

# International Advancements in Applied Psychological Research and Business Practices

## BOOK OF ABSTRACTS

*APBM 2025 - 6th International  
Conference on Applied Psychology and  
Business Management*

*16 – 17, October, 2025  
Bursa, Turkiye*

**IATELS**

International Association for Technology,  
Education and Language Studies



# APBM 2025

6th International Conference on  
Applied Psychology and Business Management

16 — 17, October, 2025

Bursa, Turkiye

## BOOK OF ABSTRACTS

Edited by  
Prof. Dr. Iryna Sekret

**IATELS**

*International Association for Technology, Education and Language Studies*

STARTINFORUM  
2025

## **Book of Abstracts**

### **APBM 2026**

**6th International Conference on Applied Psychology and Business Management  
16 - 17, October, 2025, Bursa, Turkiye, pp. 44.**

**This Book of Abstracts includes the main materials of APBM 2025 - 6th International Conference on Applied Psychology and Business Management which was held online on 16 - 17, October, with the coordination centers in Bursa (Turkiye), STARTINFORUM and Curtin University, Perth (Australia).**

**The studies presented at the conference discuss recent research, best practices and new approaches in the fields of applied psychology, AI in education and industry, business management.**

**The abstracts which entered this book represent the research conducted by the scholars from Australia, Netherlands, Taiwan, Mauritius, Uzbekistan, Turkiye, Pakistan and other countries.**

**This collection of the international studies is of definite value for global academic community, interested in the recent developments organisational and business psychology, AI in education and different industrial sectors, business development and management.**

**The abstracts 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 submissions.**

**The editorial board and scientific editors may not agree with the authors' views presented in the abstracts, but acknowledge a plurality of visions and approaches.**

APBM International Conference on Applied Psychology and Business Management  
[www.iatelsconference.org](http://www.iatelsconference.org)

The Conference was organised by

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## About APBM 2025

### 6th International Conference on Applied Psychology and Business Management “Bridging Continents and Disciplines”

Welcome to the Book of Abstracts for the 6th International Conference on Applied Psychology and Business Management (APBM 2025). This volume captures the critical discourse generated under the unifying theme: “*Bridging Continents and Disciplines.*”

#### **Uniting Psychology and Management**

APBM 2025 stands as a vital platform dedicated to exploring the powerful synergy between Applied Psychology and Business Management. We recognize that the most complex challenges facing modern organizations—from leadership development and organizational behavior to marketing effectiveness and sustainable practices—require an integrated understanding of human motivation, cognitive processes, and strategic business imperatives.

The abstracts compiled here represent high-quality, peer-reviewed research that demonstrates this interdisciplinary focus. Scholars have contributed cutting-edge studies that span various domains:

- **Organizational Behavior and Leadership:** Research exploring the psychological underpinnings of effective leadership, employee motivation, team dynamics, and conflict resolution in diverse organizational settings.
- **Consumer Psychology and Marketing:** Studies investigating decision-making processes, brand loyalty, digital consumer engagement, and the psychological impact of advertising.
- **Human Factors and Ergonomics:** Research focusing on optimizing work environments, enhancing human-computer interaction, and ensuring employee well-being and productivity.
- **Cross-Cultural Management:** Comparative studies examining how cultural psychology influences management styles, negotiation strategies, and business ethics across different global contexts.

#### **Bridging Continents and Knowledge**

The theme "Bridging Continents and Disciplines" reflects the conference's success in attracting a diverse international cohort.

This volume features the valuable work of academics and practitioners from a wide range of countries, emphasizing that the application of psychological principles to business challenges is a

universal necessity. This global perspective enriches the discourse, offering context-specific insights while identifying universal models for organizational success.

### **Commitment to Rigor**

All abstracts in this Book have undergone a rigorous peer review process to ensure their academic merit and relevance. They are published as submitted by the authors, who are accountable for the research design, data accuracy, and integrity of their studies.

The editorial and scientific boards celebrate the plurality of professional visions and research methodologies presented herein. We believe this collection will serve as an essential resource for researchers, managers, and policymakers, inspiring future interdisciplinary collaboration and driving evidence-based practice in the global business world.

Prof. Dr. Iryna Sekret

IATELS Committee Chair

STARTINFORUM International Project Management and Business Consultancy

## **Conference Committee**

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Taiwan

Khalid Mahmood, School of Liberal Arts, University of Management and Technology, Lahore,  
Pakistan

Dr. Javier Zavala Rayas Autonomous University of Zacatecas, Mexico

## Conference Partners and Organisations



## Conference Sponsor



### Supporting the Future: About STARTINFORUM International

The 6th International Conference on Applied Psychology and Business Management (APBM 2025) is proudly sponsored by STARTINFORUM International Project Management and Business Consultancy, an innovative, Türkiye-based company driving global engagement in business and education.

Established in 2018, STARTINFORUM embraced deep, multidimensional expertise of its international staff to penetrate and influence the global markets. The consultancy provides a comprehensive spectrum of services, ranging from strategic project management and business development to specialized educational and research consultancy, maintaining a strong commitment to corporate social responsibility both domestically and internationally.

Recognizing the foundational role of Education, Technology, and Research in societal advancement, STARTINFORUM was the catalyst for founding the International Association for Technology, Education and Language Studies (IATELS) (<http://iatels.com>; <https://iatelsconference.org>).

Nowadays IATELS serves as a dynamic international organization dedicated to fostering global research and educational initiatives. It is designed to be a crucial platform for both emerging scholars and seasoned professionals, enabling them to exchange expertise, cultivate collaborative ideas, and achieve accelerated professional growth.

Emphasizing the vital interconnections between Language, Education, Technology, Business, and human Psychology, STARTINFORUM and IATELS collaboratively instituted three major annual international conferences (<https://iatelsconference.org>):

- ICLTE — International Conference on Language Studies, Translation and Education
- ICPATME — International Conference on Education and Technologies (ICET)
- APBM — International Conference on Applied Psychology and Business Management

The company boasts an extensive network of global partnerships, cooperating actively with universities, industrial enterprises, business organizations, factories, and social institutions across numerous countries, including Türkiye, Ukraine, Pakistan, India, the USA, the UK, the Czech Republic, the Netherlands, Morocco, Kazakhstan, Indonesia, Albania, Poland and other countries.

Beyond large-scale research projects, including those under the ERASMUS+ framework, STARTINFORUM actively develops and coordinates initiatives in international trade, production, and high-impact business consultancy.

For partnership inquiries, collaboration opportunities, or general contact, please visit the company's website at **<https://startinforum.com>** or email **[start.inforum@gmail.com](mailto:start.inforum@gmail.com)**.

## Conference Program

**The program is scheduled according to Istanbul Time Zone.**

The conference sessions are conducted in a blended mode.

To join the conference sessions online, please use **Zoom** and the link provided by the conference organising committee.

### Instructions for the Conference participants

1. Please check the time difference between the time in India and your local time to be able to join the sessions timely and not to miss the time of your presentation.

2. As our main **aim** is to establish an interactive and productive working environment for all participants to have a chance to present themselves to an international academic community and **develop connections for future collaboration in international projects and programs,**

**We would kindly ask all the participants to be active during the sessions with questions and reflections on the topics of the conference presentations.**

We work to make APBM Conference an international platform of academicians and practitioners for creating more opportunities for collaboration within Psychology, Business Management, Social Sciences, Education, Technology and Research.

That is why **all suggestions, ideas and initial plans are welcome for sharing at the conference sessions for developing them into future international projects and programs.**

Please use the time of APBM sessions to look for more collaborative opportunities internationally.

### Instructions for Speakers

The speakers have 15 minutes for their presentations. This time is longer than it is usually given in traditional conferences. It is done with the aim to give our participants more opportunities to present themselves, their topics, receive feedback from other participants and hold a discussion.

We believe that during Question-Answer time after each presentation, the speaker will be able to disclose the topic even more than during the presentation itself.

That is why the duration of the presentation should be 10 - 13 minutes the most, leaving at least 2 minutes for questions and discussions.

Before speaking on the topic announced in the conference program, the presenters must introduce themselves, their affiliation, professional area and research interests.

## **Instructions Session Chairs**

The sessions chairs and moderators are expected to introduce the presentations, initiate discussions and questions, watch the timing of the speeches, support interaction between the participants, give ideas and suggestions to hold the discussion during their session.

**The session chairs are invited to give their written overview feedback on their sessions to be published at the conference platforms under their authorship.**

## Thursday, 16 of October

Time	Agenda	Speakers
09.00 - 10.00	<b>Registration</b>	
<b>10.00 - 13.00</b>	<b>Plenary Session</b>	<b>Conference Chair</b>  <b>Dr. Tomayess Issa</b> Curtin University Australia
10.00 - 10.15	Opening of APBM 2025 — 6th International Conference on Applied Psychology and Business Management	<b>Dr. Tomayess Issa</b> Curtin University Australia
10.15 - 10.45	APBM 2025 — 6th International Conference on Applied Psychology and Business Management: Past and Current Developments	<b>Conference Chair</b>  <b>Prof. Dr. Iryna Sekret</b> IATELS Committee Chair STARTINFORUM Turkiye
10.45 - 11.30	AI in Developing Enterprenership and Critical Thinking Skills	<b>Prof. Dr. Piet Kommers</b> Netherlands
11.30 - 12.00	Training of the Next Generation of University Managers and Leadership	<b>Peter McCann</b> Head, Transformation & Strategic Development TIAME National Research University Uzbekistan

12.00 - 12.30	Sustainability and Sustainable Design in Developed and Developing Countries: Awareness, Advantages, and Obstacles	<b>Dr. Tomayess Issa</b> Curtin University Australia
12.30 - 13.00	ChatGPT-Enhanced Business Correspondence Training for Taiwanese Vocational EFL Students: Assessing International Communication Readiness	<b>Assoc. Prof., Dr. Joseph Anthony Narciso Z. Tiango</b> Taiwan Love and Hope International Charity Taiwan
13.00 - 13.30	<b>Coffee Break</b>	
	<b>Session I: Technological Impact of Society and Economies</b>	<b>Session Leader:</b> <b>Assoc. Prof., Dr. Joseph Anthony Narciso Z. Tiango</b> Taiwan Love and Hope International Charity Taiwan
13.30 - 14.00	Turnarounds & Transformations of Universities	<b>Peter McCann</b> Head, Transformation & Strategic Development TIAME National Research University Uzbekistan
14.00 - 14.30	Sharing Tentative Results of Research on Ethical Mindsets in the Era of COVID-19	<b>Dr. Theodora Issa</b> University of Western Australia Australia
14.30 - 15.00	AI in Construction Project Management in Western Australia: Analysing Challenges and Critical Success Factors using the PMI Framework	<b>Munkhbayasakh Tumendemberel</b> School of Management and Marketing Curtin University Australia

15.00 - 15.30	Customer Churn Prediction Using A Sentiment-Based Predictive Model Message	<b>Veerajay Gooljar</b> Curtin Mauritius Moka Mauritius
15.30 - 16.30	<b>Conclusions of the Conference Day</b>	<b>Dr. Tomayess Issa</b> Curtin University Australia  <b>Assoc. Prof., Dr. Joseph Anthony Narciso Z. Tiangco</b> Taiwan Love and Hope International Charity Taiwan

## Friday, 17 of October

Time	Agenda	Speakers
<b>15.00 - 18.00</b>	<b>Session II: “Ends Meet”</b>	<b>Session Chair:</b>  <b>Khalid Mahmood</b> School of Liberal Arts University of Management and Technology Lahore, Pakistan
15.00 - 15.30	Embracing AI Technologies for Professional Development of Teachers in Social Studies and Business Management	<b>Prof. Dr. Iryna Sekret</b> IATELS Committee Chair STARTINFORUM Turkiye
15.30 - 16.00	A Critical Examination of Moral Education in Punjab's Elementary English Textbooks	<b>Dr. Muhammad Latif</b> GCWU Sialkot Sialkot Palistan  <b>Amna Mujtaba</b> GCWU Sialkot Sialkot Palistan

16.00 - 16.30	Beyond the Glass Ceiling: Navigating Gendered Barriers and Coping Mechanisms in Pakistan's Female Workforce	<p><b>Zainab Suleman</b> Department of Clinical Psychology, School of Professional Psychology, University of Management and Technology, Lahore, Pakistan</p> <p><b>Areeba Mehmood</b> Department of Clinical Psychology, School of Professional Psychology, University of Management and Technology, Lahore Pakistan</p> <p><b>Natasha Arshad</b> Department of Clinical Psychology, School of Professional Psychology, University of Management and Technology, Lahore Pakistan</p> <p><b>Nafeesa Javed</b> Department of Clinical Psychology, School of Professional Psychology, University of Management and Technology, Lahore Pakistan</p>
16.30 - 17.00	Illegal Migration And School: Mothers Perspective	<p><b>Dr. Javier Zavala Rayas</b> Autonomous University of Zacatecas. Mexico</p>

17.00 - 17.30	The Impact of Academic Training on Negative Stereotypes About Aging Among Psychology Students	<p><b>Gloria Velia Reyna-Barajas</b> Autonomous University of Zacatecas. Mexico</p> <p><b>Luis Copertari</b> Autonomous University of Zacatecas. Mexico</p>
17.30 - 18.00	<b>Conference Conclusions: Perspectives for International Collaboration in Social Studies, Education and Research</b>	<p><b>Prof. Dr. Iryna Sekret</b> <b>IATELS Committee Chair</b> <b>STARTINFORUM</b> <b>Turkiye</b></p> <p><b>Khalid Mahmood</b> School of Liberal Arts University of Management and Technology Lahore, Pakistan</p> <p><b>Conference Participants</b></p>

## Abstracts

### APBM 2025 — 6th International Conference on Applied Psychology and Business Management: Past and Current Developments

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



**Prof. Dr. Iryna Sekret** is a recognized leader in international educational and technological studies, holding a key organizational and strategic role within the International Association for Technology, Education and Language Studies (IATELS). Through her pivotal work with IATELS, she has championed the development of global academic exchange platforms, notably including the International Conference on Applied Psychology and Business Management (APBM). As a key organizer of the APBM, Prof. Dr. Sekret ensures the conference consistently addresses the critical interdisciplinary nexus between human psychology and effective business strategy. Her research expertise spans the practical application of technology in learning, with a focus on digital literacy and pedagogical innovation. She is committed to fostering robust international collaboration, ensuring that platforms like APBM serve as essential forums for academics and practitioners to share insights and drive forward evidence-based practice in global business management and organizational psychology.

#### Abstract

Prof. Dr. Iryna Sekret's address provided a comprehensive historical overview and critical analysis of the International Conference on Applied Psychology and Business Management (APBM) series, celebrating its transition into its sixth edition.

The speech contextualized APBM's evolution against the backdrop of changing global economic and psychological landscapes, highlighting the conference's consistent mission to bridge these two critical disciplines. She traced the "Past Developments," noting how the conference initially focused on foundational areas like organizational behavior, leadership theory, and traditional marketing psychology, often reflecting localized business challenges.

Prof. Dr. Sekret detailed how the APBM adapted, progressively incorporating complex themes such as cross-cultural management and the psychological impacts of early digital transformation. Turning to "Current Developments," the speech emphasized the conference's contemporary focus on urgent challenges, particularly the psychological dimensions of the AI and automation era. This includes

research on change management, employee well-being and burnout, and the cognitive biases affecting strategic decision-making in technologically advanced environments.

Prof. Dr. Sekret underscored the current commitment of APBM to fostering interdisciplinary research that directly informs ethical business practice and human-centric organizational strategy, reinforcing the conference's role as a vital international forum for advancing knowledge at this critical nexus.

**Keywords:** APBM conference, applied psychology, business management, research, development, cross-cultural.

## AI In Developping Enterprenership And Critical Thinking Skills

**Prof. Dr. Piet Kommers**

University of Twente  
Netherlands



**Prof. Dr. Piet Kommers** is a globally recognized pioneer in Educational Technology and Artificial Intelligence (AI) for Cognitive Achievement. He began his influential career as a chairman and project initiator for UNESCO and NATO, establishing a foundation in large-scale international collaboration. A pivotal moment in his career occurred in 1991 when his scientific evidence regarding learning styles during Hypertext browsing garnered significant attention from Deep Learning theorists. This led to his involvement in substantial research programs, including those funded by the European Commission, UNESCO, and the World Bank. Prof. Kommers's specialty lies in designing and evaluating

technology that genuinely enhances cognitive processes. His sustained leadership in managing these large, complex research programs is widely valued, positioning him as a global authority committed to advancing educational science through sophisticated digital tools.

### Abstract

Prof. Dr. Piet Kommers's presentation addressed the timely convergence of Artificial Intelligence (AI), Entrepreneurship, and the cultivation of Critical Thinking Skills. He argued that in an era where AI handles routine analysis and optimization, human success hinges on the uniquely human capacities for innovation, problem framing, and strategic judgment—all hallmarks of both critical thinkers and successful entrepreneurs.

The abstract details an innovative pedagogical model that utilizes AI not just as an information source, but as a cognitive partner to accelerate the development of these high-level skills. Prof. Kommers outlined how AI tools can be deployed to:

**Stimulate Entrepreneurial Insight:** By rapidly generating market analyses, simulating business model viability, and identifying complex gaps, AI forces students to move quickly to high-level strategic decision-making and ethical dilemma resolution.

**Critical Thinking:** AI can be used to produce flawed or contradictory scenarios, compelling students to apply advanced analytical and evaluative skills to detect bias, verify data, and construct robust, well-reasoned solutions. The speech emphasized the shift from teaching students what to think to teaching them how to think entrepreneurially with AI as a co-pilot.

This approach ensures graduates are not merely consumers of AI outputs, but creative, independent drivers of innovation prepared to launch and sustain successful ventures in the dynamic global economy.

**Keywords:** AI, entrepreneurship, critical thinking skills, education, psychology of education, learning.

## Training of the Next Generation of University Managers and Leadership

### Peter McCann

Head, Transformation & Strategic Development  
TIAME National Research University  
Uzbekistan



**Peter McCann** was a management consultant from 1989 to 2016, working with about 350 companies and four First Nations in Canada, plus brief consulting in two US states, Finland, Germany, Kazakhstan, Kyrgyzstan and Uzbekistan. Also, he was Turnaround CEO for a chemical distribution company and a commercial printer, and served on corporate and institutional Boards of Directors. He has been a highly rated lecturer and visiting scholar in Canada, Kazakhstan, Azerbaijan, China, and Kyrgyzstan (2016 - 2021) and Advisor to the Rectors of two state universities in Uzbekistan (2021 – 2025). He was awarded a Diploma, Honours

Business Administration from Algonquin College, and a MBA from the Ivey School of Business, Western University, and held the designation ICD.D. (Institute of Corporate Directors. Director) from 2004 to 2015. He wrote two business books, *Strategy & Business Planning of Privately Held Companies*, and *Turnarounds: Brains, Guts & Stamina*.

### Abstract

The principles of good management are consistent across industries. However, context matters. The people, the corporate culture, the expectations and the internal and external dynamics are different in diverse industries and under different socio-economic-political conditions and financial constraints.

At TIAME National Research University we are preparing a seminar to train TIAME's and other state universities' managers and executives. Training will include three main topics:

- Skills to organize and direct human, financial and technological resources in varying situations;
- Knowledge of the enterprise, its resources and its desired results; and,
- Personal skills such as communications, resilience and ethics.

This will be a 14-day program, with 4 sessions of 75 minutes on each day. The methodology is lectures, discussions, case studies and some guest presentations. Instructors will be experienced practitioners and management academics. For sessions on university specific topics, the university will provide the University's Head Accountant, Lawyer and Rector as guest speakers.

The program is based on a simple concept: managers must manage in five directions: up to their boss, down to their staff, across to colleagues, out to stakeholders including regulators, customers and suppliers and inwards to self-manage themselves. Every successful executive is proficient in the five directions.

This presentation describes in further detail the structure and contents of the program now under development.

**Keywords:** university management, leadership, trining, higher education, Uzbekistan

## **Sustainability and Sustainable Design in Developed and Developing Countries: Awareness, Advantages, and Obstacles**

**Dr. Tomayess Issa**

Faculty of Business and Law  
Curtin University  
Perth, Australia



**Dr. Tomayess Issa** is a recognized academic and senior lecturer within the Faculty of Business and Law at Curtin University, Perth, Australia. Her expertise lies at the critical intersection of Information Systems, Green IT, and Business Sustainability. Dr. Issa's foundational research focuses on developing frameworks and tools to assess and improve the environmental performance of technology within organizations, particularly in higher education institutions. Her work is highly influential in the field of Green IT, promoting ethical and sustainable digital practices globally. In addition to her research, Dr. Issa is a dedicated educator, preparing students for careers that require both technological proficiency and a commitment to sustainability.

She is also an active contributor to the international academic community, frequently presenting her work and collaborating on global initiatives focused on technology, ethics, and corporate responsibility.

### **Abstract**

The global use of Information and Communications Technology (ICT) is increasing, playing a vital role in research, communication, entertainment, shopping, and information sharing. However, the recycling of ICT products and the energy consumption linked to ICT present significant challenges for individuals and organizations worldwide. Immediate action is necessary to address these issues for the benefit of current and future generations. This presentation will discuss the awareness, advantages, and obstacles of sustainability and sustainable design, introducing a New Participative Methodology for Sustainable Design (NPMSD) to address these challenges. The effectiveness of this design approach was assessed through an online survey conducted in several countries, including Australia, Brazil, China, Germany, India, Norway, Singapore, South Korea, Sweden, the UK, and the USA. The survey findings confirmed the feasibility and value of sustainable design practices, with participants highlighting the role of education and awareness in promoting sustainability and sustainable design among designers.

**Keywords:** sustainability, sustainable design, developed countries, developing countries, awareness.

## ChatGPT-Enhanced Business Correspondence Training for Taiwanese Vocational EFL Students: Assessing International Communication Readiness

Assoc. Prof., Dr. Joseph Anthony Narciso Z. Tiango  
Taiwan Love and Hope International Charity  
Taiwan



**Dr. Joseph Anthony Narciso Z. Tiango** is a higher education professional, English as a Foreign Language (EFL) educator, and nonprofit leader based in Kaohsiung, Taiwan. He teaches English for Specific Purposes (ESP) to vocational university students and conducts interdisciplinary research in EFL education, Technology-assisted Language Learning (TALL), business psychology, clinical psychology, and philosophy of social sciences. Dr. Tiango is the co-founder and actively serves the Taiwan Love and Hope

International Charity, which provides residential care and mental health support to abandoned Taiwanese children with severe disabilities. He is passionate about bridging academic knowledge and social impact.

### Abstract

As global business communication increasingly relies on accurate and culturally appropriate interactions, English as a Foreign Language (EFL) learners who aspire to careers in international trade and business face growing pressure to improve their professional correspondence skills. Within the Taiwanese EFL context, a lack of research has been observed that examines the business communication skills of vocational university students. Specifically, this study fills this gap by investigating how ChatGPT assists Taiwanese vocational EFL university students in developing international business communication readiness. It focuses on students' perceived preparedness for real-world intercultural communication. A mixed-method was used. This research contributes to computer-assisted language learning (CALL) and business communication training, specifically in preparing EFL learners for the demands of international business environments.

**Keywords:** ChatGPT, EFL, business correspondence, business communication

## Sharing Tentative Results Of Research On Ethical Mindsets In The Era Of COVID-19

**Dr. Theodora Issa**

University of Western Australia  
Australia



**Dr. Theodora Issa** is an accomplished academic, author, and international volunteer based in Australia. She holds a PhD in Management from Curtin University, alongside multiple master's degrees in business, electronic commerce, and management research. Formerly a high-ranking executive in an international bank, she transitioned to academia, where she researches ethical mindsets, sustainability, and corporate responsibility. A Senior Fellow of the Higher Education Academy and Associate Editor of a Wiley ethics journal, Dr. Issa is widely published and actively collaborates on global research projects. Her career reflects a deep commitment to education,

ethics, and community service across diverse sectors.

Theodora's webpage: <https://sites.google.com/view/theodoraissa2/home>

### **Abstract**

This presentation attempts to share some of the tentative results of research on ethical mindsets in the era of COVID-19. Deriving from the work of Issa (2009) using the mixed method approach to data collection, some 395 online surveys distributed. Out of those distributed, some 289 respondents from 40 countries completed the survey, which indicates a response rate of 73.1%. Further, out of these 289 responses only 285 were found eligible to be included in the analysis. The results which match those identified in the first research on ethical mindsets, spirituality and aesthetics by Issa (2009) indicate that the external factors and the individual characteristics had their direct impact on the ethical mindsets of those who undertook the survey thus impacting the number and type of factors of 'ethical mindsets' identified in this research. In addition to the quantitative data some qualitative data was also collected. The respondents were generous providing some 401 comments on the eight sections of the online survey, which spelled out and brought forth the impact of this pandemic on individuals, which might be described as severe in some cases. Indeed, six components of ethical mindsets have been identified through this research.

**Keywords:** education, Curtin University, technology.

## **AI in Construction Project Management in Western Australia: Analysing Challenges and Critical Success Factors using the PMI Framework**

**Munkhbayasakh Tumendemberel**  
School of Management and Marketing  
Curtin University  
Australia



**Munkhbayasakh Tumendemberel**, a Master of Philosophy candidate at Curtin University's School of Management and Marketing, is researching AI adoption in construction project management using the PMI framework, supervised by Dr Tomayess Issa, Dr S Zaung Nau, and Dr Mahnaz Hall. Originally from Mongolia, he holds a Master of Project Management from Edith Cowan University, a PMI CAPM certification, and a Bachelor's in Finance and Accounting from Northumbria University, equipping him with project governance expertise. His research examines critical success factors and challenges in enhancing Western Australia's construction practices through AI. Passionate about sustainable innovation, Munkhbayasakh bridges academic and industry insights to advance technology-driven project management.

through AI. Passionate about sustainable innovation, Munkhbayasakh bridges academic and industry insights to advance technology-driven project management.

### **Abstract**

This research investigates the integration of Artificial Intelligence (AI) within the construction project management sector of Western Australia, utilizing the Project Management Institute (PMI) framework as a diagnostic lens. As the industry faces increasing pressure to improve efficiency and sustainability, AI offers transformative potential for predictive scheduling, cost estimation, and risk mitigation.

The study identifies key Critical Success Factors (CSFs), such as data quality, organizational readiness, and stakeholder alignment, while simultaneously uncovering significant barriers, including high initial investment costs and workforce resistance to digital shifts. By aligning these findings with the PMI global standards, the research provides a strategic roadmap for firms to navigate the complexities of AI adoption. The ultimate goal is to bridge the gap between academic theory and industrial application, ensuring that technology-driven innovation leads to more resilient and successful project outcomes in the Western Australian construction landscape.

**Keywords:** AI, Construction Project Management, PMI Framework, Critical Success Factors, Western Australia.

## Customer Churn Prediction Using A Sentiment-Based Predictive Model Message

**Veerajay Gooljar**  
Curtin Mauritius  
Moka  
Mauritius



**Veerajay Gooljar** is a Computing Lecturer at Curtin Mauritius, and PhD candidate at Curtin University. With a strong foundation in software engineering, data science and applied computing, he brings a multidisciplinary perspective to the intersection of data science, digital marketing, and customer behavior analytics. His doctoral research focuses on the development of sentiment-based predictive models using machine learning and deep learning algorithms. Veerajay has industry experience across multiple domains, including web development, advertising analytics, data engineering and data science within cloud-based data infrastructure. At Curtin Mauritius, he teaches a diverse range of IT modules, and his research interests include sentiment analysis, predictive modelling, marketing 5.0, and the practical application of AI in business decision-making.

### Abstract

**Abstract:** In today's digital economy, businesses continue to face a significant problem from customer churn, or a tendency of customers to stop making purchases and move to competitors. Accurately predicting the loss of consumers is a strategic concern since keeping current customers is more economical and sustainable than recruiting new ones. However, more profound behavioural aspects that influence purchasing decisions are frequently missed by conventional models that primarily depend on transactional (purchasing history) or demographic data. To improve churn prediction in e-commerce, this study suggests a sentiment-based predictive model (SbPM), which predicts a pattern using purchasing history and sentiment data derived from customer reviews through sentiment analysis. SbPM was chosen since it requires more focus within the current ecommerce field. Reviews were pre-processed using natural language processing techniques, sentiment aspects were identified, and aspect-level sentiment analysis using word by word sentiment polarity determination (positive, negative, neutral) was used to derive additional purchasing behaviours. Inputs used for the prediction was then enhanced by combining these new aspects with historical data. E-BERT which is an enhanced Bi-directional Encoder from Transformers (BERT) with new layers was proposed in this study. It was chosen for its effectiveness, and capacity to understand complex reviews. E-BERT goes beyond polarity-based sentiment analysis and conventional churn forecasting techniques by combining sentiment-driven characteristics with behavioural and transactional markers. E-BERT recorded a good accuracy (above 80%), thus advancing SbPM while offering retention strategies to businesses. A comparative study of E-BERT against other churn and hybrid models can be conducted for stronger analysis in future research.

**Keywords:** Customer Churn, Aspect-based Sentiment Analysis, Predictive Modelling, Machine Learning

## Embracing AI Technologies for Professional Development of Teachers in Social Studies and Business Management

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



**Prof. Dr. Iryna Sekret** is a recognized leader in international educational and technological studies, holding a key organizational and strategic role within the International Association for Technology, Education and Language Studies (IATELS). Through her pivotal work with IATELS, she has championed the development of global academic exchange platforms, notably including the International Conference on Applied Psychology and Business Management (APBM). As a key organizer of the APBM, Prof. Dr. Sekret ensures the conference consistently addresses the critical interdisciplinary nexus between human psychology and effective business strategy. Her research expertise spans the practical application of technology in learning, with a focus on digital literacy and pedagogical innovation. She is committed to fostering robust international collaboration, ensuring that platforms like APBM serve as essential forums for academics and practitioners to share insights and drive forward evidence-based practice in global business management and organizational psychology.

### Abstract

The study investigates the crucial role of Artificial Intelligence (AI) technologies in transforming the professional development (PD) landscape for teachers in Social Studies and Business Management. The research frames AI-enhanced PD as a direct investment into human capital, essential for maintaining the national and international competitiveness of educational establishments. The study utilizes an individualized approach, where AI provides tailored scaffolding, aligning with Vygotsky's Zone of Proximal Development (ZPD). This design minimizes Cognitive Load and respects the principles of Educational Psychology for Adult Learning. By leveraging AI tools for adaptive learning and complex scenario development, the study ensures that teachers acquire practical, high-impact skills efficiently. The ultimate goal is to equip educators to effectively cultivate critical thinking and digital literacy in their students, thereby ensuring high-quality, relevant teaching in their respective fields.

**Keywords:** AI Technologies, Professional Development (PD) of Teachers, Educational Psychology, Adult Learning, Social Studies, Business Management

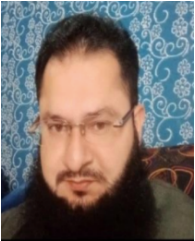
## A Critical Examination of Moral Education in Punjab's Elementary English Textbooks

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**Dr. Muhammad Latif** is the Pioneer and Founding Head of the Department of Education, GC Women University Sialkot, Pakistan. He has been serving this university since 2020 in different capacities. He has received the Best Young Researchers' Award for 2023. He has published a number of articles in national as well as international journals of high quality. He is a columnist and writes for many newspapers.



**Amna Mujtaba** is an education graduate from Government Women University, Sialkot (2021– 2025) with professional experience in teaching and school management. She has taught at Muslim Girls High School and Government MC Girls Elementary School, Sialkot, and also worked as an Operations & Communication Manager at OITA Sports Industries. In addition, she has served as a Social Media Marketing Manager and gained expertise in promotion, communication, and product optimization through various roles. She is a certified rescue trainer with skills in first aid and emergency response, and she has strong communication abilities in English, Urdu, and Punjabi. Passionate about continuous learning and career growth, Amna seeks to apply her qualifications and versatile professional background in education, operations, and communication to contribute meaningfully to organizational success.

### Abstract

The study is a critical analysis of moral content covered in the English textbooks developed by Punjab Textbook board Lahore for the elementary grades in public schools across the Punjab province of Pakistan. Punjab Textbook board Lahore develops these textbooks in line with the national education policies to ensure the overall, comprehensive personality development of the learners with a special focus on the moral development of its citizens. There was a gap in the effective implementation of these moral values and integration with the students' character. This

study was conducted to identify the moral contents added in the textbooks of English from grade 6<sup>th</sup> to grade 8<sup>th</sup>. All the stories, lessons were critically examined and coding was done to identify the underlying themes of the moral content. It was found that a good collection of moral values was present in these textbooks. It was concluded that there is a need to add the effective teaching strategies for the teaching of these moral values to the students and making them a part of their personalities.

**Keywords:** Critical Examination, Moral Education, Punjab, Elementary English Textbooks

## **Beyond the Glass Ceiling: Navigating Gendered Barriers and Coping Mechanisms in Pakistan's Female Workforce**

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### **Abstract**

The aim of the study is to examine the relationship between Gender Role Perception, Glass Ceiling, Hyper-Independence and Mental Health Issues in Working Women. Correlational research design was employed, with data gathered from 301 participants using purposive sampling technique. Standardized measures included the Gender Role Belief Scale, Glass Ceiling Barriers by Women, Hyper-Independence Questionnaire and Depression, Anxiety, Stress Scale DASS-21. Statistical analysis was run on SPSS for correlation, regression and T-test. Results revealed that gender role perception is negatively and significantly correlated with mental health issues, whereas glass ceiling barriers have a significant positive correlation with mental health issues. Moreover, hyper-independence is also positively correlated with significant mental health issues. Regression analysis further showed these patterns, with glass ceiling barriers and hyper-independence emerging as significant positive predictors of distress, while gender role beliefs significantly predicted lower levels of distress. These findings underscore the importance of culturally sensitive frameworks and interdisciplinary strategies, with practical implications for organization policy reforms, clinical interventions, and awareness programs aimed at improving women's psychological well-being.

**Keywords:** Gender Role Perception, Glass Ceiling, Hyper-Independence, Women's Mental Health, Working Women, Pakistan.

## Illegal Migration And School: Mothers' Perspective

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**Dr. Georgina Lozano Razo**

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**Dr. Javier Zavala Rayas** is a respected academic in the field of social psychology in Mexico. He is a teacher at the undergraduate and postgraduate levels at the Autonomous University of Zacatecas. In recognition of his research contributions, he has been recognized as a Level I researcher within the National System of Researchers by the federal government. He is a dedicated academic who enriches the field of social sciences through his work at both the undergraduate and postgraduate levels. His research is particularly focused on critical issues such as migration, various forms of violence, and social psychology. Beyond the classroom and research, he is also actively involved in community interventions, applying his expertise to make a tangible impact on society.



**Georgina Lozano Razo** is a Full time Researcher at the Academic Unit of Psychology of the Autonomous University of Zacatecas, Mexico. Bachelor's degree in Psychology from National Autonomous University of Mexico (UNAM), Master's Degree in Social Psychology from UNAM; Doctorate in Psychology from UNAM. Researcher belonging to the National System of Researchers (SNII) level I. Author and coauthor of scientific articles and book chapters. Member of editors of PSICUMEX journal. Member of the latin American Network for Studies in Violence.

### Abstract

The migration phenomenon has accompanied humanity since the dawn of civilization, generally aimed at satisfying basic needs such as obtaining food, education, and better living conditions, and nowadays even survival. migration flows exist across all continents and, according to Reyes (2021), can be considered "defined." currently, some of these flows, as in the case of Mexico, are increasingly subject to change, as noted by the International Organization for Migrations (2019), with children (unaccompanied or accompanied) and entire families becoming more present. We use and semi structured interview, regarding family issues, this may be the most complicated aspect, as mothers miss their nuclear families from their countries of origin (parents, uncles, siblings who stayed behind) and sometimes think about returning in the short term (even breaking into tears), despite being in the process of obtaining mexican citizenship. another initial difficulty is food: many foods are very different, such as spiciness levels, and familiar products are unavailable—for

example, 'harina pan' (cornmeal) wasn't available in Mexico, so I couldn't make typical dishes from my country of origin (Venezuelan mother).

**Keywords:** migration, illegal migration, school, mothers' perspectives, Mexico.

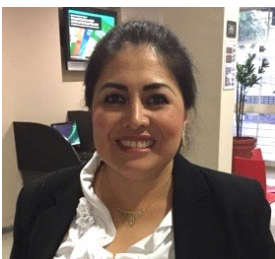
## The Impact of Academic Training on Negative Stereotypes About Aging Among Psychology Students

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**Gloria Velia Reyna Barajas** currently works as a full-time professor and researcher at the Autonomous University of Zacatecas (UAZ), Zacatecas, Mexico. She graduated in Psychology from UAZ and received a Master of Health Sciences with a specialization in Public Health, also from UAZ. She holds a Ph.D. in Psychology from the University of Palermo, Buenos Aires, Argentina. She has held the PRODEP profile for being an excellent professor. She belongs to the National System of Researchers (“Sistema Nacional de Investigadoras e Investigadores”) of SECIHTI. Gloria Velia has

been a speaker at national and international conferences. She has participated in the preparation and publication of several book chapters, books, as well as peer-reviewed and indexed articles in science dissemination journals.



**Luis Fernando Copertari Isaacson** graduated with honors (Summa Cum Laude) as an Industrial and Systems Engineer at Tecnológico de Monterrey (ITESM, or simply “Tec”), Zacatecas, Mexico. He completed a Master’s degree in Administration majored in Finance at Tec’s Virtual University (EGADE Business School), Zacatecas, Mexico. He successfully completed Doctoral studies in Management Sciences and Information Systems at McMaster University, Hamilton, Canada. He also carried out postdoctoral work in Artificial Intelligence at Auckland University, Auckland, New Zealand. His research interests are Operations Research (especially Project Management and

the intersection between Management Sciences and Information Systems), Artificial Intelligence, Finance, Economics, as well as Space Exploration and Colonization. He currently works as a full-time professor-researcher in the Computer Engineering Program at the Autonomous University of Zacatecas (UAZ), Zacatecas, Mexico, with an employment history of over two decades. He has published more than ten books and several indexed articles and participated at international conferences around the world.

### Abstract

Due to global population aging, it is crucial that future psychologists are knowledgeable about and free of stereotypes toward older adults. This study investigated whether a course, “Developmental Psychology of Adulthood and Old Age”, could reduce such negative stereotypes among Psychology students. The researchers conducted a quantitative, longitudinal, quasi-experimental study with 222

students. They used the Negative Stereotypes Toward Old Age Questionnaire (CENVE) at two points: before the course (beginning of the third semester) and after completing it (end of the fourth semester). The results showed a statistically significant reduction in negative stereotypes after students completed the course. The effect size was small to moderate, suggesting that academic training can be an effective tool in reducing negative stereotypes toward old age among aspiring psychologists.

**Keywords:** academic training, negative stereotypes, aging, psychology students.

## **Closing Remarks: APBM 2025 – The 6th International Conference on Applied Psychology and Business Management**

Delivered by: Prof. Dr. Iryna Sekret, IATELS Committee Chair

Dear Colleagues, Honored Guests, and Fellow Researchers,

As we conclude the 6th International Conference on Applied Psychology and Business Management (APBM 2025), we stand at a remarkable vantage point. Over the past few days, we have traced the "Past Developments" of our field—moving from traditional organizational behavior and leadership theories—to the "Current Developments" that define our era: the profound psychological and strategic integration of Artificial Intelligence (AI), Ethics, and Global Resilience.

Our journey this year has been truly interdisciplinary, bridging the gap between the human psyche and the mechanics of business strategy.

### **AI as a Catalyst for Cognitive and Professional Growth**

The insights shared by **Prof. Dr. Piet Kommers** and other scholars have redefined AI not merely as a tool for efficiency, but as a "cognitive partner." We have explored how AI accelerates entrepreneurial insight and critical thinking, shifting the pedagogical focus from what to think to how to think. This transition is further echoed in the professional development of educators, where AI-enhanced scaffolding aligns with the Zone of Proximal Development (ZPD) to ensure that the next generation of university managers and teachers — as highlighted by **Peter McCann** — are equipped with the resilience and communicative prowess to lead in five directions: up, down, across, out, and inward.

### **Human-Centric Innovation and Behavioral Analytics**

In the realm of business analytics, we have seen how technology must remain human-centric. **Veerajay Gooljar's** work on sentiment-based predictive models (E-BERT) demonstrates that accurately predicting customer churn requires an understanding of the complex, nuanced emotions behind consumer reviews. Similarly, the research by **Munkhbayasakh Tumendemberel** in construction project management proves that the success of AI is contingent upon addressing human-centric challenges and success factors.

### **Ethics, Sustainability, and Social Impact**

APBM 2025 has also served as a critical forum for discussing our responsibilities to the planet and society. **Dr. Tomayess Issa's** work on Sustainable Design (NPMSD) across developed and developing nations reminds us that technology must be ethically and environmentally grounded. This ethical thread was woven through **Dr. Theodora Issa's** poignant findings on ethical mindsets during the COVID-19 era and the critical examination of moral education in elementary curricula presented by **Dr. Muhammad Latif**.

## **Resilience Amidst Barriers and Migration**

Our discussions took a deep, necessary dive into the psychological barriers that hinder organizational and personal success. From the "Glass Ceiling" and the mental health impacts of Hyper-Independence in Pakistan's female workforce to the complex psychological landscape of illegal migration shared by **Dr. Javier Zavala Rayas**, we have acknowledged that true business management cannot exist without psychological safety and cultural sensitivity. Finally, by addressing the reduction of negative stereotypes regarding aging, as presented by **Gloria Velia Reyna-Barajas**, we affirm our commitment to an inclusive and diverse global workforce.

## **Moving Forward**

The 6th APBM has reinforced that the future of global business is not found in technology alone, but in the synergy between human intelligence and artificial systems. As we return to our respective institutions—from Australia to Mexico, from the Netherlands to Pakistan—we carry with us the evidence that ethical, sustainable, and psychologically sound practices are the only path to genuine organizational success.

Thank you to all the presenters, the IATELS Committee, and STARTINFORUM for making this conference a vital nexus for progress.

I officially declare the 6th APBM closed.

We look forward to seeing the fruits of these collaborations in our next edition.

Prof. Dr. Iryna Sekret

IATELS Committee Chair

IATELS — International Association for Technology, Education and Language Studies

[www.iatelsconference.org](http://www.iatelsconference.org)

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# APBM 2026, 7th International Conference on Applied Psychology and Business Management

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The APBM 2026 organizing committee invites scholars, practitioners, and researchers to submit their latest findings for the upcoming international summit.

As the global landscape faces unprecedented environmental, economic, and psychological shifts, this year's theme, "Sustainable Futures: Innovating for a Resilient World," seeks to explore how the synergy of applied psychology and strategic business management can drive long-term sustainability.

We welcome interdisciplinary contributions that bridge the gap between human behavior, technological innovation, and ethical governance to create a more resilient global society.

## Key Research Tracks

- Green Strategy & Governance: Corporate Social Responsibility (CSR), Green IT, and sustainable supply chain management.
- Psychological Resilience in Organizations: Mental health, psychological safety, and coping mechanisms in the digital workplace.
- Human-AI Symbiosis: Ethical AI adoption, cognitive load in automated environments, and AI-driven professional development.
- Sustainable Leadership: Servant leadership, moral education, and training the next generation of global managers.
- Innovation & Entrepreneurship: Circular economy business models and critical thinking for sustainable ventures.

## Submission & Publication Opportunities



All accepted abstracts will be published in the APBM 2026 Book of Abstracts (with ISBN).

Furthermore, authors of high-quality, full-length papers will be invited to submit their work for a rigorous double-blind peer-review process. Selected papers will be included in a monograph project proposal to be submitted to Springer for evaluation and publication in their prestigious management and psychology series.