

The background is an abstract collage. On the left, there's a stylized face with green skin and a blue eye. To the right, there's a large yellow and orange shape resembling a sun or a map. At the bottom, there's a blue shape with a yellow circular emblem. A large brown semi-circle is on the right side, and a red semi-circle is at the bottom right.

International Developments in Applied Psychology and Business Management

CONFERENCE PROCEEDINGS

*APBM 2024 - 5th International
Conference on Applied Psychology and
Business Management*

*10 - 12, October, 2024
Bursa, Turkiye*

IATELS

International Association for Technology,
Education and Language Studies

INTERNATIONAL DEVELOPMENTS IN APPLIED PSYCHOLOGY AND BUSINESS MANAGEMENT

Conference Proceedings

APBM 2024

5th International Conference on Applied Psychology
and Business Management

10 - 12, October, 2024, Bursa, Turkey

Edited by Prof. Dr. Iryna Sekret

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International Association for Technology, Education and Language Studies

**STARTINFORUM
2025**

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Conference Proceedings

This book of the APBM 2024 Conference Proceedings include selected papers presented at the conference which was held on 10 - 12, October, in Bursa (Turkiye).

The studies concern recent findings, practices and approaches in the fields of business and organisational psychology, economics and business management.

The papers which entered this book were conducted by the researchers from Turkiye, Australia, India, Tanzania, Pakistan, Taiwan and other countries. This wide international representation of the studies is of a definite value for global academic community working and conducting research in the related areas.

The studies are published in the authors' versions after a rigorous process of the blind double peer review. The authors are responsible for the research design, accuracy of the data and language of their studies. The editorial board and scientific editors may not agree with the authors' views laid out in the papers, accepting a plurality of visions and approaches.

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SCIENTIFIC EDITOR:

Prof. Dr. Iryna Sekret, IATELS Committee Chair, Turkey

THE PROCEEDINGS ARE REVIEWED BY:

Dr. Tomayess Issa, Curtin University, Australia

Prof. Dr. Hamit Coskun Bolu Abant Izzet Baysal University, Turkiye

Prof. Dr. Phalgu Niranjana, School of Business, ASBM University, Bhubaneswar, India

Assoc. Prof. Dr. Nadia Anwar, School of Liberal Arts, University of Management and Technology, Lahore, Pakistan

Dr. Rohini Balapumi, Business and Law, Curtin University, Australia

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Preface

This Book of the Conference Proceedings represents the work of the contributors to APBM 2024, 5th International Conference on Applied Psychology and Business Management which was held in a blended mode on 10 - 12, October, 2024, with the main centre in Bursa, Turkiye.

APBM 2024 was organised by IATELS - International Association for Technology, Education and Language Studies, in partnership with Galgotias University (Greater Noida, India) and supported by STARTINFORUM International Business Consultancy (Turkiye).

The conference framework and concept were developed by the Committee Board of IATELS, and organising committee of APBM.

The conference embraced studies and presentations from the representatives of nine countries including India, Turkiye, Germany, Australia, Taiwan, Mexico, Nigeria and other countries.

The conference speakers presented their research on global economic transformations, gender issues, AI in business management, research and educational development in different countries, urbanisation, criminality, and other topics which are on the top of the research interest nationally and internationally.

We would like to express our deep gratitude to all the conference partners and participants and namely to Prof. Dr. Anuradha Parasar, Dean of the School of Liberal Education of Galgotias University (India), Dr. Tomayess Issa (Curtin University, Australia), Dr. Nadia Anwar, Dean of the School of Liberal Arts (University of Technology and Management (Pakistan) for their valuable contribution to organising the conference.

The speeches and presentations which were included in to the conference program discussed a variety of topics within organisational psychology and business management, new paradigms of the economic relations and gender roles, factors affecting the productivity and professional development, the influence of AI on the production processes, attitudes and perspective developments in all spheres of social life and economy.

About one hundred participants from eight countries joined APBM 2024 and created a truly international academic platform for sharing ideas and experiences in applied psychology, business management, economics, AI in organisation and production, technological developments, changes in gender roles and other related issues.

This Book of the Conference Proceedings includes selected full papers which were accepted for publishing after a rigorous double blind peer review.

Special thanks to the experts who participated in the reviewing of the papers and shared their recommendations on improving the quality of the manuscripts and preparing them for publication:

- Dr. Tomayess Issa, Curtin University, Australia
- Prof. Dr. Hamit Coskun Bolu Abant Izzet Baysal University, Turkiye
- Prof. Dr. Phalgu Niranjana, School of Business, ASBM University, Bhubaneswar, India
- Assoc. Prof. Dr. Nadia Anwar, School of Liberal Arts, University of Management and Technology, Lahore, Pakistan
- Dr. Rohini Balapumi, Business and Law, Curtin University, Australia

The studies are published in the authors' versions after passing the reviewing procedures.

The authors are responsible for the research design, accuracy of the data and language of their studies. The editorial board and scientific editors may not agree with the authors' views laid out in the papers, accepting a plurality of visions and research approaches.

We hope this book will add to the development of the international paradigm of knowledge and practical approaches in the fields of organisational and business psychology, business management and human resources.

It is also believed to become a bridge to further research and case studies at the national and international levels.

Prof. Dr. Iryna Sekret
IATELS Committee Chair

STARTINFORUM
International Project Management and Business Consultancy

Conference Committee

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Dr. Mahnaz Hall, Business and Law, Curtin University, Australia
Dr. Rohini Balapumi, Business and Law, Curtin University, Australia
Dr. Umera Imtinan, Information Technology, School of Information Technology, Murdoch University, Australia

Information About Authors (in the order of mentioning the names)



Prof. Dr. Iryna Sekret (PhD in Educational Psychology and Foreign Language Education, Professor in Education Studies) is Chair of the Board in STARTINFORUM International Project Management and Business Consultancy Company (Turkey), Committee Chair of IATELS, Director of English IATELS International English Academy.

She has a wide organisational and administrative experience, gained while heading the university departments and other administrative units, coordinating international educational and research projects.

Prof. Dr. Iryna Sekret is a member of the organising committees for a number of international conferences, a member of the reviewing and editorial boards of international reputable journals.

With more than ten years of experience in e-learning, she has been conducting research in organisational psychology and business management, MOOCs, ICT in education, participating in a number of the international projects on online pedagogy and teaching English, applied psychology, artificial intelligence. Her research and educational interests are in business psychology, EFL, educational and organisational psychology, e-learning, AI in education.



Dr. Nadia Anwar is an Associate Professor in the Department of English and Literary Studies and Dean of the School of Liberal Arts at University of Management and Technology, Lahore. She is a strong proponent of interdisciplinarity and her principal research lies in the field of Postcolonial English literatures in particular and adaptation studies, pragmatics of othering, and critical discourse analysis in general. As an active academic and administrative faculty member, she has remained engaged with many academic, research related, and extracurricular activities during her professional career. She has a monograph and several research articles to her credit.



Dr. Fiona M. Girkin has worked across the private and public sector in welfare and academic spheres. In Fiona's early career she spent over 20 years in the Community Services (Welfare) Sector in counselling, child protection, family mediation, interpersonal violence and leadership. She specialises in female primary psychopaths and dark personality traits in everyday life including relationships and workplaces. Fiona is a lecturer at the University of Tasmania with the Tasmanian Institute in Law Enforcement Studies in Australia where she teaches and researches family and sexual violence in policing. Additionally, she has begun research into dark personalities and interpersonal violence and how dark traits play a role in the lack of remorse and sadistic behaviours in toxic or violent relationships. She also has a special interest in females who commit family violence and intermate partner homicide.



Dr. Sharyn Curran is the Director of Graduate Research, Faculty of Business & Law, Curtin University. Her career has spanned both industry and more recently academia. Sharyn's industry career had a focus on the impact of innovative technologies and the business value associated with innovation where her technical and business perspectives optimized solutions. Her academic career is still inclusive of the impact of innovation organisationally, but has also broadened to now be inclusive of the impact of innovation on research and gendered issues in doctoral research and the broader industry horizon.



Dr. Joseph Anthony Narciso Z. Tiangco (田安克) is an associate professor at Shu-Te University in Kaohsiung, Taiwan. His research interests are English as a Foreign Language (EFL), psychology and EFL learning, business communication, philosophy of social science, mental health, clinical psychology, and neurodevelopmental disorders. He has published books and journal articles on psychology, mental health, and EFL learning. Dr. Tiangco is the co-founder and chairman of the Board of Directors of the Taiwan Love and Hope International Charity, which operates a group home for children with severe disabilities in Taiwan. He is a Senior Fellow of the Royal Institute of Educators and a Fellow of the Royal Institute of Psychologists in Singapore.

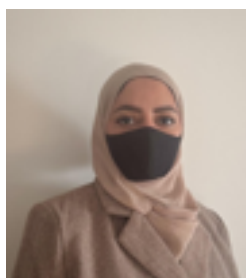


Suresh Kashinath Ghatge, M.A. (Sociology), L.L.M. (Cyber Law) has been serving for thirty three years in the military school as a teacher. Currently he is working as a research scholar in liberal education and sociology in Galgotias University, Greater Noida, Uttar Pradesh (India).

He published ten research articles in peer reviewed journals, took part in seminars with paper presentation on "COVID-19 pandemic effect on India with socio-economic and health aspects", completed research field work on the topic "Global pandemic and livelihood conditions of an Indian Village: A sociological case study of Malegaon Budruk, Taluka:-Baramati, Dist:-Pune."



Prof. (Dr.) Anuradha Parasar (India) is Commonwealth Academic Fellow. She is CMI Level V Management & Leadership Trainer (United Kingdom), Ph.D., NET, MBA (Distinction), M.Sc. Anthropology (Gold Medal), M.A. Sociology (VIII Rank), LL B, B Sc. Prof. (Dr) Anuradha Parasar work experience spans over more than 28 years as an academican and as an academic administrator. She is one of the founding Faculty member of National Law University, Jodhpur and NIIT University. She is Founder Dean, School of Liberal Arts, MIT World Peace University. She has designed unique integrated and inter disciplinary programs for various organizations. Before joining Galgotias University as Professor & Dean, Prof Parasar was associated as Dean, MIT World Peace University; Director – Online Education, Sikkim Manipal University; Deputy Registrar (Planning & Development) NIIT University. She has worked with IILM, National Law University, Emmanuel College, Raj Shree Academy, My Own School, State Family & Health care Department, Modern Academy and other organisations. Prof Parasar has extensive research contributions through Research Papers, Books, Self - Learning Materials, Policy Handbooks, Edited book and Case Studies. Since 2010 Prof. Parasar has been running successfully various campaigns and movements for awareness and sensitisation programs. As multi-perspective person, she takes keen interest in promoting Yoga, Indian Traditional Medicine System – Ayurveda, Social Welfare Planning & Management, Community Connect, Nature Connect, Rural & Tribal Connect.



Badriah Othman M Zaila is a PhD candidate at the Business School, Curtin University, Australia, and a lecturer at Jazan University, Saudi Arabia. Her research focuses on Business Intelligence (BI) and strategic decision-making in higher education institutions. She employs a mixed-methods approach in her PhD thesis to explore how Saudi Arabian universities can enhance institutional performance through BI-enabled strategies. Badriah holds a master's in management information systems from Bowie State University, United States. She has presented her work at the international conference and is preparing several publications in her field of interest. In addition to her research, Badriah has experience in academic teaching, administrative duties, and supervising undergraduate graduation research projects.



Dr. Tomayess Issa Is a Senior Lecturer at the Faculty of Business and Law - Curtin University/Australia. Tomayess completed her doctoral research in Web development and Human Factors. As an academic, she is also interested in establishing teaching methods and styles to enhance the students' learning experiences and resolve problems that students face. Currently, she conducts research locally and globally in Human-Computer Interaction, Usability, Social Networking, Sustainability, Sustainable Design, Green IT, Cloud Computing and Teaching and Learning. Tomayess published her work in several peer-reviewed journals, books, book chapters, papers and research reports and participated in local and global conferences. Finally, Tomayess supervised PhD, Master of Phil, and Master Dissertations; and she received Curtin Guild Awards for her teaching and supervision. In 2017, she received the overall winner Student Guild Outstanding Achievement in Teaching Excellence 2017 Award for university wide. Tomayess received 2021 Green Gown Awards Australasia -Next Generation Learning and Skills - Highly Commended to the Green Information Technology and Sustainability unit.



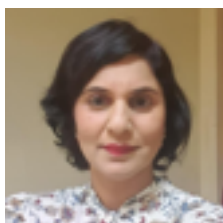
S Zaung Nau is currently a Lecturer in the School of Management and Marketing, at Curtin University. For her PhD thesis, she analysed the determinants of public transport use in Western Australia and its temporal and spatial variations. Her research interests include collaborative e-learning, data mining, demand modelling and transport data analytics. She has been conducting her research on travel behaviour patterns and demand planning for public transport and sustainable transportation in Perth, Western Australia. Her current research interest is the comparative analysis of private car use and public transport use to identify the areas where they are competing or complementing each other. Her other research areas are geospatial analysis on socio-economic, public health and sustainability developments, especially in waste management to reduce CO2 emission from it.



Lydia Maketo (Australia) holds a PhD in Information Systems from Curtin University (Australia), where her thesis focused on the application of mobile technologies in higher education. Her research interests encompass a broad range of topics including mobile technologies, the integration of technology in education, and innovative teaching and learning practices. Lydia is particularly passionate about exploring the role of artificial intelligence (AI) in education, examining how AI can be leveraged to enhance learning experiences, personalize education, and improve educational outcomes. In recognition of her contributions to the field, Lydia is a Fellow of the Academy of Higher Education Academy (FHEA)



Sumaiya Pervaiz is a PhD student at Curtin University with three completed master's degrees from the same university: Master of Project Management, Master of Information Systems, and Master of Philosophy in Information Systems. My previous publication focused on social networking sites in higher education in Pakistan, which is connected to my current PhD research.



Sarita Hardin-Ramanan (BEng, MSc, PhD, SFHEA) heads the Faculty of Accounting, Finance, Law, and IT at Curtin Mauritius. With nearly 25 years of teaching experience at both undergraduate and postgraduate levels, Sarita focuses on enhancing student learning, often leveraging research to implement and promote best practices. Since 2016, Sarita transitioned from senior lecturer to her current leadership position where she manages multiple stakeholders, including her team of lecturers, faculty students, and industry partners. Sarita also remains active in PhD supervision and research in areas including IT Governance, Green IT, Graduate Work-Readiness and the Future of Work, and Predictive Analytics.



Bilal Abu Salih, Ph.D. is an Associate Professor at the University of Jordan and an Adjunct at Curtin University. He holds a Ph.D. in Information Systems (with a focus on Social Big Data Analytics) from Curtin University. Bilal's research interests include; Data Science, Social Big Data, Semantic Analytics, NLP, and the like. Bilal has worked with cross-disciplinary funded research projects which are related to data analytics, machine learning, data mining of social media, big data analysis, etc. Those projects are involved with academic research and also involved software development and industrial implementation.



Dr. Phalgu Niranjana works as a Professor in OB & HRM in School of Business of ASBM University. She has done Masters and M. Phil. in Psychology and Ph.D. in Business Administration. She has to her credit thirty-nine publications in nationally and internationally referred journals and fourteen books published by Sage, Response Books, Excel, and Bloomsbury. She has also presented a number of papers in different national and international conferences. She is one of the eleven teachers in the world to have been awarded with the ACBSP Teaching Excellence Award for her continued commitment to student success in 2022.



Dr. Biswajeet Pattanayak is a distinguished academician and former professor of HR & Organizational Behavior at IIM Indore, IIM Lucknow, and IIM Mumbai. He holds a Ph.D. and D.Litt. in Organizational Behavior, along with a D.Sc. in Management Science. Currently, he is the Founder and President of ASBM University in Bhubaneswar. Additionally, he has held the position of Director at the Indian Institute of Bank Management, Guwahati, under the auspices of the Reserve Bank of India. Prof. Pattanayak's academic contributions include 26 books and over 104 research publications in prestigious, peer-reviewed journals, and his work is frequently featured in leading global journals. He has also been honored with the International Teaching Excellence Award from the Accreditation Council for Business Schools and Programs (ACBSP), USA, recognizing him as one of the top ten management educators worldwide.



Dr. Kalyan Shankar Ray is a Professor of Economics and Banking at ASBM University, where he was the founding Vice-Chancellor. Earlier, he worked as a professional banker with three decades of rich experience in commercial banking. He edits an international journal devoted to management and has published eleven edited volumes on management and related subjects. He is a voracious reader and a bibliophile and loves to listen to Hindustani classical music. He holds a Ph. D. in Management from Utkal University with a PG Diploma in Bank Management from NIBM, Pune, and is a Fellow of the Indian Social Science Academy.



Dr. Smaraki Pattanayak is an Associate Professor at ASBM University, specializing in Organizational Behaviour and Human Resource Management. She holds a doctorate from Ravenshaw University and is an alumnus of the Indian Institute of Management Ahmedabad. Dr. Pattanayak was honored with the ACBSP Teaching Excellence Award in 2023 for her outstanding contributions to teaching and innovative teaching practices. She has published widely in national and international journals and contributed to several books. Her research interests include psychological contracts, organizational culture, happiness, performance appraisal etc. she is affiliated with the Indian Science Congress Association and the Indian Society for Training and Development



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Uluslararası Danışmanlık Ticaret LTD Şirketi
Tabaklar Mah., Cumhuriyet Cad., 32 / 26 Bolu
Turkey, 14000
Tel: +90536 859 12 32
Website: www.startinforum.com
Email: start.inforum@gmail.com



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