Khaimah United Arab Emirates</p> <p style="text-align: center;">ABSTRACT</p> <p>Materialism is the attitude that material goods and worldly possessions contribute to the highest value in life. In this fast-developing world, materialistic lifestyles become a source of happiness because of our mental set, which is rooted in our childhood. Still, the fact is that materialism does not give real peace and life satisfaction. The present study was conducted to see the impact of materialism on life satisfaction among university students. The study sample consists of 100 university students (50 males and 50 females), ranging from 22 to 30 years from various departments of Aligarh Muslim University. Richins and Dawson (1992) materialistic values scale was used to measure materialistic value and satisfaction with life scale (Diener et al. 1985) was used to measure life satisfaction. Pearson product-moment correlation, t-test, and Step-wise regression were used for analyses. The findings of the study explored that there was a significant impact of materialism on life satisfaction. Materialism was found to be negatively correlated with life satisfaction along with its dimensions of centrality, happiness, and success. The results further revealed that there was no significant difference between males and females regarding materialism. The findings of the present study may lack generalizability because of the small sample from one university. Therefore, the researcher encouraged to use of a larger sample for future research.</p> <p>Keywords: Materialism, life satisfaction, centrality, happiness, success, university students</p>
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Abstract of Paper Accepted in BMESS'2023

6151	<p data-bbox="370 365 1409 464" style="text-align: center;">Role of Energy Efficient Sinusoidal PWM Waveform Generator in Cybersecurity</p> <p data-bbox="630 468 1149 504" style="text-align: center;">Aditya Yashwant¹, Pushpanjali Pandey²</p> <p data-bbox="618 506 1161 541" style="text-align: center;">¹University of Warwick, United Kingdom</p> <p data-bbox="537 543 1243 579" style="text-align: center;">²Gyancity Research Consultancy, Greater Noida, India</p> <p data-bbox="505 581 1276 617" style="text-align: center;">yash.adi01@gmail.com, pushpanjali.pandey@gyancity.com</p> <p data-bbox="797 646 980 678" style="text-align: center;">ABSTRACT</p> <p data-bbox="358 699 1422 1129">This is an approach to design Energy Efficient Sinusoidal PWM Waveform Generator on FPGA that not only consumes low amount of power but also providing more security. PWM is used for encoding. Hacker dreams to hack the encoding process and use it for their own malicious intention. Our proposed FPGA based PWM Waveform Generator is more secure as hacking of hardware-based encoding by PWM Waveform Generator is almost impossible to break. This is done by varying Ambient Temperature to different level and checking corresponding amount of energy consumed. There is a reduction of Leakage power in the percentage of 60.86 %, 52.17 %, 39.13 % and 21.73 % when we scaled down Ambient Temperature from 50 oC to 0 oC, 12.5 oC, 25 oC, 37.5 oC respectively. SPARTAN-6 FPGAfamily is used to design and implement sinusoidal PWM waveform Generator in our research.</p> <p data-bbox="358 1171 1422 1243">Keywords: Energy Efficient, Sinusoidal PWM Waveform Generator, FPGA, VHDL.</p>
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6189

The Role of Electronic Commerce in Supporting the Strategic Management Decision-Making

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ABSTRACT

With the increasing use of sophisticated technology within the 21st century, plus with the pandemic that has hit the world over the past two years has made the recognition of online trading systems, namely e-commerce, has become increasingly vibrant. The ground of this paper is to review how a corporation based on an e-commerce system helps the management of the organization to form any decision in business affairs that focuses on how the planning of ecommerce marketing strategy is administered and supported big data technology and marketing techniques. This research was chosen due to its wide scope within the web field as e-commerce systems are generally very easy for management to form accurate analysis consistent with data and knowledge that has been collected through surveys from user feedback involving products or services offered by a company's business which successfully will help them consider strategy and make proper decisions to enhance quality and thus increase the profitability of the organization. Data collection for this subject is obtained through descriptive research methods and analytical research where researchers seek information through the results of previous research conducted online. The findings of this paper indicate that social influence affected most of the decision making. Web business has an advantage of a wide database of potential

	<p>customers and its buying and selling process transcends borders regardless of where it contributes to the widespread use of this technique in companies round the world.</p> <p>Keywords—e-commerce, decision making, strategy, social, advantage</p>
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Abstract of Paper Accepted in BMESS'2023

6616	<p style="text-align: center;">The Threats and Dimensions of Security Systems in Electronic Commerce</p> <p style="text-align: center;">¹Waheeb Abu-ulbeh, ²Yazeed Al Moaiad, ³Abdilahi Liban, ⁴Mazen Mohammed Farea, ⁵Wafa Abdulkarem Al-Haithami, ^{*6}Yousef A.Baker El-Ebiary</p> <p>¹<i>Asst. Prof. Dr., Cybersecurity Department, Al-Istiqlal University, Jericho, 10, Palestine</i> w.abuulbeh@pass.ps</p> <p>²<i>Asst. Prof. Dr., Faculty of Computer and Information Technology, MEDIU, Malaysia</i> yazeed.alsayed@mediu.edu.my</p> <p>³<i>Dr., Faculty of Computer and Information Technology, MEDIU, Malaysia,</i> abdilahi.liban@hotmail.com</p> <p>⁴<i>Assoc. Prof. Dr., Faculty of Finance & Administrative Sciences, Al-Madinah International University, Malaysia</i> mazen.farea@mediu.edu.my</p> <p>⁵<i>Faculty of Finance and Administrative Sciences, Al-Madinah International University, Malaysia</i> fafikareem2017@gmail.com</p> <p>⁶<i>Assoc. Prof. Ts. Dr., Faculty of Informatics and Computing, UniSZA University, Malaysia,</i> <i>*(Corresponding Author) yousefelebiary@unisza.edu.my</i> https://orcid.org/0000-0002-4392-8015</p> <p style="text-align: center;">ABSTRACT</p> <p>E-commerce is a buying and selling platform via the internet, and the transaction of money also must be made online. This platform needs to have good security to ensure the trust of customers. Trust from consumers is needed to continue this business, because of that security system must be constantly improved and upgraded</p>
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to a better version. The security system of e-commerce must be tightly secure to ensure all consumers' privacy and personal information do not get leaked by hackers. E-commerce offers a great opportunity to the online banking and online shopping industry, but also has a high risk of security threats. This article shows the difficulties of asset and transaction security in e-commerce components and operations. Because substantial sums of public money are involved in the transactions, the importance of data security and privacy is not overstated in this industry. The article goes on to highlight the security requirements of e-commerce systems from potential threats and weaknesses after looking at the technologies utilized in e-commerce. The challenge of e-commerce security is then considered as one of engineering management, and a lifecycle solution is proposed. This report will discuss the threats in E-commerce and all dimensions of e-commerce. Besides that, this report will explain the advantages and disadvantages of e-commerce, and also the solution on how to counter the threats to the security system of E-commerce. A lot of issues discussed here are important for online shopping or e-commerce platform users because they will educate them to be more careful when making an online transaction. This report also persuades customers to be more confident in the e-commerce security systems.

Keywords—E-commerce, security system, threats, dimensions

Abstract of Paper Accepted in BMESS'2023

6692	<p data-bbox="350 432 1390 548" style="text-align: center;">An overview of Curve Tracing: Intersecting and Faint curves Algorithms</p> <p data-bbox="545 594 1195 688" style="text-align: center;">Priyanka Basak, Rohit Kumar, Bishwajeet Pandey, Jain University, India</p> <p data-bbox="777 722 959 751" style="text-align: center;">ABSTRACT</p> <p data-bbox="321 800 1419 938">Identifying and automatically categorizing curves in images. We pick a single curve, label it, and trace it throughout the image. It classifies curves that travel through other curves, disappears, and reappear. We anticipate a curvetracing algorithm to produce results that closely resemble human identification.</p>
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Abstract of Paper Accepted in BMESS'2023

6723

Social Media Use of Select Healthcare Institutions: A Unique Experience of Social Media Manager

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ABSTRACT

As social media use is becoming more widely embraced by healthcare institutions across the globe, the Philippines are also following suit although limited studies were conducted reflecting social media use within the Philippine healthcare context. The purpose of this study is to explore the usage of social media by the healthcare institutions in Tagum City, Davao del Norte, and the Philippines as a marketing communication and customer engagement tool through the lived experiences of their social media managers. Using a qualitative study approach and in-depth interviews, this research investigated the acceptance of social media by healthcare institutions as a marketing communication and customer engagement tool through the perceptions and lived experiences of their social media managers as well as their insights for recommendations on social media handling best practices. The data gathered from their interviews were then thematically analyzed. Accordingly, the ten (10) social media managers revealed that Facebook is their social media platform of choice due to its popularity. They perceived their social media practices as possibly exhausting, having an easy service accessibility and communication, likely to boost their HCI's services, faster health information sharing, and the probability of online bashing and security risks. Further, they experienced insufficient administrative support, appreciation from satisfied clients and negative feedbacks from disgruntled customers. Their insights on recommended best practices includes content enhancement, better engagement with user, frequent posting, hiring dedicated personnel for handling the HCI's social media account, intervening during an online crisis and using social media as a supplement to traditional media. In the future studies, management support in organizational use of social media and best practices are good subjects to delve into. The results from this research may provide hospital administration with information for activity planning and improvement of social media handling.

Abstract of Paper Accepted in BMESS'2023

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CONSUMER PERCEPTION TOWARDS PURCHASE OF PERFUMES IN THE MARKETS OF MUMBAI CITY

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ABSTRACT

More than 300 years of perfumery expertise can be traced back to India. Because the average Indian is familiar with complex fragrances with strong cultural elements, Indian fragrances have a distinct character. India's fragrance market is small in comparison to developed countries, but it has the potential to become one of the largest in the coming years. The sector provides more opportunities and has a 100 million-strong middle class with rising disposable income. Concurrently, the FMCG sector is booming as a result of improved supply chain efficiency, product and process innovation, and high consumer aspirations. Titan Industries, for example, entered the perfume market with the SKINN line. Winnie Industries' diverse perfume line, FOGG, has already dominated the market. The purpose of this study was to learn about the prevalence of perfumes in the Indian market, as well as the factors that influence consumer purchasing behavior for perfumes. The goal of this article is to understand the implications of using fragrance, particularly if these products serve as brand extensions for luxury brands. It also assesses the role of celebrity endorsement towards marketing the perfumes in the markets of Mumbai city. It aims to identify the primary motivations for purchasing fragrances, as well as the primary characteristics associated with fragrance use. Design/Methodology/Research - To assess attitudes and behaviors, this study used a qualitative approach with 15 in-depth interviews with fragrance consumers.

Keywords: Consumer perception, brand, loyalty, Supply chain, Preference, Celebrity Endorsement

Abstract of Paper Accepted in BMESS'2023

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Design of Energy Efficient Data Processing Device for Cyber Security

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ABSTRACT

A recent survey concludes that there was 1.7 MB data every second created for every human being on this planet Earth in 2020. Security of this much data during processing is of paramount importance. The main function of a processing device is to handle the intermediate stage. Either central processing unit, or graphical processing unit can be considered as processing devices as they handle the intermediate stage to produce useful information. Processing of data using hardware-based processing device, enhances the security of data. Hardware based processing is not easy to break in compare to only software-based processing. The prime objective of this research is on making this device more energy efficient and more secure. So, it will take less power and provide more security. Different IO standards and Spartan-6 FPGA are used to fill the research gap using Verilog. Frequency Scaling is used for reduction of total power consumption.

Keywords: Data Processing, Energy Efficient, SPARTAN-6, FPGA Based Data Security

Abstract of Paper Accepted in BMESS'2023

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AN EMPIRICAL STUDY OF FREE CASH FLOWS AND FIRM'S PROFITABILITY IN LISTED COMPANIES OF PAKISTAN STOCK EXCHANGE

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ABSTRACT

Every organization sets their goal to increase productivity, managers in corporate organizations therefore, do every possible effort to enhance their performance and profitability. The existing literature has advanced the free cash flow hypothesis as one of the factors affecting corporate performance. This study aims to determine how FCF affected PSX's profitability while taking into account a variety of Islamic Republic of Pakistan's non-financial sectors. This study was descriptive in nature. The study's population included 84 companies from Pakistan's different 5 sectors, 58 non-financial enterprises were selected in order to create a predictive model of how cash flow affects profitability. Secondary data from 2011-2022 gave enough data which was used in the analysis. Panel regression shown 72% variations in ROA and 25% variation in ROE. FCF positively effects on ROA (beta= 0.04, p= 0.05). FCF negatively effects on ROE (beta =-0.26, p= 0.04), hence this study discovered significant and applicable insights for the users.

Keywords: Free Cash Flows, Profitability, Leverage, Firm Size, Return on Assets, Return on Equity, Stock Exchange.

Abstract of Paper Accepted in BMESS'2023

8334

The Efficiency and Effectiveness of E-Wallet Systems in E-Commerce Platforms

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ABSTRACT

As technological developments change over time, we can see many organizations that use information systems as the main system to ensure the smooth running of the organization. It is common knowledge that information systems are used to turn data into a useful source of information for decision making in an organization. E-wallet is one of the systems that have been created to be one of the alternatives for payment other than paying by cash or online banking. Many companies provided an e-wallet system such as Touch 'n Go e-wallet, Boost e-wallet, GrabPay e-wallet, ShopeePay and MAE. This system provided many benefits to users to attract them using the e-wallet system. E-wallet can be one of the best alternatives for payment because it's very practical and saves time.

Keywords: information, system, e-wallet, Touch 'n Go e-wallet, easier, effective

Abstract of Paper Accepted in BMESS'2023

8492

Burnout in the virtual teaching of higher education teachers

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ABSTRACT

This literature review article focuses on the detailed analysis of exhaustion in virtual teaching in higher level teaching in order to know about the problems or different ways to reduce this variable and be able to achieve our functions or activities normally and effectively. The study is conducted qualitatively with a phenomenological approach. We want to determine how is the exhaustion in virtual teaching in different areas of education and to be able to evaluate different measures or possible strategies to be able to help teachers to face different adversities left by the pandemic. Different references of articles, theses, books etc. were used that were fundamental as a theoretical basis to compare with the different results obtained in the evaluations. It is recommended that teachers can participate in different meetings to make decisions or manage the essential factors within the institution: emotional exhaustion, admiration, educational management, pedagogy to optimize functions within these areas in order to maintain emotional stability and be able to face the different adversities left by the pandemic and be able to face them whether you are a teacher or student.

Keywords: Job burnout, virtual teaching, higher education, teachers, pedagogical strategies, emotional stability

Abstract of Paper Accepted in BMESS'2023

9010	<p data-bbox="396 296 1341 394" style="text-align: center;">Plant Disease Classification Using AI - Spl Deep Learning and Machine Learning</p> <p data-bbox="659 428 1078 527" style="text-align: center;">Leena Gupta and Vaibhav Vyas, Banasthali Vidyapeeth, India India</p> <p data-bbox="777 558 959 590" style="text-align: center;">ABSTRACT</p> <p data-bbox="321 611 1419 1157">The recent years have witnessed a growing interest in the application of artificial intelligence (AI) and machine learning (ML) techniques for various tasks. Among these techniques, deep learning (DL) algorithms have received significant attention and demonstrated remarkable results. This review article aims to give a comprehensive overview of the current advancements in the field in plant disease classification using AI and ML, with a focus on DL approaches. The paper will cover key literature in the field, including recent advances and challenges, and will discuss the most commonly used algorithms, such as Convolutional Neural Networks (CNNs), Recurrent Neural Networks (RNNs), and Transfer Learning (TL). Additionally, the review will highlight the various applications of AI in plant disease classification, including the use of images, genomic data, and environmental data. The paper will also provide insights into the limitations and opportunities of AI-based plant disease classification, as well as future directions for research in this field. The goal of this paper is to provide a comprehensive overview of the field and to serve as a useful resource for researchers and practitioners in the area of plant disease classification using AI and ML.</p> <p data-bbox="321 1192 1419 1257">Keywords— Plant disease classification, artificial intelligence, machine learning, deep learning, convolutional neural networks, recurrent neural networks, transfer learning</p>
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9382

A Novel TDEF1.0 for Making Twitter Accessible to People with Disabilities

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ABSTRACT

This manuscript introduces a novel framework to extend the accessibility of Twitter user's timeline to the people with disabilities. Our proposed framework is designed with iconic speaker and information functionalities which will enable transcription of multi-media content and provide users the opportunity to read and hear the translated transcripts depending upon the user's primary language. This work is one of its kind that opens Twitter's user timeline completely to people with disabilities.

Keywords: Disabled people, Accessibility, Twitter, Transcription, TDEF1.0.

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Asphalt pavement management and administrative control: Case study in Lima, Perú

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ABSTRACT

The activities underlying the construction, operation and maintenance of road infrastructures are notorious for the large amount of natural materials and energy resources they consume, as well as for the significant environmental impacts they generate. The objective of the research was to analyze the relationship between asphalt pavement management and administrative control for the sustainability of asphalt pavements in the province of Lima, Peru. A quantitative research was carried out through the historical-logical method, theoretical triangulation and modeling were used with a sample of 160 workers from the company Cala Pavimentos y Construcciones EIRL., of San Juan de Miraflores. The technique applied was the survey that included socioeconomic characteristics, pavement management, administrative control, existing practices of the company and the improvements applied. The results show that there is a direct relationship between administrative control for sustainability and timely maintenance of asphalt pavements with a ratio of Spearman's $Rho = 0.474$ positive with a moderate correlation level, likewise a significance level of $p = 0.000 < 0.01$ was obtained, which allows demonstrating that the relationship is significant. It was demonstrated that there is a direct relationship between asphalt pavement management and administrative control for the detection of failures of the company cala pavements and constructions with a high level of correlation in the sustainable management of asphalt pavements. A shift towards a more environmentally and economically responsible behavior in the field of construction and management of road pavements generates the need to develop and implement comprehensive management for sustainable pavement engineering.

Keywords: Alfato, Pavement, Administrative control, Sustainable management, sustainability of pavements.

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