



11<sup>th</sup> World Conference on  
**ARTS, HUMANITIES,  
SOCIAL SCIENCES  
AND EDUCATION**

NOVEMBER 17, 2025

**BANGKOK, THAILAND**

Hosting Organization:  
Eurasia Conferences, 124 City Road, London, E1V 2NX.





11<sup>th</sup> World Conference on

# ARTS, HUMANITIES, SOCIAL SCIENCES AND EDUCATION

November 17, 2025 | Bangkok, Thailand

BOOK OF ABSTRACTS

# Abstracts of the 11<sup>th</sup> World Conference on Arts, Humanities, Social Sciences and Education

## Conference Dates:

November 17, 2025

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# TABLE OF CONTENTS

S.No.	Section	Page
1	<b>About Eurasia Conferences</b>	6
2	<b>Scientific Program</b>	7-10
3	<b>Speaker Presentations</b>	11
3.1	Enhancing Intercultural Communication Competence: Immersive Experience with Language and Culture through Participation and Action Learning in Context	12
3.2	Davao Smiles: Humanitarian Aid Integration with University Curriculum	13
3.3	Positive School Culture and Student Learning Outcomes	14
3.4	The Environmental Concerns of Rabindranath Tagore : A Case Study of his Two Plays, Muktohdhara (The Waterfall) and Rakta Karobi (The Red Oleanders)	15
3.5	Addressing the Root Causes of Violence Against Women in Bangladesh: A Call for Reform	16
3.6	Voices Against Caste Discrimination: Rabindranath Tagore and the Legacy of the Sikh Bhagats	17
3.7	Interaction Patterns and Mechanism Evolution of Actor Blocs in International Climate Negotiations	18
3.8	The Historical Evolution and Driving Factors of Sino-U.S. Clean Energy Diplomacy	19
3.9	Reconstructing Modern Society through Morality: The Enduring Relevance of Gautam Buddha's Teaching	20
3.10	Ten Key Drivers of Business Sustainability Shaping Corporate Behavior and Strategy in This New Era	21
3.11	Ritual and Harmony: The Role of the Kandy Esala Perahera in Promoting Social Unity	22
3.12	Entertainment Industries Promotion Policies: The Case of the Cooperation with Commercial Brands in South Korea	23
3.13	The Impact of Integrating Artificial Intelligence in Education: An Analysis Using the PICRAT and TPACK Models	24
4	<b>Poster Session</b>	25
4.1	Teen Pregnancy and Sexual Education in Thailand	26
5	<b>Participants Index</b>	28

# ABOUT EURASIA CONFERENCES

Established in 2022, Eurasia Conferences has rapidly gained recognition for organizing high-quality conferences across a diverse range of fields including science, technology, social sciences, humanities, business and economics, life sciences, medicine, and healthcare. Our mission is to drive progress and innovation through dialogue and collaboration among professionals worldwide.

Since our inception, we have successfully hosted over 50 conferences, providing platforms for scholars, researchers, professionals, and students to exchange knowledge and cultivate new ideas. Our events are strategically designed to foster networking, stimulate in-depth discussions, and facilitate the sharing of cutting-edge research and practical solutions to address contemporary challenges.

At Eurasia Conferences, we are dedicated to delivering an exceptional conference experience, with a focus on inclusivity and the broad dissemination of knowledge. Participants at our events become part of a community committed to making a positive impact on global society. We invite you to join us at our conferences, where we continually strive for excellence in promoting academic and professional development.



11<sup>th</sup> World Conference on

# ARTS, HUMANITIES, SOCIAL SCIENCES AND EDUCATION

November 17, 2025 | Bangkok, Thailand

SCIENTIFIC PROGRAM

08:55-09:00 @

Introduction and Welcome Note

Conference Room: Garden 2

# DAY 1

## NOVEMBER 17, 2025

### Speaker Sessions

09:00-09:30

**Title: Enhancing Intercultural Communication Competence: Immersive Experience with Language and Culture through Participation and Action Learning in Context**

Dr. Ping Yang, School of Humanities and Communication Arts, Western Sydney University, Parramatta, NSW, Australia

09:30-10:00

**Title: Davao Smiles: Humanitarian Aid Integration with University Curriculum**

Dr. Paul S. Rose, Department of Communication, University of Utah Asia Campus, Incheon, South Korea

10:00-10:30

**Title: Positive School Culture and Student Learning Outcomes**

Dr. Nichole Cailler, School of Education, Southern New Hampshire University, Manchester, New Hampshire, USA

### Group Photo, Tea and Refreshments Break 10:30-11:00

11:00-11:30

**Title: The Environmental Concerns of Rabindranath Tagore : A Case Study of his Two Plays, Muktohdhara (The Waterfall) and Rakta Karobi (The Red Oleanders)**

Prof. Chhanda Chatterjee, Visva-Bharati University, West Bengal, India

11:30- 12:00

**Title: Addressing the Root Causes of Violence Against Women in Bangladesh: A Call for Reform**

Dr. Syeda Afroza Zerine and Mohammad Fahad Murshed Nahiyon, Department of Law, Uttara University, Bangladesh. Department of Law, Independent University, Bangladesh.

**Title: Voices Against Caste Discrimination: Rabindranath Tagore and the Legacy of the Sikh Bhagats**

12:00- 12:30

Dr. Bikash Das, Assistant Professor, Department of History, Raja Birendra Chandra College, West Bengal, India

**Lunch Break 12:30-13:30**

**Title: Interaction Patterns and Mechanism Evolution of Actor Blocs in International Climate Negotiations**

13:30-14:00

Zou Xiaolong and Zhang Tingya, School of International and Public Affairs, Jilin University, Changchun, Jilin province, China

**Title: The Historical Evolution and Driving Factors of Sino-U.S. Clean Energy Diplomacy**

14:00-14:30

SUN Mingyang, School of International and Public Affairs, Jilin University, Changchun, Jilin province, China

**Title: Reconstructing Modern Society through Morality: The Enduring Relevance of Gautam Buddha's Teaching**

14:30-15:00

Dr. Goutam Kumar Ghosh, Principal, Maharaja Manindra Chandra Colleg, Kolkata, West Bengal, India

**Title: Ten Key Drivers of Business Sustainability Shaping Corporate Behavior and Strategy in This New Era**

15:00-15:30

Abhishek Ranjan, Joint Secretary, UN Global Compact India, New Delhi NCR, India

**Tea and Refreshments Break 15:30-16:00**

**Title: Ritual and Harmony: The Role of the Kandy Esala Perahera in Promoting Social Unity**

16:00-16:30

Dr. Upali Weerakoon, Senior Lecturer, Department of Sociology, Faculty of Arts, University of Peradeniya, Peradeniya, Sri Lanka

**Title: Entertainment Industries Promotion Policies: The Case of the Cooperation with Commercial Brands in South Korea**

16:30-17:00

**Li Jinxiuyu**, Chulalongkorn University, Korean Studies, Bangkok, Thailand

**Title: The Impact of Integrating Artificial Intelligence in Education: An Analysis Using the PICRAT and TPACK Models**

17:00-17:30

**Dr. Sameer Mosa Alnajdi**, Chairperson of Education Technology Department at University of Tabuk, Saudi Arabia

## Poster Session

**Title: Teen Pregnancy and Sexual Education in Thailand**

17:30-17:45

**Nonchanok Ma**, Mahidol University International Demonstration School, Nakhon Pathom, Thailand

**Certificate Distribution and Conference Closing Ceremony 17:30-18:00**

# UPCOMING CONFERENCE

12<sup>th</sup> World Conference on  
**Arts, Humanities, Social Sciences and Education**  
May 18 - 19, 2026 | Vienna, Austria



11<sup>th</sup> World Conference on

# ARTS, HUMANITIES, SOCIAL SCIENCES AND EDUCATION

November 17, 2025 | Bangkok, Thailand

**SPEAKER PRESENTATIONS**

## Enhancing Intercultural Communication Competence: Immersive Experience with Language and Culture through Participation and Action Learning in Context

**Ping Yang**

School of Humanities and Communication Arts, Western Sydney University, Parramatta, NSW, Australia

This chapter focuses on how international students in study abroad programs enhance their intercultural communication competence by gaining insights into the Chinese language and culture through participation and action learning (PAL) in the destination countries while facing some challenges. This place-based experiential learning allows the students to contact the language and participate in cultural events, immerse themselves in authentic language and cultural environments of the Chinese context. Employing a qualitative approach, the researcher collected authentic YouTube clips as a video dataset. The videos depict various daily activities in and beyond the Chinese university campuses, showcasing the language and cultural immersion that international students experienced in their host country. The audio data were coded and analysed via NVivo 14, and the video data were coded and analysed via ELAN. Using intercultural communication competence theory (Yang, 2018, 2025), the researcher interpreted and discussed the emerging themes in terms of participants' intercultural verbal and nonverbal communication experience. It was found that international students studying in China benefit from an immersive learning experience in China, thus leading to improved intercultural verbal and nonverbal communication competence in an authentic setting. Though their general learning experience is positive, they face some challenges, such as a language barrier and cultural shock. This project is significant as it contributes to research on place-based study abroad programmes and the development of intercultural (verbal and nonverbal) communication competence through participation and action learning in authentic settings.

**Keywords:** Intercultural communication, verbal communication, nonverbal communication

### Biography:

PING YANG received his PhD from Macquarie University. Dr Yang is a Senior Lecturer in Linguistics at Western Sydney University. His teaching, research, HDR supervision and publishing areas include intercultural verbal communication, intercultural nonverbal communication, cultural linguistics, socio-semiotics, educational linguistics, TESOL teacher education, and translation studies. He is the associate editor of *Current Trends in Translation Teaching and Learning E* (WOS), *SAGE Open* (Humanities; Scopus, SSCI), and *Humanities and Social Sciences Communications* (Scopus, SSCI, AHCI). He has peer-reviewed manuscripts for many international journals and book manuscripts for Routledge and Springer Nature. He is an editorial board member of *Australian Review of Applied Linguistics*.

<https://www.webofscience.com/wos/author/record/G-1338-2015>

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<https://researchers.westernsydney.edu.au/en/persons/ping-yang>

## Davao Smiles: Humanitarian Aid Integration with University Curriculum



**Paul S. Rose, Ph.D.**

Department of Communication, University of Utah Asia Campus, Incheon, South Korea

A humanitarian dental project for children in Davao City, Philippines whose families could not afford it, was performed by visiting dentists from Korea. The project, “Davao Smiles” was created by university faculty and integrated with video production courses in the curriculum. In addition to substantial volunteer contribution, funding was provided by NPO (Non Profit Organization), college, campus, professional development, and other sources.

University students learned documentary techniques and travelled internationally to record the project in November 2024. A documentary titled “(Making 91) Davao Smiles” is now available for public viewing.

### Some of the project outcomes include:

- 91 children received free dental care
- Student documentarians learned video production concepts & skills, received exposure to a disparate international culture, and gained teamwork experience.
- Marginalized, former rebel communities were included.
- The project and its documentary are being used strategically by funders and participants.
- Community and university ties have been strengthened.
- Doctors, clinicians, and students enjoyed a day of recreation after the treatment.

### Biography:

Paul S. Rose first received a Bachelor of Arts (BA) from Brigham Young University in communication, specifically, in broadcasting. a Master of Science (MS) and Doctor of philosophy(Ph.D.) degree at the University of Utah. His master’s degree investigated the centripetal tendency of framed motion, which illustrates common traits people have anticipating direction of movement in media of motion. His Ph.D. degree examined the similarities between how people search the internet and how memories are retrieved, finding the processes strikingly similar. Emeritus Professor-Lecturer Rose teaches in areas of visual communication, video production, and statistics, among other courses.

## Positive School Culture and Student Learning Outcomes



**Nichole Cailler, M.Ed.**

School of Education, Southern New Hampshire University, Manchester,  
New Hampshire, USA

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The culture of a school starts with administration and staff. Correlational research conducted between 2000 and 2020 found that school climate and classroom climate had significant correlation to academic achievement (Erdem, & Kaya, 2023). The culture of a school impacts student learning. School administration culture has the second greatest effect on student success because they provide vision, develop staff, and organize staff to implement the vision. In addition, they oversee the academic programs (Neufeld, 2019). School culture encompasses organizational learning, relational trust, accountability, and teacher effectiveness (Kaplen & Owings, 2013).

This session will start with an overview of the research outlining how positive staff culture promotes higher student outcomes. In addition, participants will gain a solid understanding of the underpinning to creating a positive culture. Strategies for implementation and how to foster positive staff culture will be discussed, along with how to problem solve contentious staff interactions and chemistry.

### Biography:

Nichole Cailler joined SNHU in 2019 as an assistant professor of education. She has been an educator for over 20 years, serving as an assistant principal, teacher, and early childhood coordinator. She was selected as a Japan Fulbright Scholar in 2005 and is a 2018 MA DESE ECC Leadership Institute graduate. She holds a Bachelor of Science in Psychology from the University of New Hampshire and a Master of Education in Elementary Education from Lesley University. She has completed post-graduate coursework at Framingham State University; Seattle Pacific University, Tokyo; National University of Ireland, Galway; Endicott College; and Fitchburg State College.

## The Environmental Concerns of Rabindranath Tagore : A Case Study of his Two Plays, Mukto dhara (The Waterfall) and Rakta Karabi (The Red Oleanders)

**Prof. Chhanda Chatterjee**

Visva-Bharati University, West Bengal, India

Rabindranath Tagore (1861-1941), the great nobel laureate poet from India, had been a great lover of nature. His autobiography, *The Reminiscences*, evince an inner craving for experiencing the delight emanating from the natural phenomena like sunrise, sunset, the reflections of sunlight creating a play of light and shadows from the midst of the dark foliage of the coconut trees lining up the small waterbody in the backyard of their ancestral house. He fondly remembered his first venture out of this family house to the garden house of Mr. Moran (which was secured by the Tagores on lease) in the French city of Chandernagore, bordering the river Ganges. Here the river was very wide and it was difficult to see its other end from one end. Here young Tagore spent nearly the whole day looking at the in its various moods, from the first blush of sunrise to the golden glory of sunset as the river ebbed and flowed the whole day. It was no wonder that the mushrooming of the Jute Mills on the borders of the Ganges, spreading the smoke of their chimneys like fearful pythons spiralling the sky above shocked him to his core. In his more mature years, when he came into contact with industrialization and its accompanying squalor invading the lives of ordinary folk, he recoiled from the impact of such indiscriminate mechanisation. His Play *Mukto dhara* is an attempt to make people aware of the selfish motives underlying human attempts to control the flow of the free current, a free gift of Nature to benefit mankind. This play shows how the crown Prince of Uttarakut resisted the attempt of the Royal Engineer Bibhuti to control the free flow of the water by means of a dam. The King Ranjit was jubilant that he would thereby be able to deprive the recalcitrant province of Sivatarai and its inhabitants of their irrigation facilities, curtailing their production of grains and their prosperity through its sale. The Prince, who came to learn that he had been born beside this flowing current and was picked up by the childless Raja for adoption, began to be haunted with visions of the unrestrained flow of the water, which he identified with his personal freedom. The play ends with an end to the life of the Prince, while trying to demolish the Engineer Bibhuti's monstrous creation. He was swept by the gushing waters when the free current was finally unchained. The threat to the livelihood of Sivatarai was thereby removed. The second play, *Rakta Karabi*, or red flowers probably signaled revolution to protest against the way human beings were being emasculated in the mechanized workshops, factories and mines and had become victims of a system which had even subjected its own perpetrators. The dry as dust Professor who had devised these morbid schemes had taken shelter behind the pile of his books when he felt inwardly disturbed by this Frankenstein of a system which his knowledge had brought into being. The lively girl Nandini here probably symbolized the hope for life, inspiring young workers like Kishor and thereby to keep the dream for free life alive. Nandini was frantically looking for Ranjan who could awaken this Yaksha Town from its deadly pursuit of dead wealth to the exclusion of the touch of liveliness. The earth gave ripe corn for the sustenance of lives yet greedy human beings dig up her breast to find out her hidden wealth by wrenching the poor villager from the usual life in his hamlet and forcing him to drudge in the Yaksha Town to satisfy the greedy design of a deadly set of men. When the oppressed souls got restless and craved to return to their roots in the villages they were tried to be assuaged by the moral preachings of the priest Kenaram Gosain. If that did not work and men still yearned for freedom then the fearful Governors came down upon them and threw him into prison. It was the mission of Nandini to gather men, break the walls of the prison and rescue the King from behind his screen to be able to breathe in fresh air and think independently for himself. Nandini, the message of life and Ranjan who was her messenger both laid down their lives in the end to break up the whole system to enable people to be able to breathe in the fresh air. Through the symbol of the Red Tagore was symbolically preaching revolt against the capitalist system, which squeezed the life blood of human beings and extracted their labour for amassing their own wealth. The Prince of the *Mukto Dhara* (The Waterfall) and Nandini and her messenger Ranjan in *Rakta Karabi* (The Red Oleanders) both gave up their lives to revolt against the evil design to ruin the gift of God inherent in Nature for the welfare of mankind. Through these two plays Rabindranath Tagore tried to awaken in his readers a concern about their environment and its inseparable connexion with human welfare.

## Addressing the Root Causes of Violence against Women in Bangladesh: A Call for Reform

**Syeda Afroza Zerin<sup>1</sup> and Mohammad Fahad Murshed Nahiyen<sup>2</sup>**

<sup>1</sup>Professor, Department of Law, Uttara University, Bangladesh.

<sup>2</sup>Student, Department of Law, Independent University, Bangladesh

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The Constitution of the People's Republic of Bangladesh enshrines the principles of freedom, justice, and equality, affirming that all individuals are equal before the law and entitled to equal protection under it. Furthermore, the Constitution upholds the principle of non-discrimination, with a specific commitment to ensuring gender equality. Thus, the country's core objective is to establish a society free from exploitation, where the rule of law, fundamental human rights, and political, economic, and social equity are guaranteed for all citizens. Despite the constitutional commitment and the existence of numerous laws aimed at combating discrimination and violence against women, incidents of such violence in Bangladesh continue to rise at an alarming rate. Ain o Salish Kendra's (ASK) most recent data reveals alarming statistics about the prevalence of violence against women in Bangladesh. Between January and September 2023, 158 women were murdered as a result of violence. According to the non-governmental organization Light House, a staggering 9,764 women fell victim to violence over a one-year period. This figure includes 4,360 cases of rape and 450 murders following rape. In total, 17,027 incidents of violence against women were reported during this period. These figures not only underscore the urgent need for stronger enforcement of existing laws but also highlight the deeply entrenched societal issues contributing to the patterns of violence. This piece aims to highlight that, in addition to legal shortcomings, there are several other critical factors that contribute to the persistence of violence against women, a grave violation of human rights which need to be addressed.

## Voices Against Caste Discrimination: Rabindranath Tagore and the Legacy of the Sikh Bhagats



### Dr. Bikash Das

Assistant Professor, Department of History, Raja Birendra Chandra College Kandi, Murshidabad, West Bengal, India

Despite unprecedented scientific and technological progress in the twenty-first century, Indian society continues to grapple with caste-based discrimination. Incidents of social exclusion, caste atrocities, and at times brutal oppression of marginalized communities persist the grim reality of long-rooted hierarchies despite constitutional safeguards and legal protections. Such discrimination, evident even during India's struggle for independence, constituted serious barriers to unity. More than seventy-five years after independence, the nation still struggles to overcome this structural injustice.

This article revisits Rabindranath Tagore's foresight, particularly his insistence that political freedom without social emancipation remained incomplete. For Tagore, the nationalist struggle was not merely a contest against colonial domination but also a battle against internal divisions that fractured India's collective consciousness. He envisioned liberation as inseparable from ethical and social regeneration, grounded in the primacy of humanity over sectarian boundaries. To articulate this vision, Tagore drew upon the egalitarian teachings of the medieval Sikh Bhagats enshrined in the Guru Granth Sahib who strongly criticized caste and ritual practices. They emphasised on equality and the dignity of all people. Their ideas matched Tagore's vision of a 'spiritual democracy,' which went beyond both colonial rule and social hierarchies.

By bringing Tagore's ideas together with these traditions, this paper argues that caste—both in the past and today—remains a major obstacle to social harmony and national unity. It further underscores the enduring relevance of Tagore's thought in addressing present-day challenges of untouchability and identity-based exclusion.

**Key Words:** Rabindranath Tagore, Caste Discrimination, Teachings of Sikh Bhagats, Human Dignity

### Biography:

Dr. Bikash Das serves as an Assistant Professor of History at Raja Birendra Chandra College, Kandi, Murshidabad, West Bengal, India. He completed his Ph.D. at Visva-Bharati, Santiniketan, with a thesis entitled "Rabindranath Tagore: The Indian Freedom Struggle and the Sikh Tradition of Martyrdom." His research explores the intersections of literature, historical developments, and spiritual traditions in shaping nationalist thought. He has presented papers at national and international conferences and published in esteemed journals, contributing to a deeper understanding of India's historical and cultural heritage.

## Interaction Patterns and Mechanism Evolution of Actor Blocs in International Climate Negotiations

**Zou Xiaolong and Zhang Tingya**

School of International and Public Affairs, Jilin University, Changchun, Jilin province, China

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This paper focuses on the interaction of actors in international climate negotiations, focusing on the evolution logic of its interaction mode and mechanism, and reveals the complex dilemma and game pattern in global climate governance. It is pointed out that frequent extreme weather events and the overlapping of diverse actors' demands lead to the split of negotiating positions, and the existing governance mechanism is subject to the voluntary principle and insufficient execution. Based on the theoretical framework of neo-realism, combined with typical cases such as cooperation mechanism between climate groups, carbon market system and conflicts between North and South groups, this paper sorts out three basic interaction modes between groups: cooperative, confrontational and mixed, and systematically analyzes their evolution paths and influencing factors, with special emphasis on the interaction between the international system and national core interests. This paper further critically comments on the four structural defects of the current global climate governance system: unfair distribution of responsibilities, fragmented mechanism, inefficient performance and technical barriers of funds, etc. On this basis, it puts forward the threatening optimization path of "institutional fairness-mechanism coordination-China's participation".

**Keywords:** Global Climate Governance Mechanism Group Interaction in Climate Negotiations

### Biography:

Zou Xiaolong (b. 1986), male, associate professor and doctoral supervisor at the School of International Public Affairs, Jilin University, research interests: global energy and climate governance, international environmental politics and diplomacy; Zhang Tingya (b. 2003), female, master student at the School of International Public Affairs, Jilin University, research interests: global climate governance.

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## The Historical Evolution and Driving Factors of Sino-U.S. Clean Energy Diplomacy



**SUN Mingyang**

School of International and Public Affairs, Jilin University, Changchun, Jilin province, China

In recent years, the growing imperative of global climate governance has elevated energy transition to a central issue within the international community. As the world's largest developing and developed countries, China and the United States have engaged in multi-level cooperation on clean energy, although the process has been marked by significant complexity and fluctuation. The bilateral relationship has evolved through several distinct phases: initial technical exchanges under the Kyoto Protocol framework (2000–2008), a period of deep cooperation often referred to as the “golden era” during the Obama administration (2009–2016), heightened strategic competition and policy volatility during the Trump administration (2017–2020), a dual narrative of competition and cooperation under the Biden administration (2021–2024), and the emergence of a potential new configuration in the context of the Trump 2.0 administration (since 2024). This historical trajectory has been shaped by three principal driving forces: the shared obligation to address global climate change, dynamics of competition and collaboration within the green economy, and the interplay of geopolitical considerations and energy security imperatives. These factors collectively influence the continuity and instability of Sino-U.S. clean energy relations, presenting both challenges and opportunities for future global climate actions.

### Biography:

As a Master's candidate in Public Diplomacy at Jilin University, my research centers on China-U.S. clean energy diplomacy. I have actively participated in several academic conferences and successfully published a paper. My work delves into the intersection of international collaboration and sustainable energy policy. I am eager to further contribute to this important field.

## Reconstructing Modern Society through Morality: The Enduring Relevance of Gautam Buddha's Teachings



**Dr. Goutam Kumar Ghosh**

Principal, Maharaja Manindra Chandra Colleg, Kolkata, West Bengal, India

The contemporary globalized world is witnessing the tragic consequences of rapid material advancement, which is continuously challenging human well-being. Despite its unprecedented scientific and technological progress, modern civilization stands at the crossroads of war tensions, terrorism, social violence, economic inequality, and environmental degradation. The resurgence of aggressive nationalism, exploitation, and intolerance reflects the world has lost its ethical equilibrium and moral growth.

In this troubled scenario, the ethical teachings of Gautam Buddha offer a profound moral compass to reconstruct society on the basis of compassion, mindfulness, and peace. Buddha's ethical philosophy- centered on non-violence (ahimsa), compassion (karuṇa), moral conduct (sila) and mindfulness (sati)-aims not only at personal liberation from suffering but also at fostering collective harmony within the community. It provides a pathway to overcome the deep-rooted causes of human suffering (dukkha), known as the Three Poisons or Three Unwholesome Roots: lobha (greed), dosa (hatred), and moha (ignorance).

This paper, therefore, seeks to explore how Buddha's moral vision can serve as a strong philosophical foundation for rebuilding modern society. By interpreting his teachings in the light of contemporary moral crises, it attempts to demonstrate their relevance in promoting justice, social harmony and sustainable progress. The discussion will focus on how the principles of inner transformation and ethical living can inspire both individual awakening and societal reform, providing a holistic framework for reconstructing modern civilization on the enduring values of morality, compassion, and human well-being.

**Keywords:** Buddhist Ethics, Modern Civilization, Moral Reconstruction, Social Harmony

### Biography:

Dr. Goutam Kumar Ghosh is a distinguished scholar and author specializing in Indian philosophy, ethics, and Buddhist studies. He has published numerous book chapters and research papers in reputed journals. His books, including *Influence of Buddha in Tagore's Thought* and *Rabindra Chetonay Buddher Pratidhini O Ekbinsha Shatak*, reflect his deep engagement with the philosophical harmony between Buddhism and Rabindranath Tagore's ideas. Dr. Ghosh has presented papers and delivered invited lectures at several national and international seminars, contributing significantly to contemporary discussions on ethics, non-violence, and value-based education.

## Ten Key Drivers of Business Sustainability Shaping Corporate Behavior and Strategy in This New Era



**Abhishek Ranjan**

Joint Secretary, UN Global Compact India, New Delhi NCR, India

The 2015 United Nations Climate Change Conference (COP 21) in Paris was a defining moment in global climate governance, setting the stage for collective action to combat climate change. Developing nations, particularly India, committed to reducing their emission intensity by 33–35% by 2030, signaling a critical transition toward sustainable growth models. Achieving these ambitious targets, however, requires a coordinated effort where corporations emerge as pivotal actors in advancing the low-carbon economy.

As we look toward 2025-2030, businesses are moving beyond mere regulatory compliance and government mandates to become forces for positive environmental and social transformation. This paper identifies and analyzes the ten key drivers of business sustainability shaping corporate behavior and strategy in this new era: (1) the business case for sustainability led by top management, (2) operational efficiency, (3) labor satisfaction and corporate citizenship, (4) shifting consumer preferences, (5) responsible branding and reputation, (6) sustainable supply chain management, (7) circular economy adoption, (8) social license to operate, (9) invisible stakeholder engagement through social activism and digital media, and (10) evolving compliance, regulatory, and investor expectations.

The paper argues that these drivers collectively represent a paradigm shift from obligation to opportunity, where sustainability becomes integral to innovation, competitiveness, and corporate purpose. Companies that embrace this transformation will not only contribute to national and global climate commitments but also redefine their role as responsible value creators in an increasingly interconnected and environmentally conscious world.

### Biography:

Abhishek Ranjan is a globally respected ESG and sustainability leader, shaping the future of responsible business through visionary leadership and purpose-driven innovation. As the architect of Brillio's global ESG strategy, he has advanced initiatives in carbon neutrality, DEI, and social equity. His flagship program, Brillio Bringing Smiles, aims to empower 1 million children by 2030. An alumnus of IMT Ghaziabad, Abhishek teaches at leading B-schools and serves on academic boards. A recognized voice at the UN and G20, he serves the board of UNGC India as Jt Secretary and was named FKCCI ESG Person of the Year 2025.

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## Ritual and Harmony: The Role of the Kandy Esala Perahera in Promoting Social Unity

**Dr. Upali Weerakoon**

Senior Lecturer, Department of Sociology, Faculty of Arts, University of Peradeniya, Peradeniya, Sri Lanka.

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The Perahera (Procession), which plays a key role in attracting diverse groups and fostering public cooperation, is a distinctive feature of Sri Lankan Buddhist history. This study analyzes the social harmony represented by the annual Esala Perahera festival at the Sri Dalada Maligawa (Temple of the Tooth Relic) in Kandy, Sri Lanka. Incorporating multicultural elements, the festival plays an important role in promoting social cohesion among Sri Lankans of all ethnic backgrounds, including Sinhalese, Tamil, Muslim, Burgher, and Malay communities. The research explores how the Esala Perahera fosters unity among different ethnic and religious groups by encouraging shared experiences, collective participation, and mutual respect. Through its vibrant processions, traditional rituals, and the participation of diverse communities, the festival serves as a powerful platform for nurturing unity and understanding in a multicultural society. The study highlights the festival's contribution to inter-ethnic dialogue, the strengthening of communal bonds, and the reinforcement of national identity, all of which enhance the country's social fabric. The research sample consisted of 50 participants: 20 who took part in the procession and 30 who attended as spectators. A purposive sampling method was employed, and the study adopted a qualitative research approach involving semi-structured interviews, key informant discussions, and participant observation. Findings reveal that people from various races, religions, ages, castes, genders, and social statuses, both lay and clergy, come together as spectators, setting aside social inequalities. The inclusion of diverse religious beliefs within the Perahera contributes to unity among people despite these differences. During the festival, businesses of all faiths, Buddhist, Hindu, Muslim, and Catholic, close in solidarity before the procession, reflecting a shared sense of purpose. Business owners also build mutual relationships by decorating the city, making religious offerings, and arranging seating for spectators. The multicultural character of the Kandy Esala Perahera, while preserving its Buddhist heritage, has played a significant role in promoting social unity and strengthening the sense of togetherness in Sri Lankan society.

**Keywords:** Temple of the Tooth Relic, Esala Perahera, Multiculturalism, Social Unity, Buddhist Heritage

## Entertainment Industries Promotion Policies: The Case of the Cooperation with Commercial Brands in South Korea



**Li Jinxiuyu**

Chulalongkorn University, Korean Studies, Bangkok, Thailand

South Korea's cultural policy has propelled the nation into global prominence through the success of its entertainment industries, particularly K-pop. This paper explores the intersection of entertainment policy and brand collaboration through case studies of BTS and BLACKPINK, demonstrating how these idols serve as cultural and economic ambassadors. The study highlights how entertainment contributes to national GDP and global brand positioning.

**Keywords:** K-pop, Brand Collaboration, South Korea, BTS, BLACKPINK, Cultural Economy.

### Biography:

Ms. Jinxiu Yu is a Master's student in Korean Studies at Chulalongkorn University, Thailand. Her research focuses on cross-cultural brand communication and the soft power of Korean and Thai entertainment industries, analyzing how K-pop idol collaborations empower regional brand economies.

## The Impact of Integrating Artificial Intelligence in Education: An Analysis Using the PICRAT and TPACK Models

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This research investigates the multifaceted impact of integrating Artificial Intelligence (AI) into the educational landscape, utilizing two prominent frameworks: the PICRAT and TPACK models. The study aims to provide a comprehensive analysis of how AI influences both student engagement and teacher professional practice, a critical area of inquiry in modern pedagogy.

Using the PICRAT model, the research evaluates the student's relationship with technology, categorizing it as Passive, Interactive, or Creative. It also examines how AI's integration affects teacher practice, whether it Replaces, Amplifies, or Transforms traditional methods. The findings suggest that AI has the potential to move students from passive recipients of information to creative participants in their learning, for instance, through personalized learning pathways and AI-driven feedback. However, achieving this transformation requires educators to be intentional in their technology use.

Simultaneously, the study employs the TPACK (Technological Pedagogical Content Knowledge) model to understand the implications for teachers. This framework highlights the essential intersection of technological, pedagogical, and content knowledge. The research argues that to effectively integrate AI, teachers must not only possess a solid understanding of their subject matter and teaching methods but also develop specialized knowledge of how to use AI tools to enhance learning. This includes knowing which AI applications are best suited for specific content and how to integrate them into instructional strategies to foster deeper understanding.

The research concludes that while AI holds immense promise for personalizing education and improving student outcomes, its successful integration is dependent on the professional development of teachers. It recommends that educational institutions invest in targeted training programs for educators, focusing on both the theoretical underpinnings of models like PICRAT and TPACK and the practical application of AI tools to ensure a meaningful and transformative impact on learning.



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POSTER PRESENTATION

## Teen Pregnancy and Sexual Education in Thailand



**Nonchanok Ma**

Mahidol University International Demonstration School, Nakhon Pathom, Thailand

Teen pregnancy in Thailand is an ongoing issue. With 315 out of 1000 girls between 15-19 years old experiencing unintended pregnancies, Thailand's rate is significantly higher than the Pacific, 43 births per 1000 girls. The study identifies critical contributing factors, such as inadequate sexual education, limited use of contraception, and prevailing social norms that challenge the implementation of effective sexual education programs in schools. Many studies have proven that applying abstinence-only sexual education, Thailand, for example, does not justify or decrease the risk of adolescents being pregnant. Drawing on comparative data from countries like the Netherlands, Sweden, and South Korea, where comprehensive sexual education has successfully lowered teen pregnancy rates. This paper advocates for policy changes in Thailand which align with SDG goals number 4 and 5, by proposing the implementation of a comprehensive curriculum covering body awareness, consent, relationships, and sexual health from primary through high school. As well as encouraging a safe environment to discuss sexual related topics in the classroom for both genders, this approach aims to reduce teen pregnancy rates and promote healthier outcomes for Thai youth. This study can inform policy makers, educators, school administrators, researchers, and parents who can help prevent teenage pregnancy in Thailand.

### Biography:

Nonchanok is a 12th Grade student at Mahidol University International Demonstration School who is passionate about social policies, particularly on women's rights. Under the supervision and support from Yale University and Ministry of Foreign Affairs, she conducted research and wrote articles regarding teen pregnancy, and clean energy policies, respectively. Within 2 years, she was accepted into Columbia University, Harvard University, and Brown University, for pre-college sessions. Her goal is to continue to study in international relations to advocate for effective policies that improve motherhood in Thailand.



# Participants Index

Abhishek Ranjan	21
Dr. Bikash Das	17
Dr. Goutam Kumar Ghosh	20
Dr. Upali Weerakoon	22
Li Jinxiuyu	23
Nichole Cailler	14
Nonchanok Ma	26
Paul S. Rose	13
Ping Yang	12
Prof. Chhanda Chatterjee	15
Prof. Sameer Mosa Alnajdi	24
SUN Mingyang	19
Syeda Afroza Zerín	16
Zou Xiaolong	18

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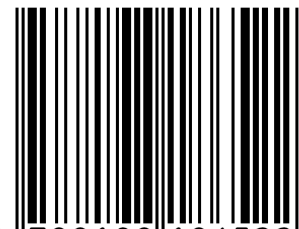
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