

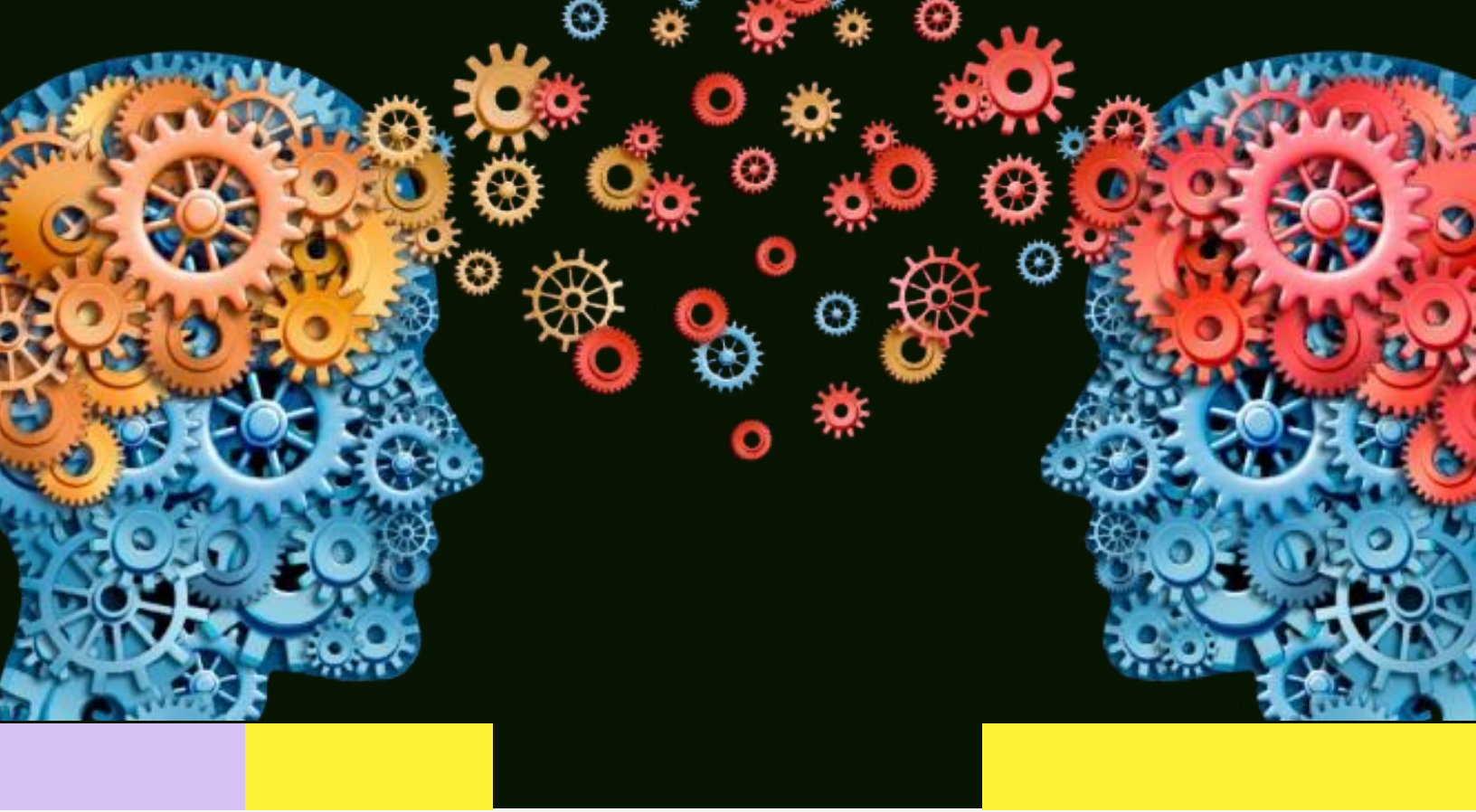


3rd Edition: International Congress on
**Behavioral & Social
Science Research**

April 21st, 2025

www.icbssr.com

PROCEEDING BOOK



Introduction

The 3rd International Congress on Behavioral & Social Science Research 2025, organized by the Sciinov Group, was successfully held on April 21st, 2025. This event brought together experts, scholars, activists, and thought leaders from around the world to explore how behavioral science can help us understand the complex interplay between individual behavior, social norms, and broader cultural and political systems.

The event provided a platform for both established and emerging voices, with participants from diverse backgrounds contributing to dynamic conversations about the evolving understanding of behavioral and social science in today's world. The Sciinov Group was proud to host this inspiring and impactful conference, which not only highlighted critical issues but also offered hope and actionable solutions for a more inclusive future.

Keynote Presentations



Biophilic Design and the Therapeutic Power of Smellscapes: A Sustainable Path to Psychological Wellbeing

Zoe Wyatt

Wyatt-Potage Consulting, Australia



Abstract:

This presentation explores the intersection of biophilic design in urban spaces and the use of natural scents to enhance psychological wellbeing. Drawing from research on nature-based interventions, including the therapeutic impact of garden smellscapes, it highlights how specific plant odors, like pelargonium, reduce stress and evoke positive emotional responses. This innovative approach blends sustainability and sensory engagement, demonstrating how urban planners can integrate natural elements, not only to promote ecological balance but also to foster mental recovery in stressed populations. Findings reveal that biophilic designs incorporating rich smellscapes can improve mood and cognitive function, offering a sustainable model for healthier urban living.

Biography:

Dr. Zoe Wyatt-Potage is an Australian registered Mental Health Social Worker with over a decade of experience in psychological wellbeing. Holding a PhD with a specialisation in trauma and resilience, Dr. Wyatt-Potage has conducted research and worked across diverse global settings, including Cambodia, Thailand, Myanmar and Mauritius. Her academic research focuses on trauma and resilience, enriching her clinical practice. She currently operates globally as a clinical consultant and educator, developing and delivering workshops, webinars and therapy sessions. Dr. Wyatt-Potage is passionate about promoting mental health in sustainable workplaces and is dedicated to helping individuals, teams, and organisations navigate trauma and build resilience.

The Role of Social Media in Advancing Sustainability Goals: Strategies, Impacts, and Future Directions

Vincent Potage

Wyatt-Potage Consultin, Mauritius



Biography:

Vincent Potage is a strategic communicator with over a decade of leadership experience, focusing on driving growth, sustainability, and engagement through innovative communications strategies. He holds an MBA and is accredited by the Chartered Institute of Public Relations. Vincent specialises in integrated campaigns that enhance brand presence while building strong media and stakeholder relationships. His expertise in crisis communications, combined with his strategic vision, allows him to contribute effectively to sustainable development initiatives by fostering collaboration, improving team dynamics, and enhancing community and customer engagement.

Research Reimagined: Emerging Trends in Behavioural and Social Science in the Changing World

Brian Lee Chin Hin

Singapore University of Social Sciences, Singapore



Abstract:

The AI-driven technological advancements and the ever-changing international dynamics are posing significant challenges to behavioural and social science. At the same time, they are shaping the trends in the entire research arena and providing unimaginably new research opportunities in the coming years.

Research into fresh areas, such as human-AI interaction and digital governance, underscores technology's growing roles in human behaviour and society. Artificial General Intelligence (AGI) and machine learning, among others, also provide novel approaches to investigating human behaviour and social interactions. In addition, data science and big data analytics are transforming research methodologies and data collection, allowing real-time assessments of societal trends.

On the other hand, key changes in international politics, such as geopolitical shifts, global conflict and security dynamics, will profoundly affect social science research, too. Populism, nationalism, democratic backsliding and the rise of authoritarian regimes are going to challenge the global democratic norms. The paradigm shift in politics and economic ideologies in the post-Covid era also represents newfound demands in social science research, such as authoritarian resilience, democratic governance, and international advocacy for human rights.

The speaker aims to explore how these emerging trends herald a transformative era in behavioural and social science research, and attempt to propose future-focused and evidence-based approaches to address the never-seen-before research needs over the next few years.

Keywords: *Identity, lesbian, trans bodies, body image, intersectionality*

Biography:

Associate Professor Brian Lee is the Head of Communication Studies at the Singapore University of Social Sciences, Singapore. He teaches and conducts applied research in social media and strategic communication. One of his research papers, "the Internet Commerce Models in Asia," was awarded the top paper at the Pacific Telecommunications Council's Essay Prize (USA) in 2001. Besides contributing actively to applied research in behavioural and social sciences, Prof Lee has served as a key speaker at many local and international conferences to share his insights.

Prof Lee holds a doctoral degree in Communication and Information from Nanyang Technological University, Singapore, and a Master's degree in Communication Studies from the University of Texas at Austin, USA

Female Agency in Jokha Alharthi's *Celestial Bodies*: An Analysis of Muslim Love and Marriage Traditions

Halimah Mohamed Ali

Universiti Sains Malaysia, Malaysia



Abstract:

Celestial Bodies is a 2010 novel by Omani author Jokha Alharthi. The novel follows the lives of three sisters and their unhappy marriages in al-Awafi, Oman. The novel has been translated into over 20 languages and marks the first novel by an Omani woman to be translated into English as well as the first Omani novel to be translated to Italian. The original novel in Arabic won the Best Omani Novel Award in 2010 and was longlisted for the Zayed Book Award in the 'Young Author' category in 2011. It was translated into English by Marilyn Booth and in 2019, the English translation won the International Booker Prize. It is the first novel to be translated from Arabic to win the prize. This paper will discuss female agency with regards to love and marriage in an Arab-Muslim society. The framework that will be created to analyse the fiction is Islamic and Feminist. The framework will consist of the Al Quran, the Hadith and also Simone de Beauvoir's theory on feminism with special reference to love and marriage.

Keywords: *Celestial Bodies*, love, marriage, Islam, Muslim, Feminism

Biography:

Dr. Halimah Mohamed Ali, B.A. English Language and Literature Studies (Universiti Sains Malaysia), M.A. English Literature (University of Warwick), Ph. D. Literatures in English (Universiti Kebangsaan Malaysia) is a Senior Lecturer at Universiti Sains Malaysia, Pulau Pinang, Malaysia. She teaches postgraduate courses and undergraduate courses. She conducts her courses in both the Malay language and the English language. Her expert area is British and Comparative Literature (Literature, Theory and Philosophy with special reference to Orientalism From Within, Orientalism, Passing, Colonialism and Post-colonialism both theory and literature to name a few under the rubric of British and Comparative Studies. She has published two books to date and about 70 articles in journals and research books. She has presented more than 100 conference papers since 2003 to date (2025). She has been awarded University Sains Malaysia, Pulau Pinang, Malaysia Fellowship (1997-2006), University of Wollongong, Sydney, New South Wales, Australia Visiting Fellowship (2013-2014). She was also a Visiting Senior Lecturer at Manisa Celal Bayar University, Manisa, Turkey (2019-2020). She has headed a few university grants and two international grants in collaboration with Türkiye.

Oral Presentations



An End to Grief: Aspirations for Closure from Death Investigations

Ian Freckelton AO KC

University of Melbourne, Australia

Abstract:

It is trite but nonetheless valuable to observe that grief and mourning can be complex and often are not linear or predictable. Their intersection with the law has the potential to be toxic and to induce or compound pathology. This paper is an attempt to reflect on how investigations into deaths, including those that are judicially led by coroners, can avoid having unintended counter-therapeutic outcomes. It discusses how coroners' inquests and other forms of inquiry into unexpected deaths, can provide an opportunity to evaluate the impact of bereavement on the investigation of unexpected fatalities and it highlights the importance of avoiding the creation of unrealistic expectations of healing and closure that may compound trauma and distress for family members. It seeks to add to therapeutic jurisprudence scholarship by identifying ways in which counter-therapeutic outcomes from death investigations can be minimised and the potential for pro-therapeutic outcomes maximised.

Biography:

Ian Freckelton is a King's Counsel (senior barrister) in practice throughout Australia. He is a Professor of Law and Professorial Fellow of Psychiatry at the University of Melbourne and an Honorary Professor of Forensic Medicine at Monash University. He holds honorary professorial appointments at the Queensland University of Technology, La Trobe University, Southern Cross University, Griffith University and the Auckland University of Technology. He is an elected Fellow of the Australian Academy of Health and Medical Sciences, the Australian Academy of Social Sciences, the Australian Academy of Law and the Australasian College of Legal Medicine. He has been a Judge of the Supreme Court of the Republic of Nauru, a member of the Mental Health Tribunal of Victoria for 25 years, a member of the Bar Council of Victoria for 5 years, and a member of 9 statutory tribunals. He is currently a member of the Coronial Council of Victoria. He is the author of 50 books and over 750 articles and chapters of books. He has given over 750 presentations in more than 40 countries. He is the Editor of the Journal of Law and Medicine and the Founding Editor of Psychiatry, Psychology and Law. In 2001 he was made an Officer of the Order of Australia (AO) for "distinguished service to the law, and to the legal profession, across fields including health, medicine and technology" and in 2024 he was awarded its highest award by the International Academy of Law and Mental Health, the Prix Philippe Pinel.

Catch-Up Growth and Regional Integration: The Case of Gwadar and CPEC

Samreen Aamir

DHA Suffa University, Pakistan

Abstract:

The definition of "catch-up growth," as given by Abramovitz (1986), is essential to comprehending Gwadar and CPEC's possible economic effects. Social Capability and Technological Congruence are the two primary components involved.

A society's ability to adopt new technology, underpinned by robust institutions and educational frameworks, is referred to as its social capability. Technological Congruence highlights how important it is that technology be both acceptable and inexpensive for a country trying to catch up economically.

The China-Pakistan Economic Corridor (CPEC) and the strategic importance of Gwadar are critical components of a broader regional development initiative, reflecting the concept of catch-up growth. Gwadar's strategic location on the Arabian Sea has been central to the progress of CPEC, driving connectivity and economic integration between China, Pakistan, and potentially other countries in the region, including Afghanistan, India, and Central Asian nations. The development of Gwadar and CPEC offers these nations a significant opportunity to accelerate economic growth, enhance trade routes, and foster regional development. This mirrors the catch-up growth seen in postwar Europe, where nations adopted advanced methods and technologies to close the economic gap with leading countries.

Tracking Inglehart's theory of value change in the debates on the next generation economics

Burak Baskan

Erzurum Technical University, Turkey

Abstract:

Culture is not static; rather, it is a dynamic phenomenon that evolves over time. The culture and value systems of societies have undergone continuous change throughout history. However, the pace of this transformation has accelerated with the advent of globalisation, industrialisation, technological advancement and digitalisation. In his value change theory, Inglehart proposed that postmaterialist demands, including freedom, environmentalism, and gender equality, have supplanted economic/materialist demands, such as wage level and social security, in societies that have completed the industrialisation process. The transition of values from the older to the younger generation represents a significant and influential shift in societal dynamics. Consequently, a novel set of values began to gain ascendancy in these societies. A debate analogous to the value change debate proposed by Inglehart is currently being conducted by economists and intellectual circles under the designation of “next generation economics”. The concept of “next generation economics” has brought a number of issues to the world agenda, including gender inequality, discrimination against minorities, the carbon footprint, climate change and the formation of a green consensus. Nevertheless, materialistic issues such as inter-regional and inter-individual income inequality, hunger, water scarcity and poverty in different parts of the world remain unresolved. The objective of this study is to examine the evolution of the subject matter within the field of economics, with a particular focus on the emergence of new areas of interest and the shifting priorities within established domains. To this end, the study draws upon the insights of Inglehart’s value change theory. It is the intention of this study to make a contribution that will form a theoretical basis for the next generation economics.

Biography:

Burak Baskan graduated from the Middle East Technical University in 2009 with a BS in Political Science and Public Administration. He was awarded a second undergraduate degree in Economics by Anadolu University in 2010. He received an MA in Politics with distinction from the University of Sheffield in 2013. He was awarded his PhD by the University of Sheffield in 2018. He was honoured with the 2024 Educator of the Year Award. His areas of academic research are political theory, gender studies and political communication. He currently serves as the Social Contribution and Equality Policies Coordinator at Erzurum Technical University.

The Intervention at the Embassy of Mexico in Quito: Ecuador's Lawsuit

Augusto Hernández-Campos
University Of San Marcos, Peru

Abstract:

Diplomatic asylum is an important pillar in the protection of international human rights. Likewise, diplomatic asylum represents a special contribution of Latin America to human rights. This type of asylum has been firmly established and consolidated since the Caracas Convention of 1954. In this context, the capture of the Mexican embassy in Quito and its consequences brings with it a challenge to the institution of Latin American diplomatic asylum.

The purpose of this essay is to examine the validity of the Ecuadorian argument raised in its lawsuit against Mexico in the world's highest court in relation to the alleged illegality of the granting of diplomatic asylum granted to the former vice president of Ecuador, Jorge Glas Espinel.

The paper will examine the following issues: first, how and why the 1950 Asylum Law case does not constitute a valid precedent to support the aforementioned claim or to regulate the field of diplomatic asylum; second, the issue of the harmonious, non-conflictual relationship between the principle of non-intervention and diplomatic asylum as considered in Latin America; and, third, finally, the incorrect interpretation of the Caracas Convention on Diplomatic Asylum of 1954 that is made in this lawsuit is highlighted.

Biography:

Augusto Hernández holds a PhD in Law and Political Science summa cum laude from the University of San Marcos. Postdoctoral degree from the University of Salamanca. Full Professor at the University of San Marcos (UNMSM). Director of the Institute of International Law of the UNMSM. Professor Emeritus of the CAEN (Center for Higher National Studies, Lima). Full Professor at the Ricardo Palma University, Lima.

Spiritual Resilience and Gendered Oppression: The Experiences of Sudanese Enslaved Women in the Nineteenth Century

Kim Borden Penney

Acadia University, Canada

Abstract:

The reality of anti-Black racism, along with discriminatory practices and policies, forces Black women to navigate both internal and external pressures to present themselves in ways that minimize visible traits associated with their race, such as hair, dress, and culture (Hall, Everett, & Hamilton-Mason, 2011; Jackson & Wingfield, 2013; Opie & Phillips, 2015). Dabiri (2019) argued that Black women's "hair, in particular, was a spectacle, the site upon which most of this attention was concentrated" (p. 25). Hair plays a vital role in shaping Black women's identity, adversely impacting their opportunities for mobility and advancement in corporate Canada. Dabiri (2019) explained, "For girls and women, femininity is intricately bound up in hair. For a long time, long, flowing hair remained one of the most powerful markers of being a woman. But that is not how Afro hair grows; generally, it grows up. Of course, femininity – like beauty – remains a culturally specific project and certainly not one designed with the physicality of Black women in mind. Nonetheless, we are expected to conform to these standards, and we betide us if we cannot. (p. 27)

The only way Afro/Black hair can seemingly fulfill the criteria for beauty standards is when Black women style their hair to resemble European hair – "if we style ourselves to look like something we are not" (Dabiri, 2019, p. 26). There is no doubt that Black women feel they need to be more conscious about their hair in the workplace compared to white women. Regardless of the progress Black women have made as they take on more leadership roles, their hair and appearance continue to be judged in the workplace. Dabiri (2019) questions:

Why is it that the only way Black women can look 'professional' is contingent on producing a poor facsimile of white women's hair? What more poignant example is there of the necessary assimilation required in confronting a culture not designed for certain bodies, not designed for [Black women's bodies] to fit into easily? (p. 122)

The deeply personal choice of how to style one's hair is rooted in racialized and gendered norms that place Black women and their hair in a unique position. Black women face challenges when deciding how to wear their hair in the workplace. Hair plays a crucial role in shaping Black women's identity, yet it is negatively impacted by the policing of Black bodies and their natural hair, which affects their opportunities for mobility and advancement in corporate spaces. This policing constitutes a form of structural oppression. Hair significantly influences Black women's identity, which in turn negatively affects their chances to advance in corporate environments. My paper examines how this situation influences Black women's leadership in these spaces.

Biography:

Dr. Kim Borden Penney, Ph.D., is a descendant of Black Canadians and Indigenous (Mi'kmaq) people in Nova Scotia whose roots trace back to the late 1600s. She earned her doctorate from the University of Toronto. Her study titled *Banking on Equity: Bay Street and Black Women's Leadership in Banks* examined the leadership experiences of Black women in the Toronto banking sector and their perceptions of opportunities for mobility and advancement to executive management positions. The research explored the factors and conditions that make Black women's executive leadership in corporate Canada exceedingly rare.

The genesis of the fourth-generation multi-theory model (MTM) of health behavior change in health promotion research

Manoj Sharma

University of Nevada, United States

Abstract:

The field of health promotion research began in the 1960s with knowledge-based interventions that were based on knowledge attitude practices (KAP) surveys. These were the first-generation interventions. In the 1970s and 1980s, second-generation interventions that emphasized the development of skills such as cardio-pulmonary resuscitation, first-aid, etc. became popular. These were followed by third-generation evidence-based interventions in the 1990s and 2000s that utilized behavioral theories and focused on acquiring healthy behaviors such as those based on social cognitive theory, theory of reasoned action, theory of planned behavior, etc. In recent years, fourth-generation multi-theory interventions that are brief and precise have gained popularity in the field of health promotion research. One such framework developed in 2015 is the multi-theory model (MTM) of health behavior change. This model is about behavior change as opposed to mere behavior acquisition, is exclusively developed for the field of health promotion, imbibes modifiable and empirically tested constructs from previous theories, is parsimonious, caters to both short-term and long-term behavior change, and is applicable across cultures. The presentation shares this model and its applications using qualitative, cross-sectional, and experimental designs from around the world, and its future directions in health promotion research.

This paper adopts the Hegemonic Masculinity Theory to challenge and confront difficulties created by masculinity stereotypes. In addition, this conceptual paper used an integrative review approach to construct a new perspective regarding gender stereotypes through synthesising knowledge in extant literature. It, therefore, utilised secondary data available in the public domain to find patterns, identify knowledge gaps and generate new perspectives.

Conclusion: We argue that men carry a lot of pain, anger, and bitterness due to suppressing their emotions to conform to cultural norms. Therefore, the notion of "men don't cry" is connected to gender-based violence due to its support of the stoic facade.

Keywords: *Gender-based violence, Masculinity, Paradoxes, Stereotype, Stoic Facade*

Biography:

Dr. Manoj Sharma is a public health physician and educator with a medical degree from the University of Delhi and a doctorate in Preventive Medicine from The Ohio State University who is currently a Professor and Chair of the Social & Behavioral Health Department and an Adjunct Professor of Internal Medicine at the University of Nevada, Las Vegas (UNLV). He is ranked in the top one percentile of global scientists from 176 subfields by Elsevier and 0.5% of global scientists by ScholarGPS.

Accepted Abstracts



From Individuals to Families: Building capabilities for family work with families where a parent experiences mental illness in adult mental health services in Victoria Australia

Mohajer Hameed

La Trobe University, Australia

Abstract:

Families where a parent has a mental illness (FaPMI) is a Victorian state-wide initiative implemented in 22 adult area mental health services and coordinated through the Bouverie Centre of La Trobe University, Melbourne, Australia. There has been a large focus to date in policy, research and practice in engaging families and children of consumers who are parents in adult public mental health services. However, existing public mental health services are not tailored specifically to the needs of consumers who are parents. To address this priority, there is a need to strengthen workforce readiness to respond to the unique context of parent consumers by engaging meaningfully with their families throughout the individual treatment process. This presentation reports findings from a training trial aimed to test the implementation of an adapted version of Single Session Family Consultation (SSFC), with a FaPMI lens, namely SSFC FaPMI. This training trial was conducted in one rural and one metropolitan Victorian based Adult Mental Health and Wellbeing Services – with the aim to (a) describe training participants' learning experiences and perspectives on practice and implementation, (b) explore the impact of training, and (d) reasons for non-completion of training. Thirty-two practitioners participated in this training, with pre and post training quantitative data collection, following with a focus group qualitative interview with a sub-sample of participants. Their average age was 40 years (SD = 9.31). Overall, the findings revealed a consistent pattern of growth in training participants' self-reported knowledge and skills, confidence and capacity to implement and apply family sensitive approaches. This trial also described some of the reasons for non-completion of the training. Focus group interviews provided insight into participants' learning experiences and highlighted implementation challenges leading to recommendations for future training and organisational support.

Biography:

Mohajer holds a PhD in child and adolescent health from Deakin University (Melbourne-Australia) in collaboration with Bristol University (United Kingdom – Britain). Mohajer is a senior researcher and lecturer with an outstanding national and international track record of evidence that aims to change policy and practice to benefit people, families, and communities. Mohajer has strong commitment to cross-faculty, cross-disciplinary collaboration, and has a track record of leading meaningful research engagement across both health and tertiary sectors. Mohajer is highly committed to ongoing reflective practice and infinite self-development, through identifying strengths and challenging blind spots and biases. He aspires to motivate the self and others with respect, understanding and empathy.

Beyond Health and Wealth: Measuring What Truly Matters in Philanthropy

Ben Stewart

Happier Lives Institute, United Kingdom

Biography:

Ben is a Research Analyst at the Happier Lives Institute, where he works on identifying the most cost-effective ways to improve global happiness. He recently co-authored a chapter of the World Happiness Report, using wellbeing data to conduct the first global comparison of charities' impact.

He holds a Master's in Behavioural Science from the London School of Economics, where he focused on the scientific measurement of subjective wellbeing. Ben is passionate about bringing philosophy back down to earth by blending it with cutting-edge developments in behavioural science to tackle some of the toughest ethical challenges of modern life.

He is also not fond of writing about himself in the third person

Behavioral Science insights on motivation, compliance, collaboration and strategic leadership for effective complex executive decision-making

Pearl Gross

Bescy, United States

Abstract:

Behavioral Science offers a rich understanding of human behavior revealing the psychological drivers that influence people's decision-making. This discussion aims to specifically highlight the many ways Behavioral Science insights can enhance complex executive decision-making in the workplace. Leadership strategies informed by behavioral insights emphasize the importance of emotional intelligence and trust building in guiding teams through complexity. Complex decision-making processes often rely on decision models or frameworks designed to help individuals and organizations navigate environments characterized by interdependencies, uncertainty, and dynamic interactions. They require adaptive thinking, and often rely on motivation, compliance, collaboration and stakeholder input. We will examine how principles such as autonomy, relatedness, collaborative environments, and providing clarity and simplicity can be leveraged to motivate employees and foster a culture of compliance. Additionally, the impact of collaboration will be addressed, highlighting how effective communication and group dynamics can lead to more informed and collective decision-making. Ultimately, this discussion aims to provide executives with actionable strategies that harness behavioral science to improve decision-making outcomes, drive engagement, and cultivate a more adaptive organizational culture.

Biography:

Pearl Gross is a management consultant and executive coach specializing in Applied Behavioral Science where she leverages behavioral insights to enhance professional development, drive effective change management and improve employee relations. By understanding the psychological factors that influence workplace behavior, she helps organizations foster a culture of engagement and resilience, equipping leaders and teams with the tools to navigate challenges and achieve sustainable growth. Her approach blends research-based strategies with practical applications ensuring measurable impact and lasting transformation. She holds an undergraduate degree in Psychology from Brooklyn College, CUNY, and a Master in Behavioral and Decision Science from the University of Pennsylvania.

Leveraging Intersectionality to Address Inequities in Pharmacotherapy: Rethinking Research, Education, and Practice

Altea Kthupi

University of Toronto, Canada

Abstract:

Intersectionality provides an equity-informed theoretical framework for understanding how the production, dissemination, and application of pharmacotherapy knowledge is influenced by systems of privilege and oppression. In this paper, I leverage intersectionality theory, specifically Patricia Hill Collins' Matrix of Domination, to understand the ways in which historical patterns of inclusion and exclusion in medical research privilege certain epistemic perspectives while neglecting others. These patterns reflect broader social, economic, and political forces that undergird scientific inquiry and healthcare delivery, and they become further entrenched when selectively generated knowledge enters educational settings. Narrowly defined approaches to prescribing thus become normalized in clinical training, contributing to explicit and implicit forms of discrimination that disproportionately burden individuals situated at the intersections of multiple marginalized identities.

Prescribing is far from neutral or purely evidence-based. Rather, it is driven by institutional protocols, commercial imperatives, and the assumptions underlying standardized clinical guidelines. These structural factors play a critical role in determining who benefits from or is harmed by pharmacotherapy, with populations defined by race, gender, class, age, and other intersecting identities facing compounded risks. By centering the experiences of those who have been overlooked in research and practice, this paper argues that intersectionality functions as a diagnostic tool to uncover systemic biases and as a transformative framework for envisioning more equitable prescribing practices. In doing so, it offers a practical roadmap for clinicians, educators, and policymakers who seek to address health inequities at both the structural, disciplinary and individual levels.

Biography:

Altea Kthupi is a PhD student at the Dalla Lana School of Public Health, University of Toronto. Currently a trainee at the Women's Age Lab within the Women's College Hospital and a clinical research coordinator in oncology at the University Health Network, her research focuses on exploring pharmacotherapy equity for older women. By applying intersectionality and biomedicalization theory to geriatric medicine, Altea seeks to understand the complex layers of intersecting inequities in pharmacotherapy. This endeavor builds upon her previous work as a Research Coordinator at the Women's Age Lab, where she laid a strong foundation for her current academic and research trajectory.

Anthropogenic Global Warming, Natural Resources, and Conflict: Cascading Challenges to Governance

Kanellakou Leda

University of Wisconsin, United States

Abstract:

Global warming raises the question as to whether it is a new source of political instability and conflict. Food insecurity, geopolitical competition, weaponization of natural resources are but few problems linked to a changing climate. In fact, climate change has been described by the United States' Pentagon as a "threat multiplier." To add insult to injury, climate change is warming weather systems faster in countries with the lowest GDP, with the exception of Australia. These are also the countries with weakest democratic institutions and governance capacity. In short, we are talking about a cascade of effects linked to climate change: a series of disasters that overlap, combine forces, and amplify. Think of the years of drought in Australia ending in 2019, followed by 2020 fires, followed by the 2021 floods and the massive destruction of habitats and biodiversity; or think of California where 5 of 6 biggest wildfires in its history occurred in 2020. Using panel longitudinal data from 1991 to 2020 we analyze whether climate amplifies the effects of natural resources on internal conflict, dependent also on the governance capacity of nation states.

Biography:

Leda Kanellakou completed her Ph.D. in Sociology at the University of Iowa in 2002. She has served as the President of the Wisconsin Sociological Association, Chair of the Sociology, Criminology & Anthropology Department at the University of Wisconsin at Whitewater (UWW), Director of Strategic Planning for the College of Letters & Sciences—UWW, and completed a visiting scholar year at the University of Huddersfield in the United Kingdom from 2018 to 2019. She has published 24 articles, some of which have been cited over 800 times, and has received multiple grants and awards for her research as well as for her teaching and service.

Rethinking the Indo-Pacific: Taiwan, Somaliland, and the Role of Indigenous Imaginations in Geopolitical Constructs

Richard Atimniraye Nyelade

University of Ottawa, Canada

Abstract:

The emerging construct of the Indo-Pacific, unveiled by former Japanese Prime Minister Shinzo Abe during TICAD VI in Kenya in 2016, has gained prominence in Japanese and American strategic discourses. This concept, which spans from the Horn of Africa to the Pacific Ocean, remains predominantly state-centric, with a focus on US-China competition. This paper critically examines the Indo-Pacific framework through the lens of Taiwan and Somaliland—two entities with contested sovereignty—highlighting their engagement with the Indo-Pacific narrative and their strategies for international recognition.

The study employs an anthropological approach, integrating Indigenous perspectives that offer alternative imaginaries challenging the prevailing state-centric and militarized interpretations of the Indo-Pacific. These Indigenous contributions present a more inclusive, human-centered approach to regional cooperation and conflict resolution. By analyzing the roles and representations of Taiwan and Somaliland, this research contributes to a broader understanding of the Indo-Pacific as a geopolitical space where Indigenous imaginations and non-state actors play pivotal roles in shaping its future.

Biography:

Richard Atimniraye Nyelade is a lecturer at the University of Ottawa, specializing in the study of sovereignty, geopolitical dynamics, and international relations. His research focuses on the diplomatic and sovereignty challenges faced by Taiwan and Somaliland. Richard has conducted extensive fieldwork in Taiwan, exploring the intricate narratives of sovereignty among its residents. He is currently working on a second doctoral thesis titled "Navigating Sovereignty in a Hostile World: Stratagems and Representations by Diplomats in Taiwan and Somaliland".

Emotions, the necessary addition to the Behavioral Scientist's toolkit

Zhecho Dobrev

Partner at Human2outcome, United Kingdom

Abstract:

Emotions are key drivers of human behavior, yet most organizations don't have a science-based strategy for how to evoke them and nudge customer behavior. I analyzed a database of 18,000+ customers from 24 large organizations (B2B and B2C) in 9 industry sectors. We compared emotional attachment aspects to the typical customer journey lifecycle touchpoints that most organizations use (product experience, brand and advertising, communications, digital self-service experience, etc.) and found that "Emotional attachment" is by far the biggest driver of business value. Yet, when you ask customers "What is most important for you when using X company's products/services" they will tell you that product-related aspects (price, quality, reliability) are most important and would hardly ever mention the emotional connection with the brand as being important to them. Prof. Michael Gazzaniga illustrates this with experiments and calls it "the interpreter's brain."

Behavioral Science can explain why emotions are so important. As prof. Daniel Kahneman says "People don't choose between experiences, they choose between the memories of their experiences." And memories are linked to emotions.

Here are some examples where emotions nudge customer / patient behavior:

- 80% of kids going through an MRI scan had to be sedated because they felt fear. Dough Dietz and the GE Healthcare team came up with the Adventure Series TM and the sedation rate came down to 0.005%.
- 70% of the largest UK insurer's customers were calling the contact center to ask where are their policy documents because agents were saying "you should get your documents withing 5 days". With an intervention we took that number down to 6%.
- The largest UK charge card provider, faced a challenge. They needed to raise the annual card membership fee and were afraid they would loose many customers. We did research and customers said that the most important thing for them was that the card is more widely accepted. But why have those people been their customers for 30+ years when the card has never been more accepted today than at any point in the past? We found that it's actually the feeling of prestige that is the main driver of their behavior. When they emphasized that they are increasing the annual fees "the bring back the prestige of the offering" they lost much less customers than anticipated.

Emotions relate to Behavioral Science Principles:

- the fear of loss (Loss Aversion)
- the feeling of being special (Exclusivity and Scarcity)
- the guilt if you don't repay what someone has done for you (Reciprocity)
- and the security that comes with doing what other people are doing (Social Proof).
- stories are an ideal vehicle to stimulate emotions (Storytelling).
- people like to feel autonomy (Autonomy Bias)
- people experience a certain comfort when they act consistently (Consistency Principle)
- when they feel the itch of curiosity, they usually scratch it (Information Gap Theory).
- humans feel a strong obligation to obey those who appear to be in charge (Authority Principle).
- when people feel uncertain they are less likely to buy (Uncertainty)

Biography:

Zhecho Dobrev is an internationally recognized expert in Customer Experience management and Behavioral Science with over 15 years of experience as a management consultant. He is the author of the newly published book „The Big Miss: How Organizations Overlook the Value of Emotions” (Business Expert Press, 2022)”. He has worked with many of the world's most prominent organizations helping them improve their customer experience, including American Express, FedEx, Caterpillar, Heineken, Pfizer and many others.

Currently, Zhecho is a partner in Human2outcome, who were just awarded the "Educational Services Company of the Year" award by Entrepreneur Middle East magazine.

A study on the impact of behavioral economics insights upon the decision making of consumers in digital market

Kajal

Punjabi University, Patiala, India

Abstract:

In the notion of traditional theory, an individual is considered as a rational being, who have perfect information with certain and anticipated preferences, and hence, he takes right decisions. But, in real scenario, his decision making is affected by his previous experiences, taste and preferences, habits, psychological and behavioral biases. While taking decisions people are mostly using heuristics (mental shortcuts) as they don't want to do complex mental calculations, rather they want to reach to a quick decision. For example, if we have to setup our new mobile device, we usually go for the default options. By taking decisions this way, we end up far away from making optimum decision making. In today's digital era, consumers who does online shopping are affected by a number of biases, as market strategists are using such behavioral biases in advertisements, coupons, offers, etc. to cater the behaviour of consumer towards their products. This research is solely targeting towards the study of these behavioral factors. The study will first identify such factors use by marketists and then document them. So, exploratory and descriptive research design will be supportive. The study will be based on primary data technique and suitable techniques will be employed for the analysis. The findings of this research will help in bringing awareness regarding these biases among the consumers. Also, it will further help the consumers towards right decision making after getting the understanding of behavioral biases.

Biography:

Myself Kajal and I am pursuing PhD from the department of Economics at Punjabi University, Patiala. I have completed M.Phil. from the same department in the year 2021. My three research papers have been published till date. Out of which, one has been published in the ARTHIKI Journal and other two has been published as chapters in the edited books (Exploring the Other Half; Indian education system: Issues and Challenges)

Do educators and employers see AI as an empowering skill for employability? Tick-Tock... Is it time to reconsider our strategies and engage innovatively?

Imane El Hakimi

Northumbria University, United Kingdom

Abstract:

AI is here to stay and the challenge we face as researchers and professionals is how to improve students learning and improve their employability, so they are ready to compete against AI tools, tools that are advancing rapidly. AI now is applied in many fields i.e. business (recruitment, marketing, distribution, etc.), law and medicine. The impact of such technological advancement on students in higher education, graduates looking for job opportunities, professionals advancing in their career and organisations' performance, productivity and competitiveness in the market. Research shows that AI, among other technological developments, led a change in jobs (human vs machines). Policy makers and decision makers, educators and employers are to evaluate the situation and upgrade skills and mindsets to adapt with such technological advancements. Do we become AI-led or AI-challenged? AI is now moving to making decisions for humans. This is a call for universities and organisations to reinterpret employability in the era of AI. Reshaping higher education by embracing AI as a critical skill to students, graduates and employees will then adopt a human-led transformation using AI as key driver for any business success. Engaging with AI is in itself an intelligent intervention to improve effectiveness and efficiency.

Biography:

Dr Imane El Hakimi is an Assistant Professor in the Department of Leadership and Human Resource Management (LHRM) in the Faculty of Business and Law, at Newcastle Business School, Northumbria University, UK. Imane's research interests broadly include trust building in systems and institutions in international contexts and a recent interest including the impact of lived experiences in personal and professional contexts on motivation and performance. Current research projects focus and contribute to understanding innovative approaches and practices to make impactful decisions to organisations and institutions through exploring lived experiences.

Media Representation of Violence and Its Impact on Young people

Milena Jovanovic

Serbia

Abstract:

Although young people have long ceased to actively watch television and other "traditional" media, the way violence is reported by the media has transferred to social networks, which in turn have a significant influence on youth. As a particularly sensitive group, young people, who are still developing and seeking acceptance from their peers, are especially vulnerable to environmental influences. Therefore, it is crucial to consider how violence is reported in the media.

As mentioned, even though traditional media (print, radio, television) no longer significantly impact young people, the narratives created by these media are transferred to the internet, particularly on portals and social networks, where they can more easily reach youth and influence their reception. Excessive exposure to violent content can lead to desensitization among young people, resulting in reduced sensitivity to violence and insufficient development of empathy and moral patterns. Although generations born and raised in the information society, in the era of the internet and social media, are emerging, it is not entirely certain that young people are adequately educated and informed about the detrimental effects that violent content can have on their personalities. Therefore, the media narrative and the nature of reporting on violent content must change. The anthropological perspective on violence provides insight into the history and roots of violence, from primitive civilizations and societies to modern society, as well as the human need to "socialize" violence.

Keywords: young people, media, media reporting, violence.

Gender-Based Violence in South Africa: Reparation, Rehabilitation and Amnesty

Claudia Zucca

University of Cagliari, Italy

Abstract:

This presentation explores gender-based violence in South Africa during Apartheid and it also focuses on the repercussions of violence in post-Apartheid. Gender-based violence is often an under-reported, and often neglected area of study in war crimes, as a political crime and in the fields of domestic abuse. By bringing forward a discussion on gender-based violence in South Africa, this article aims to acknowledge women's voices and their bodies and contribute to a wider understanding of gender-based violence. In this regard, this presentation aims to explore women's testimonials, stories and accounts of crimes and violations committed against their bodies in internal war zones, under the Apartheid regime. I examine the Truth and Reconciliation Commission (TRC), whose role was instrumental in conducting investigations into human rights violations. The TRC was set up on the basis that there was a need for reparation and rehabilitation, instead of retaliation and victimization. In this regard, the TRC intended to follow the African philosophy of ubuntu and, thus grant amnesty. I aim to understand how effective the TRC's work was in dealing with gender-based violence and abuse. I avail of an analytical approach to cross-examine texts, data and information, to enable a critical evaluation of gender-based violence in South Africa. This presentation views gender-based violence through a political, social and historical analysis of both primary and secondary sources. When discussing gender-based violence we are acknowledging women's voices and bodies, and we are acknowledging a neglected part of history. We are bringing the discussion of gender violence to the fore and helping women fight the stigma of silence and Apartheid.

Biography:

Claudia Zucca holds a Ph.D. from Trinity College Dublin. She is an English professor in primary education at the Faculty of Humanities and a Professor of English in international relations at the Faculty of Political Science. Her research is interdisciplinary, combining studies in the fields of literary theory and criticism, literary translingualism, linguistics and contact linguistics. She has participated in numerous international conferences and workshops and has published articles on the origins of literary translingualism, feminist representations, and the unlawful imprisonment of activists during Apartheid. She is an advocate for gender rights.

Young British Muslim women's inclusion in youth work

Charlie Porter-Baker

Nottingham Trent University, United Kingdom

Abstract:

A fundamental element of youth work is open access, where all young people if they so choose can attend a youth work session and be involved (IDYW, 2009). This study aims to challenge this concept in relation to young British Muslim women and their inclusion. Whereby, young British Muslim women's intersectional identities are not fully considered within youth work and ultimately creates barriers to access. The intersectional identities that are considered are gender, age and religion, with social and spiritual capital being explored in relation to the intersectional identities. The aim of the study is to highlight the experiences young British Muslim women's inclusion within youth work, considering their intersectional identities and the implications on inclusive practice. This paper showcases some of the experiences of Muslim women and the challenges being a young person, within work and within higher education. Showing that being the 'other' is a prominent feeling and experience in all of these settings giving little to no sense of belonging. It argues that these experiences of young British Muslim women need to be considered and in turn cause social change from a grass roots level in further participation and inclusion of Muslim women in youth work.

Biography:

Charlie is a senior lecturer in youth and community work at Nottingham Trent University, UK. She is currently in the final stages of her PhD focusing on inclusion of Muslim women in youth work. Her research interests span across identity, gender, child sexual exploitation and inclusion. She has spent many years in practice working with a range of children and young people predominantly in youth work and the social services setting and has also worked on a range of European projects, most recently the Protect Project.

A Spectrum-Based Framework for Understanding Spend Personality Profiles through Behavioral Insights

Jay van Zyl

ecosystem.Ai, United States

Abstract:

In the modern world, spending behaviors are shaped by a mix of individual preferences, psychological factors, and external influences. Understanding these behaviors is essential for developing actionable insights and guiding real-time interventions. This paper introduces a spectrum-based framework for profiling Spend Personalities, integrating principles of behavioral science, financial psychology, and choice architecture, with a foundation in interaction science to enable real-time actions.

The framework identifies six archetypes—Intentional, Industrious, Experiential, Enthusiastic, Introvert, and Extrovert—representing distinct financial decision-making tendencies. By capturing partial alignments across multiple archetypes, this approach provides nuanced insights into consumer behavior. The primary purpose of this framework is to generate actionable understanding, empowering real-time interventions that enhance personalization and decision-making in personal finance, marketing, and policy development. Future advancements will refine its application in dynamic environments to expand its impact.

The use of interaction science ensures that real-time interventions are not only responsive but also contextually tailored to individual behaviors and motivations. By leveraging real-time data processing and predictive modeling, the framework bridges the gap between static personality profiling and actionable decision-making. These capabilities enable businesses and researchers to proactively engage with users, optimize outcomes, and drive continuous improvement in user experiences across various domains, including financial management, customer engagement, and behavioral research.

Biography:

Jay completed his PhD in 2000 focusing on multidisciplinary studies between computer science and human learning. He continued his research, and in 2011 published, *Built to Thrive: Using Innovation to Make Your Mark in a Connected World*, focusing on finding change drivers as the social human pursues and implement new ideas. His latest startup, ecosystem.Ai, is focused on real-time prediction using behavioral models with a no-code platform that guides model serving and real-time interventions to liberate the data scientist.

Indigenous social infrastructures and affective experiences of resettlement in Hasankeyf town after the Ilisu Dam

Cansu Sönmez

University of Foggia Department of Economy, Italy

Abstract:

This study draws attention to the role of urban redevelopment practices in shaping indigenous social infrastructures and community life in the post-displacement and resettlement period. From decolonial and relational perspectives, I explore how relations with social infrastructures change because of urban redevelopment practices following displacement and resettlement in Hasankeyf caused by the Ilisu Dam. To understand the relations between Indigenous resettlers and social infrastructures, I focus on residents' lived experiences, practices and sense of belonging by examining the affective implications of the changes in the social infrastructures and affordances resulting from urban redevelopment practices (before and after the flooding of Hasankeyf in 2020 and resettlement in 2021). A mix of qualitative methods was used by combining a decolonial method of *cuerpo-territorio*, interviews and observations. The intertwining of the colonial framework with the practices of urban redevelopment in Turkey is evident in the process of the resettlement of Hasankeyf. The downplay of the reconstruction and protection of indigenous social infrastructures during urban redevelopment after the Ilisu Dam has damaged the sense of belonging, community relations, affective experiences, indigenous cultural practices and social development of the resettlers. I extend the understanding of indigenous social infrastructures in the social infrastructure literature introduced by Klinenberg and by Latham and Layton. I outline five key aspects that highlight the need for and importance of indigenous social infrastructures in the context of urban redevelopment through resettlement.

Biography:

Dr. Cansu Sönmez earned her PhD in Urban Studies and Regional Science from the Gran Sasso Science Institute, L'Aquila, Italy, in 2024. She is currently pursuing postdoctoral research at the University of Foggia, where her work centers on socio-ecological infrastructures, habitability, and social reproduction in southern Italy.

Accountability as a bridge between social work and social policy

Vaike Raudava

The University of Tartu, Estonia

Abstract:

Accountability in the context of administrative social welfare means that social work must be conducted with professional legitimacy and adherence to public organizational practices. Public responsibility ensures that citizens have access to social services. In Estonia, the progress of social welfare is part of the Europeanisation process and the development of public administration.

The aim of this research is to shed light on accountability in administrative social work. Specifically, this paper investigates whether public welfare organizations are accountable. The research strategy utilizes a case study approach, following Stake's editorial analysis style. This method addresses recent events and issues, formulating viewpoints based on objective analysis of occurrences and conflicting opinions.

According to Joshi (2013), the four elements of accountability are: setting standards, obtaining information about actions, making judgments about appropriateness, and sanctioning unsatisfactory performance. I argue that, in addition to professional legitimacy, the client system as public order should be included in the accountability framework for administrative social work in European society.

In the Estonian welfare model, predicting the provision of social services to clients is challenging. Customer groups are divided between the Estonian Unemployment Insurance Fund and the Social Insurance Board based on age and the individual's ability to work. The organization of work varies between these institutions: while the Estonian Unemployment Insurance Fund regularly handles its clientele, the target group of Social Insurance Board must have the knowledge and skills to access the service independently.

The social work practices of local governments are politically influenced. Current legislation does not specify the requirements for the job title of a social worker, leading to varied job titles and educational backgrounds among local authorities. Direct client work is performed by case managers at the Estonian Unemployment Insurance Fund and the Social Insurance Board, who are not required to have professional education.

From an accountability perspective, the term "social assistance" needs clear definition.

Keywords: Estonia, accountability, profession, social welfare practice

Acts of Resistance, Adherence, and Subjugation to Intensive Mothering Discourse through Experiences of Perinatal Mental Distress

Megan McKenzie

University of Toronto, Canada

Abstract:

Intensive mothering is a cultural paradigm defining a Western-centric parenting ideology, which supports self-sacrificial investments of money, time, and energy in a child. Power/knowledge mechanisms that shape and sustain these dominant ideals are imposed on the self in subtle ways, regardless of one accepting, negotiating, or actively resisting intensive mothering ideals. Drawing on biopolitics as a critical social theory, this paper explores the tension between societal pressures to internalize intensive mothering discourses and the subjective realities of perinatal distress, which are shaped and governed by broader social, cultural, and structural forces.

Perinatal mental health conditions are considered the most common complication of childbearing, as well as the most common morbidities of pregnancy and maternal mortality. The perinatal period is theorized to be more intensely governed by intensive mothering discourses, with psychological impacts that warrant further inquiry. Yet, the invisible cognitive-emotional labour and psychological distress that follow exposure to dominant intensive mothering narratives on perinatal individuals have not been recognized.

To date, feminist scholarship has made significant contributions in critiquing and contesting the rigid, gender-imposed expectations of intensive mothering. Whether reflexive practices of ethical self-understanding lead to the resistance or acceptance of these norms, further analysis from a critical social lens acknowledges the inevitable engagement with some form of domination (i.e. social norms) in pursuit of understanding truth as it relates to their subjective experiences. This paper examines how power dynamics manifest socio-politically, alongside the broader social structures and governance techniques of intensive mothering that influence the manifestation and sustenance of perinatal distress.

Biography:

Megan McKenzie is a second-year doctoral student in the Social and Behavioural Health Sciences Division at the Dalla Lana School of Public Health in Toronto. Their research is focused on the psychological well-being of perinatal individuals by examining the ways in which cultural norms and societal barriers impact health and support-seeking outcomes disparately. Ultimately, the research advocates for systemic change in the way we approach perinatal mental health. Preventative approaches, social theory, and knowledge translation guide her research. Outside of her academic and work commitments, she values building meaningful personal connections and actively participates in fitness activities.

Behavioral Tools at the Local Scale: An Assessment of Design, Effectiveness, and Impact for Improvement in Municipal Public Policies

Juana de las Mercedes de Haro Moreno

University of Alcalá, Spain

Abstract:

One of the main tasks of governments is to respond to problems and/or needs through public policies, which is why they must work to influence the individual behaviours of citizens in order to achieve social improvement or the objective of public policy.

To modify these behaviours, the authorities usually use the following instruments: information and awareness, economic incentive, legislation (prohibition or obligation) and exemplarity. Despite their number and implementation, on many occasions, they do not achieve the desired behavior, either due to design errors or due to restrictions (information or budgetary)

Developing new methodologies that include more innovative instruments with reference to behavior will help to investigate how citizens, policymakers and public employees make decisions.

Numerous international institutions and organizations are promoting working groups and departments focused on the application of EBP and Behavioral Sciences, understood as that theoretical-practical scientific methodology in which psychology, economics and sociology converge, starting from the study of people's decisions we determine that we are not always rational, politicians, citizens decide in a totally irrational way.

The success of its local implementation will be based on a systematic review in order to question whether behavioral units should proliferate in the institutions closest to citizens, to verify if there is a legal environment that protects the use of these tools in them and, finally, to experiment and determine if these tools are cost-efficient for municipalities.

Biography:

Degree in Labour Sciences and Business Administration and Management. Master's Degree in Management of Contracts and Public Sector Programmes. Board of Directors of the Spanish Society for the Evaluation of Public Policies and the Observatory of Behavioral Economics of the College of Economists.

Combining the public sector with her profile as an associate professor, she focuses her research on Evidence-Based Policies and the inclusion of Behavioral Sciences for the improvement of public policies.

Creator of numerous materials on this subject, with a perspective of dissemination understanding that these sciences must be known by all citizens.

The Joy of Unlearning Failure to Promote Resilience

Ilham Sebah

Middlesex University Dubai, United Arab Emirates

Abstract:

The journey through university is a transformative period characterised by intellectual growth, personal development, and the acquisition of new skills. Amidst the challenges and pressures of academia, perhaps especially postpandemic, resilience emerges as a crucial trait that enables students to adapt, thrive, and flourish. Resilience is defined as the capacity to bounce back from adversity where adversity is also a necessary ingredient to developing resilience. However, developing resilience in the face of navigating the pressure to excel and the reality of failure is both complex and essential. A key approach to developing resilience is unlearning outdated or harmful beliefs and practices. The researcher explores the profound relationship between centring the joy of unlearning a fear of failure and disrupting the shame of failure to foster resilience among university students.

Biography:

Dr Ilham Sebah holds a PhD in Psychology from Greenwich University and a MSc in Clinical Neuroscience from King's College London. She is a Senior Lecturer in Psychology specialising in the field of resilience and wellbeing. Her PhD research involved the development of a resilience intervention for students in Higher Education (The Resilience Enhancement Programme ©) and her postdoctoral fellowship extended this research into the medical field, working alongside junior doctors, consultants and GPs. Her breadth of experience and expertise in resilience has led to contributions in both the public and private sectors, including publications, science communication and consultancy.

Education, Development, and Social Behavior: A Sociological Analysis

Bahaj Mohammed

Morocco

Abstract:

Education plays a critical role in the development of individuals and societies, acting as a key tool for social mobility, cultural transmission, and economic progress. From a sociological perspective, the relationship between education and development is deeply influenced by social structures, class disparities, gender dynamics, and institutional practices. This paper explores how education systems either perpetuate or challenge societal inequalities, focusing on the ways in which education contributes to both personal growth and societal development. By examining theoretical frameworks from prominent sociologists, including functionalism, conflict theory, and symbolic interactionism, the study investigates the role of education in shaping social norms, economic opportunities, and cultural capital. Furthermore, the research highlights global educational disparities, considering how education systems in different regions contribute to or hinder development. The findings emphasize the need for an inclusive educational model that addresses social inequalities while fostering sustainable development in diverse societal contexts.

Fragile State: The Collapse of the Bashar al-Assad Regime

Salar Kasraie

Institute for Humanities and Cultural Studies, Iran

Abstract:

The term fragile states have become one of the most frequently used concepts in political sociology, political science, international relations, and international political economy in recent decades. Based on the Fragile States Index prepared by the Fund for Peace, four basic indicators of the degree of fragility/stability of states have been developed, which are: the degree of solidarity, the economic situation, the political situation, and the social situation. Syria is ranked fifth in the world ranking of 2024 with high fragility after Somalia, Yemen, South Sudan, and Congo. Our main issue in this article is to examine the state of state fragility in Syria before the collapse. According to the studies conducted, the Syrian state suffered from a severe elite fragmentation in terms of the solidarity index and the state was run by a small Alawite minority with the help of foreign governments, and therefore the majority of the country's population was dissatisfied with the current situation. In terms of economy, Syria also suffered a severe decline and economic collapse, and for this reason many of its agricultural elites were forced to emigrate from Syria. More than six million people were displaced by the civil war. In terms of political indicators, the Bashar al-Assad regime lost its legitimacy after suppressing the 2011 uprisings and was unable to restore its legitimacy. In terms of social indicators, Syria had suffered a social split due to foreign interventions (Russia-Iran). Therefore, the fall of Bashar al-Assad was not an accidental event and the country had the necessary conditions for its fall, which was overthrown by the lightning attack of the opposition (sufficient condition). Keywords: Fragile state, political instability, collapse, elite division, economic collapse, delegitimization, lack of social solidarity

Emotional Intelligence, and Mental Resilience Through Applied Behavioral Science

Abdibasid Ali Mohamed

Nuance Intel, Norway

Abstract:

In high-stakes professions ranging from law enforcement and security to corporate leadership and HR decision-making is often influenced not only by data but by behavioral cues, credibility assessments, and emotional dynamics. This paper presents a multidisciplinary approach to behavioral and credibility analysis, emotional intelligence development, and mental health resilience as critical tools for professional performance and ethical leadership in pressure-intense environments.

Drawing on insights from applied behavioral science and real-world training frameworks, this contribution explores how nonverbal communication, microexpressions, and deception detection techniques can be integrated into leadership, hiring, investigative processes, and workplace culture. Furthermore, it highlights how emotional intelligence training significantly improves interpersonal effectiveness and resilience particularly in sectors where psychological endurance is as crucial as technical skill.

The methodology is based on practical application, combining elements of behavioral analysis, psychophysiological insight, and structured observational frameworks. Special focus is given to the human factor how subtle behavioral patterns can be accurately interpreted to improve trust calibration, reduce risk, and support ment

Biography:

Abdibasid Ali Mohamed is an experienced psychotherapist and the founder of Nuance Intel, a consultancy specializing in behavioral analysis, credibility assessment, and emotional intelligence training for high-stakes environments. He holds an MSc in Human Behaviors and Credibility Analysis, and is a certified SCAnS® – High Stakes Behavior Analysis trainer. Abdibasid is a member of both the American Psychological Association and the Association for Child & Adolescent Mental Health. He is an international speaker and consultant, recognized for his expertise in applied behavioral sci

The Role of Restorative Justice in Conflict and Violence

Vibha Hetu

Northumbria University, United Kingdom

Abstract:

Victims and offenders both have a story to share, yet opportunities for meaningful dialogue remain limited; issues of confidentiality and personalism often persist. The transformative nature of restorative justice offers a structured platform where both protagonists can engage in dialogue, express their feelings, seek or offer apologies, and gain a deeper understanding of the crime's impact, thereby, fostering open discussions about harm, accountability, and healing. Guided by a trained facilitator, restorative justice provides a space for forgiveness and reconciliation, depending upon the objectives set by the interlocutors. The restorative process is designed to promote greater victim participation, offender accountability, and larger degree of victim protection. The conclusion is that the restorative process coupled with the attainment of restorative outcomes is said to provide victims with 'healing' and 'closure' and therefore enable them to put the offence behind them.

Keywords: Justice, restorative process, outcomes, victims, offenders, healing, closure

Biography:

Dr. Vibha Hetu have been associated with criminology and victimology for the past sixteen years. She is currently serving as a lecturer at Northumbria University, UK. Her international research profile is reflected in her excellent publishing record to date. Her first book "Victims of Rape: Rights, Expectations and Restoration" is published by Thomson Reuters in 2018, sold over 300 copies. She has recently completed a book "Rape and Restorative Justice in India: Rehabilitation and Recourse" and is sent for a review to different publication houses. Dr. Hetu has been serving as an editorial board member of repute.

The Science of Deception Across Cultures: Do We All Lie the Same Way?

Okofu Emmanuella

Altsi State University, Russia,

Abstract:

Deception is a universal human behavior, yet cultural differences influence both how individuals lie and how they detect deception. While research on deception has primarily focused on Western populations, little is known about how non-Western cultures exhibit and interpret deceptive behavior. This study explores cross-cultural variations in deception cues and truth-detection accuracy, seeking to answer whether people from different cultures lie differently and if certain cultures are naturally better at detecting lies.

Using a mixed-methods approach, the research combines surveys and an experimental design where participants assess deceptive statements from individuals of diverse cultural backgrounds. The study examines variations in microexpressions, verbal inconsistencies, and nonverbal cues, analyzing whether cultural norms shape deception strategies and detection abilities.

Preliminary findings suggest that deception is not a one-size-fits-all phenomenon; rather, cultural norms and social conditioning influence both deceptive behaviors and the ability to discern truth from lies. Understanding these differences has significant implications for cross-cultural communication, law enforcement interrogations, intelligence analysis, and psychological profiling. This research aims to contribute to the growing field of behavioral analysis by offering new insights into how deception manifests across cultures.

Keywords: deception, microexpressions, cultural psychology, lie detection, behavioral analysis.

Biography:

Okofu Emmauella is a second-year undergraduate student pursuing a degree in International Relations, with a keen interest in psychology, criminology and behavioural analysis. Passionate about understanding human behaviour.

Currently, Okofu Emmanuella is conducting a research on The Science of Deception Across Cultures, investigating how different cultural background influence deceptive behaviours and truth detection. This interdisciplinary approach combines elements of psychology, criminology and international relations studies to contribute to a deeper understanding of human behaviour in global contexts.

Beyond academics, She is dedicated to intellectual exploration, having organised model UN events and engaged in various research projects. Her long term goal is to pursue a master's and PhD, with aspirations to work in intelligence, behavioural analysis, or forensic psychology. Passionate about bridging the gap between theory and real-world application, she envisions a career that allows her to conduct groundbreaking research while also applying her expertise in practical settings.

The impact of Artificial technology (AI) on consumer satisfaction and loyalty in online shopping

Jitender

Singhania University, India

Abstract:

Purpose: The purpose of this article to investigate the impact of artificial intelligence on consumer satisfaction and loyalty in online shopping. In this article we identify which factors satisfying by artificial intelligence on consumer satisfaction and consumer loyalty. **Design/methodology/approach:** The methodology used in this study is this study is systematic literature review (SLR) using PRISMA approach. In this SLR we include 30 articles. The data used in this study are manually collected from google scholar. **Findings:** The study is carried out, and the findings indicate that the factor affecting by artificial intelligence on consumer satisfaction and consumer loyalty **Future recommendation:** The research is helpful to understand the satisfaction and loyalty level of consumer influenced by artificial intelligence. This research is also helpful to customers for buying decisions and marketers to formed marketing strategies. **Keywords:** Artificial Intelligence, Consumer loyalty, Consumer Satisfaction, SLR, PRISMA

From Adversity to Empowerment: Digital Learning and Intimate Partner Violence Resilience Strategies

Ehsan Khorasani

University of Padova, Italy

Abstract:

Early childhood experiences and learned attitudes significantly influence our future interpersonal relationships and behavioural patterns. Extensive literature demonstrates that childhood adversity increases vulnerability to intimate partner violence, particularly in low and middle-income countries where financial constraints and limited governmental support compound victims' challenges. So, I am interested in how childhood adversity based on latent class analysis (high adversity group, household dysfunction, and low degree adversity groups)(based on my recent publication, khorasani & Spencer, 2024) are associated with which types of intimate partner violence and resilience factors like (conflict resolution tactics, self-regulation) which factors are mediated by Self-Learning & Digital podcasts, YouTube learning, and self-help applications.

This study will be conducted in Iran in collaboration with the Torange Institute, a non-profit NGO supporting IPV survivors. The Institute will play a crucial role in the study by facilitating the distribution of an anonymous questionnaire through its special channel. This questionnaire, designed using Qualtrics, will be accessible to individuals who wish to participate. The data collected will then be analyzed using the Mplus application, allowing us to run a latent class analysis. The results of this study could motivate scholars and NGOs working in this domain to produce interventions or prevention strategies, particularly on social media. Stakeholders could also be inspired to invest in this, creating an excellent opportunity for NGOs working with low—and middle-income countries.

Keywords: Justice, restorative process, outcomes, victims, offenders, healing, closure

Biography:

Ehsan completed his master's degree at the age of 27 from the University of Padova, Italy. He worked as a research assistant in the International Emotion Regulation Laboratory in Italy.

As a European research assistant, he has been involved in multiple international projects across various European countries, including the Europadant Project, which supports informal caregivers in Belgium, France, and Greece. Mental Care Erasmus project: Addressing mental health disorder stigma in Finland, Spain, Croatia, and Greece. Trust Art Therapy projects: Providing support for survivors of the Ukrainian war in Luxembourg, Belgium, Greece, and Italy.

Addressing Social Determinants of Child Mental Health and Wellbeing; A Community-Based Intervention Strategy in Azerbaijan

Leyla Ismayilova

University of Chicago, United States

Abstract:

Mental health care in post-Soviet countries remains predominantly pathology-oriented, focusing on symptom relief while overlooking the broader social and environmental drivers of psychological distress. In Azerbaijan, many families are impacted by chronic poverty, social instability, displacement, and intergenerational trauma stemming from prolonged conflict and systemic adversity. This study addresses the urgent need for scalable, community-based solutions that target the social determinants of child mental health.

Funded by the National Institute of Mental Health (NIMH), the study evaluates a culturally adapted, multifaceted intervention package for 600 children aged 7–14 and their caregivers. The intervention includes: (a) a family strengthening program, (b) an economic intervention (Matched Child Savings Accounts), and (c) trauma-focused mental health care. Using the Multiphase Optimization Strategy (MOST), a fractional factorial design ($2^3 = 8$ conditions) is employed to assess the optimal combination of components for improving child outcomes, including depression, anxiety, attention, emotion recognition, and school functioning.

This presentation will highlight the intervention's development through local stakeholder collaboration, the adaptation of research tools to the Azerbaijani context, and early findings from the clinical trial. By examining mediators such as parenting practices and economic well-being, and moderators like age and gender, the study offers evidence on how to effectively reduce the burden of child mental health problems in resource-limited settings

Biography:

Leyla Ismayilova is an Associate Professor at the University of Chicago Crown Family School of Social Work, Policy, and Practice. Professor Ismayilova specializes in the development and adaptation of family-based interventions to improve child well-being in the international context and has been involved in international research projects in sub-Saharan Africa, Middle East, and the former Soviet Union. She has led multiple international studies on adapting psychosocial interventions and mental health services and has published extensively on community-based approaches to child mental health.

The Double-Edged Sword of AI Chatbots: The Behavioral and Psychosocial Impacts of Conversational AI

Line-Ariel Bretous

Northumbria University, United Kingdom

Abstract:

AI chatbots are rapidly transforming the way we seek information, emotional support, and even social connection. From bridging education gaps in universities to reducing exposure to intimate partner violence (IPV), chatbots offer unique opportunities to shape human behavior and provide deeper insights into user needs. However, their increasing presence in daily interactions raises critical questions: Can people distinguish AI from humans? How does reliance on AI affect loneliness, socialization, and emotional well-being?

This presentation examines emerging evidence around the paradox of AI-driven conversations—where chatbots are preferred for sensitive health disclosures yet fall short in fostering real human connection. We'll discuss the sycophantic risk of AI, where chatbots default to validation rather than critical engagement, posing dangers in high-stakes situations like mental health crises. Additionally, we'll examine how voice-based and text-based chatbots differently impact psychosocial outcomes and user dependency.

Attendees will gain insights into:

- The behavioral science behind chatbot adoption and trust
- How AI chatbots influence emotional support, education, and user well-being
- The risks of AI over-validation and its implications for public safety
- Ethical considerations in AI-human interaction design

As AI chatbots become increasingly integrated into personal and professional spaces—including LinkedIn, education, and emotional support—this session will explore the nuanced ways they shape human behavior. By examining both the benefits and unintended consequences, we will uncover what their growing presence means for human connection, trust, and well-being in the digital age.

Biography:

Bretous is an Ivy League scholar and behavioral scientist with over a decade of experience at Fortune 100 companies. In that time, she's been recognized as the top 3% of talent at American Express and awarded the prestigious President's Club award. Bretous has shared her insights at conferences, like the Women in Experimentation Summit, and has been featured as an expert in publications, like Mailchimp's Science of Loyalty Report. Now, as a founder of the consulting agency 1 LAB Consulting, she helps companies harness the power of research and behavioral design to create user-centric products and services.

Bridging Generations: The Role of Grandparents in Chinese American Family Dynamics and Child Development

Rayna Zhao

University of California, United States

Abstract:

This pilot study investigates the roles of grandparent involvement and coparenting dynamics in the socio-emotional development of children in Chinese American families. In multi-generational households, grandparents often serve as secondary caregivers, yet their influence remains underexplored in the developmental literature. Drawing on data from 30 families with children aged 3.5 to 5 years, we examined how parenting and grandparenting styles, emotional expressiveness, and the quality of coparenting relationships shape child outcomes. Parents and grandparents completed structured interviews and validated questionnaires, including the Parenting Styles and Dimensions Questionnaire (PSDQ), Self-Expressiveness in the Family Questionnaire (SEFQ), and Coparenting Relationship Scale. We assessed grandparent involvement through tailored scales capturing their caregiving attitudes, responsibilities, and perceptions. Correlation and multiple regression analyses revealed that harmonious coparenting relationships and meaningful grandparental engagement significantly predicted positive socio-emotional outcomes in children, such as emotional regulation and social competence. In contrast, coparenting conflict was linked to increased behavioral problems. Findings underscore the importance of intergenerational harmony in fostering child well-being and highlight the value of culturally responsive approaches to family support. By illuminating the nuanced roles grandparents play in immigrant families, this study contributes empirical evidence to the growing literature on developmental psychology and family systems in diverse cultural contexts. Results offer practical implications for clinicians, educators, and community organizations supporting Chinese American families navigating multigenerational caregiving. Data collection for this pilot has been completed, and the findings serve as a foundation for future large-scale investigations.

Biography:

Rayna Zhao is a post-baccalaureate psychology student at UC Berkeley involved in multiple research projects on family dynamics and cognitive development. She has coordinated studies focused on intergenerational caregiving, emotional development, and immigrant communities, and has presented her work at academic symposia. Her interests lie in developmental psychology and culturally sensitive interventions.



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