



**International Academic Conference on
Educational and Social Innovations
AC-ESI – 2024**

**24th International Conference
Vienna, Austria**

20-24 May 2024

Distinguished guests, esteemed colleagues, and future leaders in education and social change,

On behalf of the organizing committee, I extend a warm welcome to each and every one of you to the International Academic Conference on Educational and Social Innovations. It is an honor to have you all gathered here today to share your knowledge, insights, and passion for creating a better world through education and social innovation.



This conference is a testament to the power of collaboration and the importance of interdisciplinary approaches to addressing the complex challenges facing our societies today. We have brought together a diverse group of scholars, practitioners, and policymakers from around the world to share their cutting-edge research, innovative practices, and transformative ideas.

Over the next few days, we will explore a wide range of topics related to educational and social innovation, including: use of technology to enhance learning and equity; development of innovative curricula and pedagogical approaches; role of education in promoting social justice and inclusion; impact of social innovation on community development and well-being; challenges and opportunities of implementing educational and social innovations.

We have a packed program of keynote speeches, panel discussions, workshops, and networking opportunities designed to foster dialogue, inspire new ideas, and catalyze meaningful change.

I encourage you to take full advantage of this opportunity to connect with other thought leaders, share your work, and learn from each other. Together, we can generate new knowledge, identify best practices, and develop innovative solutions to the pressing issues of our time.

I would like to express my sincere gratitude to our sponsors, partners, and volunteers for their invaluable support in making this conference possible. Your contributions have helped to create a vibrant and intellectually stimulating environment where we can all learn, grow, and make a difference.

I wish you all a productive and inspiring conference. May the ideas and connections forged here today lead to transformative changes in education and society.

Thank you.

*Ast. prof., Dean of College of Communication Arts,
Suan Sunandha Rajabhat University, Bangkok, Thailand
Kanyapat Utapao*

On behalf of the Organizational Committee, I welcome you to International Academic Conference on Educational and Social Innovations in Vienna!

AC-ESI – 24 attracts researchers, educators and practitioners in all fields of innovatization, management and business effictivization.

Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

AC-ESI– 2024 has been established on a global basis.

We have received more than 130 submissions from 10 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 65 papers were accepted for presentation in the conference.

We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of AC-ESI -2024 conferences for their precious time and expertise.

I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened.

Please accept our best wishes for a wonderful stay in Austria!



Dr. Lyudmila Lipkova
University of economic in Bratislava, Slovakia

Welcome to International Academic Conference on Educational and Social Innovations.

As a co-organizer of AC-ESI-24 we tried to make a conference aimed to create a strong platform for academic and educational international collaboration. Sustainable economical development always requires a breaking of any boundaries between scientists, an increasing of international informational and technological exchange, new forms of cross-cultural and transnational collaboration.



Due to this I am very glad to see here, on hospitable land, presenters of dozens countries from four continents. It proves that our activity in a direction of common, global study of patters for effective, competitive and successful economical development is important, is required by society, science and business.

Furthermore, for making our conference work more effective and memorable, we tried to provide maximum comfortable conditions for all our delegates.

Therefore, I hope that the AC-ESI-2024 will achieve all set objectives to provide our delegates with education, networking, leadership enhancement and sweet memories.

*Assoc. prof., Dr. Fatih Ayhan
Bandirma Onyedi Eylul University, Balikesir, Turkey*

Dear friends and colleagues!

AC-ESI-24 is a meaningful crystallization of international initiatives among the number of institution towards practical cooperation in interdisciplinary studies, which will be contribute to the strengthening of national economy and private business innovatization.

The characteristic of the economy in our era is change at the speed of light, which led us to the consensus that experts from many countries and many different disciplines must meet and discuss the phenomena, and then suggest solutions. We should be able to delve deeper by discussing problems across different disciplines as widely as possible, and thus grasping more profound solutions and suggestions.



Dr. Irina Onyusheva

*Full professor of economics and management department,
Turan University, Almaty,
Kazakhstan*

Dear AC-ESI-2024 participants!

The motivation for this conference is to help one's country through offering individual expertise and point of view based on one's individual discipline. As we gather from many different countries and many different disciplines, I believe that we should be able to expand the scope of our efforts and must aim at more challenging global contributions.

I hope all the participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange.

I would like to extend my sincere gratitude to the organizing committee and especially to my Thai and Russia colleagues for given abilities to be a key-note speaker and member of organizational board of AC-ESI – 2024, to be involved in the process of new international tradition formation!



Dr. Anna Davtyan

*Lecturer, Rangsit University,
Bangkok, Thailand*

AC-ESI-2024

Presidium

Kanyapat Utapao (Ast. prof., Dean of College of Communication Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand)

Dr. Muhammad Imtiaz Subhani (Professor, director of Business School, ILMA University, Karachi, Pakistan)

Dr. Parimal Chandra Biswas (Professor, Adamas University, Kolkata, India)

Dr. Andrej Privara (Professor, University of Economic in Bratislava, Slovakia)

PhD Catherine Gospodarik (Assoc. prof., Belarussian State University, Belarus)

Dr. Saiakbaeva Aiganysh (Professor, Head of the Department of Finance, Kyrgyz national university named after Jusup Balasagyn, Kyrgyzstan)

Committee members

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Dr. Svitlana Pavlova (Professor, Shanxi Agricultural University, Taiyuan, China)

Dr. Valentina Lagasio (Sapienza University of Rome, Italy)

Dr. Ai Tran Huu (Ast. professor, Van Hien Univesity, Ho Chi Minh, Vietnam)

Dr. Anna Davtyan (Lecturer, Rangsit University, Bangkok, Thailand)

Dr. Frank Ebinger (Ast. professor, Nuremberg Institute of Technology, Germany)

Dr. Irina Onyusheva (Ast. professor, Turan University, Almaty, Kazakhstan)

Dr. John Tampil Purba (Ast. professor, Business School Pelita Harapan University, Tangerang, Indonesia)

Dr. Lidiia M. Karpenko (Full professor, National University "Odessa Polytechnic", Odessa, Ukraine)

Dr. Ludmila Lipkova (Ast. professor, University of Economics, Bratislava, Slovakia)

Dr. Raeni Dwi Santy (Ast.. professor, University of Computer, Bandung, Indonesia)

Dr. Shieh, Chieh-Jen (Ast. professor, Huaqiao University, China)

Dr. Sofija Adžić (Full professor, University of Novi Sad, Faculty of Economics in Subotica, Subotica, Serbia)

**International Academic Conference on Educational and Social Innovations
AC-ESI-24 @ Vienna.AT**

=AGENDA=

Day 1 20 May 2024

Venue: NH Vienna airport conference center, Vienna, Austria

8.30 Registration open Foyer
9.00 Opening ceremony Meeting Room

Welcome speeches:
Kanyapat Utapao

*Dean of College of Communication Arts,
Suan Sunandha Rajabhat University, Bangkok, Thailand*

Dr. Lyudmila Lipkova

Prof., University of economic in Bratislava, Slovakia

Dr. Denis Ushakov

Organizational board of AC-ESI– 2024

09.30 Key-note speech “The Future of Education: Technology, Equity, and Innovation”
by **Dr. Aiganysh Saiakbaeva**

Kyrgyz national university named after Jusup Balasagyn, Kyrgyzstan

10.30 Group photo

10.45 Coffee-break Foyer

11.00 Key-note speech “Social Innovation for Community Development: Empowering
Communities to Create Positive Change” by **Dr. Muhammad Imtiaz Subhani**

dean of Business High School, ILMA University, Karachi, Pakistan

12.00 Lunch Restaurant

13.00 Session 1.1 – Technology and Innovations in Education -1

13.00 Agnes Wee

13.30 Bambang Budi Utomo

14.00 Fernando C. Sanchez, Jr.

14.30 Kanyapat Utapao

15.00 Pham Thi Hong Nhung

15.30 **Coffee break** Foyer

16.00 Maysoon Al-Zoubi

16.30 Danty James

17.00 Nadim Shehadi

Day 2 21 May 2024

Venue: NH Vienna airport conference center, Vienna, Austria

09.00 Key-note speech “Innovative Pedagogies for the 21st Century: Engaging Students and Preparing Them for Success in a Rapidly Changing World”
by **Dr. Irina Onyusheva**
Turan University, Almaty, Kazakhstan

10.45 Coffee-break Foyer

11.00 Key-note speech “The Role of Education in Promoting Well-being and Resilience: Nurturing the Whole Child in a Challenging World”
by **Dr. Fatih Ayhan**
Bandırma Onyedi Eylül Üniversitesi, Balıkesir, Turkey

12.00 Lunch Restaurant

13.00 Panel discussion "**Europe & Asia in the global prospects of educational innovations**" moderator Dr. Lyudmila
Session 1.2 – Technology and Innovations in Education -2

13.00 Lipkova (*University of economic in Bratislava, Slovakia*) Marija Jovanović
13.30 Sharifah Halimah Syed Harun
14.00 Narong Anurak
14.30 Ivan Horvat
15.00 Tanit Pruktara

15.30 Coffee-break Foyer
16.00 Networking and collaboration Nguyen Thi Thu
16.30 Omar Ahmed
17.00 Somtop Keawchuer

18.00 Dinner Restaurant

Day 3 22 May 2024

09.00	Session 2.1 – Case Studies of Successful Educational and Social Innovations	Session 2.2 - Interdisciplinary Approaches to Educational and Social Innovation
09.00	Katalin Kovács	Anne Dubois
09.20	I Nyoman Budiarsa	Tham Siew Yean
09.40	Noura Al-Nuaimi	Pawit Mongkolprasit
10.00	Kasinee Nithisiripraphai Witcha Santanaprasit	Jana Horáková
10.20	Mary Green	Sultan Al-Amer
10.40	Coffee break	Foyer
11.00	Javier Garcia	Paolo Rossi
11.20	Mohsen Mostafavi	Peter Schmidt
11.40	Nadirsyah Hosen	Dina Rizk Houry
12.00	Lunch	Restaurant
13.00	Session 3.1 – Innovations and business: directions of mutual benefits	Session 3.2 - Social Innovations for Community Development
13.00	Inga Mezinova Tatiana Shepel	Rasul Bakhsh Rais
13.30	Hala Mostafa	Zuzanna Kowalska
14.00	Suwimol Apapol	Wipanee Maen-in
14.30	Daria Lichkovakha	Abrar Al-Hashmi
15.00	Huma Baqai	Peter Nagy
15.30	Coffee break	Foyer
16.00	Rewadee Waiyawassana	Jana Horáková
16.30	Yavuz Akyüz	Salman Shah
17.00	Hakan Kutoğlu	
18.00	Dinner	Restaurant

Day 4 23 May 2024

09.00 Session 4.1 – Social Innovations for Personal Development

09.00 Nantida Otakum

09.20 Ion Popescu

09.40 Fahad Al-Azmi

10.00 Reza Ghiabi

10.20 Elena Ionescu

10.40 Coffee break

11.00 Rania Masri

11.20 Şerife Büyükköprücü

11.40 Ivanka Ivanova

12.00 Punrapha Praditpong

12.20 Julia Patel

12.40 Maria Kowalska

13.00 Lunch

Session 5.1 - Internet communications: technological and social consequences of use

14.00 Michael Chen

14.20 Anies Baswedan

14.40 Susan Kim

15.00 Ahmed Hassan

15.20 Chanaporn Sornnuwat
Smithinun Thairoongrojana

15.40 **Coffee break**

16.00 Gatis Krūmiņš

16.20 Isari Pairoa

16.40 Tatiana Podolskaya, Evgenia Vasyuta,
Natalia Bryukhanova, Denis Ushakov

17.00 Anna Davtyan, Thet Htoo Zaw,
Aye Chan Moe, Naing Oo Lwin,
Kyi Min Khant

18.00 Gala - dinner, awarding ceremony

Session 4.2 – Communication and Sustainability: exploring the role of communication in promoting sustainability and environmental protection

Amal Al-Qasem

Komaruddin Hidayat

Ali Erdem

Nititorn Ounpipat

Omar Al-Ubaydli

Foyer

Jáchym Topol

Péter Nádas

Muhammad Chatibul Umam

Milan Kundera

Rula Jurdi Abisaab

Stefan Dimitrov

Restaurant

Session 5.2 - Science Communication: discussing the challenges and best practices of communicating scientific information to the public

Ismail Kadare

Tonphon Sapnirund

Maha Al-Ghunaim

László Szabó

Aishwarya Rai Bachchan

Foyer

Akshay Kumar

Ajay Devgn

Hala El-Said

Hrithik Roshan

Restaurant

Day 5 23 May 2024

09.00	Session 6.1 – Communication and Social Change: examining the role of communication in shaping and responding to social issues.	Session 6.2 - The future of communication: exploring emerging trends and technologies in the field of communication
09.00	Saida Mirziyoyeva	Zafarjon Kodirov
09.20	Budiman Sudjatmiko	Nargiza Abdurasulova
09.40	Titaree Triyawanich Supaporn Wimonchailerk	Olga Syzdykova
10.00	Tursunali Kulatov	Sadia Rizvi
10.20	Zeba Ayesha	Gulmira Imanova
10.40	Coffee break	Foyer
11.00	Priyanka Chopra Jonas	Ayesha Siddiqa
11.20	Qasim Buksh	Sawitree Suvanno
11.40	Moeenuddin Ahmad Khan	Olga Tokarczuk
12.00	Supranee Wattanasin Kraiwoot Wattanasin ChinorosThinwiraikul	Alireza Ahmadi
13.00	Lunch	Restaurant
12.00	AC-ESI-24 afterwords	
13.30	Venue closed	

List of Sessions:

Day 1. 13.00-17.30

Ballroom

Session 1.1 Technology and Innovations in Education - 1

Chairman: **Dr. Shieh, Chich-Jen** (Ast. professor, Huaqiao University, China)

- 1 Agnes Wee
*University of the Philippines Diliman,
Davao, Philippines* Research on the impact of artificial intelligence on personalized learning
- 2 Bambang Budi Utomo
*University of Indonesia,
Jakarta, Indonesia* The use of virtual reality to create immersive and engaging learning experiences
- 3 Fernando C. Sanchez, Jr.
Ateneo de Manila University, Philippines Potential of augmented reality for hands-on and experiential learning (the case of International program, Ateneo de Manila University)
- 4 Kanyapat Utapao
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Political communication in the internet: principles and technologies of organization
- 5 Pham Thi Hong Nhung
*University of Social Sciences and Humanities,
Vietnam National University, Hanoi, Vietnam* Use of mobile technology to provide access to education anytime & anywhere
- 6 Maysoon Al-Zoubi
*Jordan University of Science and Technology,
Amman, Jordan* Role of technology in promoting equity and inclusion in education
- 7 Danty James
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Education leadership and students' learning outcomes
- 8 Nadim Shehadi
University of Damascus, Syria The impact of technology on the role of teachers and students in the learning process

Day 2. 13.00-17.30

Meeting room "Danube"

Session 1.2 Technology and Innovations in Education - 2

Chairman: **Dr. Lidiia M. Karpenko** (Full professor, National University "Odessa Polytechnic", Odessa, Ukraine)

- 1 **Marija Jovanović**
University of Belgrade, Serbia The use of educational games to make learning more fun and engaging (the case of 2nd year students)
- 2 **Sharifah Halimah Syed Harun**
Universiti Putra Malaysia, Johor Baru, Malaysia The ethical considerations of using technology in education
- 3 **Narong Anurak**
Suan Sunandha Rajabhat University, Bangkok, Thailand Modernization marketing management communications and advertising technologies at the university
- 4 **Ivan Horvat**
University of Zagreb, Croatia Development of open educational resources to make education more affordable and accessible
- 5 **Tanit Pruktara**
Suan Sunandha Rajabhat University, Bangkok, Thailand internet technologies in educational communication improvement
- 6 **Nguyen Thi Thu**
Vietnam National University, Hanoi, Vietnam Impact of social media on student learning and engagement
- 7 **Omar Ahmed**
American University in Cairo, Egypt Challenges and opportunities of implementing educational technology in schools and universities
- 8 **Somtop Keawchuer**
Suan Sunandha Rajabhat University, Bangkok, Thailand Web 2.0 technology and intercultural communication in foreign languages learning

Day 3. 09.00-12.00

Ballroom

Session 2.1

Case Studies of Successful Educational and Social Innovations

Chairman: **Dr. Irina Onyusheva** (Full professor, Turan University, Almaty, Kazakhstan)

- 1 **Katalin Kovács**
University of Szeged, Hungary
Students social innovation projects: teaching efficiency and pedagogical impact (case of Szeged University, Hungary)
- 2 **I Nyoman Budiarsa**
Udayana University, Surabaya, Indonesia
Community-based program that empowers residents to create positive change
- 3 **Noura Al-Nuaimi**
United Arab Emirates University, United Arab Emirates
Social innovation project to improve economic opportunity: analyzing the Gulf initiatives
- 4 **Kasinee Nithisiripraphai**
Witcha Santanaprasit
Suan Sunandha Rajabhat University, Bangkok, Thailand
Work process development for student move project of college of communication arts
- 5 **Mary Green**
University College Dublin, Ireland
Educational program that has promoted equity and inclusion: Irish perspectives
- 6 **Javier Garcia**
University of Granada, Spain
Successful educational program that promotes social justice values (the case of Costa del Sol region)
- 7 **Mohsen Mostafavi**
American University of Beirut, Lebanon
Mindfulness and personal growth: a path to inner transformation
- 8 **Nadirsyah Hosen**
Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia
The importance of self-care education for personal well-being

Day 3. 09.00-12.00

Meeting room “Danube”

Session 2.2 Interdisciplinary Approaches to Educational and Social Innovation

Chairman: **Dr. Anna Davtyan** (Rangsit University, Bangkok, Thailand)

- 1 Anne Dubois
University of Lyon, France Strategies for fostering interdisciplinary collaboration between educators, researchers, and community partners
- 2 Tham Siew Yean
Universiti Brunei Darussalam, Brunei The use of interdisciplinary approaches to address complex educational and social issues (poverty, homelessness, and climate change)
- 3 Pawit Mongkolprasit
Suan Sunandha Rajabhat University, Bangkok, Thailand Analyzing manipulation mechanisms in internet communications
- 4 Jana Horáková
Masaryk University, Czech Republic The use of interdisciplinary approaches to develop innovative educational technologies and resources
- 5 Sultan Al-Amer
King Saud University, Saudi Arabia The use of interdisciplinary approaches to train future leaders in educational and social innovation
- 6 Paolo Rossi
University of Bologna, Italy The development of interdisciplinary frameworks for understanding and addressing educational and social problems
- 7 Peter Schmidt
ETH Zurich, Switzerland The challenges of evaluating the effectiveness of interdisciplinary educational and social innovation projects
- 8 Dina Rizk Khoury
Saint Joseph University, Beirut, Lebanon Building resilience in the face of adversity: a personal development guide

Day 3. 13.00-17.00

Ballroom

Session 3.1

Innovations and business: directions of mutual benefits

Chairman: **Dr. Fatih Ayhan** (Assoc. professor, Bandirma Onyedi Eylul University, Balıkesir, Turkey)

- 1 Inga Mezinova
Tatiana Shepel
*Rostov State University of Economics,
Rostov-on-Don, Russia* Global ESG financing and sustainability practices:
ensuring stakeholders' competitiveness
- 2 Hala Mostafa
Ain Shams University, Egypt The importance of customer research and feedback
in developing successful innovations
- 3 Suwimol Apapol
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Low-budget marketing communications
technologies: prospects for social networks in
modernizing corporate strategy
- 4 Daria Lichkovakha
*Rostov State University of Economics,
Rostov-on-Don, Russia* Post-industrial stage of social-economic
development of society: the role of energy
- 5 Huma Baqa
Karachi University, Pakistan How businesses can overcome the barriers to
innovation?
- 6 Rewadee Waiyawassana
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Integrated marketing communications as a modern
complex communication technology
- 7 Yavuz Akyüz
Koç University, Turkey The role of innovation in social entrepreneurship
- 8 Hakan Kutoğlu
Sabancı University, Turkey The impact of innovation on the environment (the
case of Anatolian communities)

Day 3. 13.00-17.00

Meeting room “Danube”

Session 3.2 Social Innovations for Community Development

Chairman: **Kanyapat Utapao** (Ast. prof., Dean of College of Communication Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand)

- 1 **Rasul Bakhsh Rais**
*Lahore University of Management Sciences,
Pakistan* The role of social innovation in empowering communities to create positive change
- 2 **Zuzanna Kowalska**
University of Wrocław, Poland The role of social innovation in building sustainable communities
- 3 **Wipanee Maen-in**
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Communication technology spread as a trend of modern culture development
- 4 **Abrar Al-Hashmi**
*Sultan Qaboos University,
Muscat, Oman* The role of social innovation in addressing social determinants of health
- 5 **Peter Nagy**
Eötvös Loránd University, Budapest, Hungary The role of social innovation in promoting community resilience
- 6 **Jana Horáková**
Masaryk University, Czech Republic Strategies for developing and implementing social innovations in communities
- 7 **Salman Shah**
*Sustainable Development Policy Institute,
Lahor, Pakistan* The role of innovation in sustainable development of Pakistan

Day 4. 09.00-12.00

Ballroom

Session 4.1 Social Innovations for Personal Development

Chairman: **Dr. Parimal Chandra Biswas** (Professor, Adamas University, Kolkata, India)

- 1 Nantida Otakum
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Mental health technologies for the purposes of communication ecology
- 2 Ion Popescu
University of Bucharest, Romania The role of social innovation in empowering individuals to create positive change in their own lives and communities
- 3 Fahad Al-Azmi
University of Bahrain, Bahrain The role of social innovation in building sustainable communities that support personal development
- 4 Reza Ghiabi
*Sharif University of Technology,
Meshhad, Iran* Emotional intelligence for personal development: understanding and managing your emotions
- 5 Elena Ionescu
Babes-Bolyai University, Romania The role of social innovation in creating more inclusive and equitable opportunities for personal development
- 6 Rania Masri
Saint Joseph University, Lebanon The potential of social innovation to transform individuals' lives
- 7 Şerife Büyükköprücü
Bilkent University, Turkey How to measure the impact of social innovations on personal development
- 8 Ivanka Ivanova
*University of Veliko Tarnovo,
Bulgaria* Strategies for developing and implementing social innovations for personal development
- 9 Punrapha Praditpong
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Interactivity and parasociality as factors in the choice of mass media and internet communications
- 10 Julia Patel
Indian Institute of Technology Bombay, India The internet and the environment: casual things and unique prospects
- 11 Maria Kowalska
*Jagiellonian University,
Lodz, Poland* Personal development through lifelong learning: a journey of continuous improvement

Day 4. 09.00-12.00

Meeting room “Danube”

Session 4.2 Communication and Sustainability: Exploring the role of communication in promoting sustainability and environmental protection

Chairman: **Dr. Saiakbaeva Aiganysh** (Professor, Head of the Department of Finance, Kyrgyz national university named after Jusup Balasagyn, Kyrgyzstan)

- 1 Amal Al-Qasem American
University of Beirut, Lebanon Emerging trends and best practices in sustainability communications
- 2 Komaruddin Hidayat
Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia Measurements and evaluation of the effectiveness of sustainability communication campaigns
- 3 Ali Erdem
Hacettepe University, Anadolu, Turkey A study on barriers to effective sustainability communication
- 4 Nititorn Ounpipat
Suan Sunandha Rajabhat University, Bangkok, Thailand Psychological features in internet communications
- 5 Omar Al-Ubaydli
University of Jordan, Amman, Jordan The role of communication in environmental policy: How can communication strategies be used to inform and influence environmental policy decisions?
- 6 Jáchym Topol
Charles University, Prague, Czech Republic Engaging stakeholders in sustainability initiatives
- 7 Péter Nádas
Eötvös Loránd University, Seged, Hungary How can communication effectively convey the urgency and complexity of climate change to diverse audiences?
- 8 Muhammad Chatibul Umam
Universitas Islam Negeri Sunan Kalijaga Yogyakarta, Indonesia How can communication campaigns encourage consumers to make more sustainable choices (the case of Gyoga mall, Indonesia)?
- 9 Milan Kundera
Charles University, Prague, Czech Republic Storytelling for sustainability: connecting with audiences on an emotional level
- 10 Rula Jurdi Abisaa
Lebanese American University, Beirut, Lebanon The role of social media in promoting sustainability: evidences from Lebanon
- 11 Stefan Dimitrov
Sofia University, Bulgaria Sustainability reporting and transparency: best EU practices for organizational communication

Day 4. 13.00-17.30

Ballroom

Session 5.1 Internet communications: technological and social consequences of use

Chairman: **Dr. Ludmila Lipkova** (Ast. professor, University of Economics, Bratislava, Slovakia)

- 1 Michael Chen
*National Taiwan University,
Taiwan, ROC* The internet and the spread of misinformation and disinformation
- 2 Anies Baswedan
Universitas Indonesia, Jakarta, Indonesia The Internet and the digital divide: a persistent problem
- 3 Susan Kim
*Seoul National University,
Republic of Korea* The impact of the internet on communication and social interaction
- 4 Ahmed Hassan
*University of Khartoum,
Sudan* The impact of the internet on political participation and civic engagement
- 5 Chanaporn Sornnuwat
Smithinun Thairoongrojana
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Development of office equipments management system of college of communication arts
- 6 Gatis Krūmiņš
*University of Latvia,
Riga, Latvia* The internet and the changing nature of human relationships
- 7 Isari Pairoa
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Problematic aspects of the internet communications use
- 8 Anna Davtyan, Thet Htoo Zaw,
Aye Chan Moe, Naing Oo Lwin,
Kyi Min Khant
Rangsit University, Pathum Thani, Thailand Tourism development in Thailand, 2023: digitalization & marketing/amended information needs
- 9 Tatiana Podolskaya, Evgenia
Vasyuta, Natalia Bryukhanova,
Denis Ushakov
*South Russian Institute of Management, Russian
Presidential Academy of National Economy and
Public Administration, Rostov-on-Don, Russia* Immersive technologies in tourism: promising directions of implementation

Day 4. 13.00-17.30

Meeting room “Danube”

Session 5.2 Science Communication: Discussing the challenges and best practices of communicating scientific information to the public

Chairman: **Dr. John Tampil Purba** (Ast. professor, Business School Pelita Harapan University, Tangerang, Indonesia)

- 1 Ismail Kadare
*University of Tirana,
Albania* The singularity and the future of the Internet
- 2 Tonphon Sapnirund
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Video blog in modern internet communications: roles and socio-economic functions
- 3 Maha Al-Ghunaim
King Saud University, Saudi Arabia The internet of emotions: how the internet will connect our hearts and minds
- 4 László Szabó
*Eötvös Loránd University,
Seged, Hungary* Harnessing the power of the internet of things for business success
- 5 Aishwarya Rai Bachchan
*Jawaharlal Nehru University,
New Delhi, India* The role of the internet in shaping the future of education
- 6 Akshay Kumar
*Lakshmibai National University of Physical
Education, India* The Internet of Things and the transformation of internet use
- 7 Ajay Devgn
*Ambedkar University,
Delhi, India* The future of the internet and the future of humanity: a brave new world
- 8 Hala El-Said
Cairo University, Egypt Internet and the environment: a sustainable cyberspace
- 9 Hrithik Roshan
*Lakshmibai National College of Physical
Education, India* The future internet democracy: a digital public sphere

Day 5. 09.00-12.00

Ballroom

Session 6.1 Communication and Social Change: Examining the role of communication in shaping and responding to social issues

Chairman: **Dr. Milos Knezevic** (Professor, Faculty of Economics Podgorica, University of Montenegro)

- 1 **Saida Mirziyoyeva**
*University of World Economy and Diplomacy,
Tashkent, Uzbekistan* The Internet and the rise of social movements: a case study of Color revolutions
- 2 **Tursunali Kulatov**
*Kyrgyz Agrarian University,
Bishkek, Kyrgyzstan* The Internet and the future of journalism: a changing landscape
- 3 **Titaree Triyawanich
Supaporn Wimonchailerk**
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Work process development of correspondence and document work, college of communication arts
- 4 **Budiman Sudjatmiko**
*Universitas Gadjah Mada,
Indonesia* Internet addiction: a growing problem in the digital age
- 5 **Zeba Ayesha**
University of Karachi, Pakistan The role of the internet in political participation: a case study of democratic party of Pakistan
- 6 **Priyanka Chopra Jonas**
Ashoka University, Mumbai, India The Internet and the economy: a double-edged sword
- 7 **Qasim Buksh**
*International Islamic University, Islamabad,
Pakistan* The Internet and the Global South: a critical perspective
- 8 **Supranee Wattanasin
Kraiwoot Wattanasin
ChinorosThinwiraisakul**
*Suan Sunandha Rajabhat University,
Bangkok, Thailand* Promoting television programs with creative social content and programs for children and youth
- 9 **Moeenuddin Ahmad Khan**
*University of the Punjab,
Pakistan* The Internet and the Future of Work: A Transformative Force

Day 5. 09.00-12.00

Meeting room “Danube”

Session 6.2 The future of communication: exploring emerging trends and technologies in the field of communication

Chairman: **Dr. Raeni Dwi Santy** (Ast.. professor, University of Computer, Bandung, Indonesia)

- 1 **Zafarjon Kodirov**
Islamic University of Uzbekistan, Tashkent, Uzbekistan The future of sustainability communication: trends and best practices
- 2 **Ayesha Siddiqa**
Lahore University of Management Sciences, Pakistan The Internet and the environment: a complex relationship
- 3 **Sawitree Suvanno**
Suan Sunandha Rajabhat University, Bangkok, Thailand Using digital communication in trust marketing concept managerial implementing
- 4 **Olga Syzdykova**
L.N. Gumilyov Eurasian National University, Astana, Kazakhstan The future of internet use: a science fiction short story
- 5 **Olga Tokarczuk**
University of Wroclaw, Poland The Future of Internet: emerging trends and implications
- 6 **Alireza Ahmadi**
University of Isfahan, Iran Social media and the future of online interaction
- 7 **Nargiza Abdurasulova**
Tajik National University, Dushanbe, Tajikistan Harnessing the power of the internet of things for business success
- 8 **Sadia Rizvi**
Aga Khan University, Shiraz, Iran Investing in the future of internet use: a guide for businesses
- 9 **Gulmira Imanova**
Kyrgyz National University, Bishkek, Kyrgyzstan The Internet as a living organism: a metaphor for the future