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CONFERENCE TRACKS

- Social Sciences, Business Management, Economics & Humanities
- Engineering, Information Technology & Applied Sciences
- Medical, Medicine & Health Sciences

CONFERENCE CHAIR MESSAGE

Welcome to the World Summit Network, a dynamic platform committed to empowering the global academic community in exploring the transformative potential of multidisciplinary innovations for the progress of human societies. Our mission is to bring together academics, practitioners, scientists, and scholars from diverse disciplines to collaborate, share ideas, and develop innovative, interdisciplinary solutions to the challenges facing our world.

The research showcased at this conference demonstrates remarkable depth and impact, covering a wide range of fields, including Business, Economics, Social Sciences, Humanities, Engineering, Technology, Computer Sciences, Basic Sciences, Applied Sciences, and Medical Sciences. Each contribution reflects the dedication and creativity of our global scholarly community.

I would like to extend my sincere thanks to the distinguished members of our scientific and review committees for their time and expertise in carefully evaluating the conference submissions. My deepest gratitude also goes to all participants for their invaluable contributions, which have made this event a vibrant forum for knowledge exchange and learning.

As scholars, we occupy a unique and influential position in society. It is our collective responsibility to use our knowledge and expertise to uplift humanity, bridge divides, and promote a more inclusive and harmonious world. Let us rise above boundaries and work together to create a future where all can thrive.

Thank you for being part of this journey. May your efforts continue to inspire and bring positive change.

With warm regards,
Dr. Sennay Ghebreab
Chair Person

TRACK A
MULTIDISCIPLINARY STUDIES

THE COMPARISON BETWEEN THE DEVELOPMENT AND REGULATION IN THE MOTORCYCLE INDUSTRY IN TAIWAN AND INDIA

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The evolution and legal frameworks governing the motorbike industries in Taiwan and India are compared in this thesis. This research employs a qualitative, longitudinal design to investigate the ways in which past shifts in market demand and technological capabilities have shaped the development and expansion of the two-wheeler industry in these nations. The thorough gathering, evaluation, and compilation of secondary data from various sources, including academic journals, industry reports, news items, corporate materials, and policy papers, are all part of the research technique. Prominent research firms such as Mintel, MarketLine, Nielsen, the Economist, ANCMA, EICMA, McKinsey, and Frost & Sullivan, together with official figures from the transportation ministries of Taiwan and India, are important sources of data. The study explores historical data to follow the growth of the motorcycle sectors, looking at laws and regulations and industrial developments that have shaped the sector over time. Through an examination of these facets, the study seeks to pinpoint the unique and common elements that have molded the two-wheeler marketplaces in Taiwan and India. This comparative research provides greater insights into the consequences of market dynamics and technological breakthroughs on industry growth, in addition to highlighting the distinctive developmental routes and regulatory regimes of each nation's motorcycle sector. The research adds to our understanding of the ways in which technical advancement and regulatory policies interact to shape industrial development, and it offers industry stakeholders and policymakers in emerging markets alike important takeaways.

Keywords: *Motorcycle industry, Market regulation, Technological advancements, India Taiwan comparison, Electric motorcycles*

**THE IMPACT OF GREEN EXPATRIATION MANAGEMENT PRACTICE
PERCEPTION AND RELATED FACTORS ON EXPATRIATE
MANAGEMENT EFFECTIVENESS- A CASE OF EXPATRIATES IN TAIWAN**

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Despite progress in the research on green human resource management (GHRM), a gap remains between its theoretical development and practical application and expatriates are also rarely used as research subjects. This study reveals significantly positive effects of green expatriate management practice perception on expatriate management effectiveness, green expatriate management practice perception on employer brand attraction, and employer brand attraction on expatriate management effectiveness; mediating effects of employer brand attraction on the relationship between green expatriate management practice perception and expatriate management effectiveness; significantly positive effect of psychological contract fulfillment on expatriate management effectiveness and employer brand attraction on psychological contract fulfillment; and moderating effect of internal marketing on the effect of green expatriate management practice perception and employer brand attraction on expatriate management effectiveness.

Keywords: Employer brand attraction, Expatriate management effectiveness, Green expatriate management practice perception, Internal marketing, Psychological contract fulfillment

PUBLIC INTEREST AND MARKET BEHAVIOR: INVESTIGATING THE IMPACT OF GOOGLE TRENDS ON STOCK PRICE MOVEMENTS IN THE AUTOMOTIVE SECTOR

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Google is the most widely used search engine globally, providing users with easy access to information. Google Trends, a tool that has gained significant popularity in recent years, offers insights into search term volumes and their variations over time, either globally or by specific countries. This platform allows users to explore trends in search activity related to various concepts, objects, countries, or individuals, with data including search frequency changes and regional distribution. In this study, we investigate the relationship between Google Trends search volumes and stock prices within the automotive sector. The analysis utilizes Wavelet Coherence, a powerful technique that allows for the examination of correlations between time series data across different frequencies. The application of this method enables us to assess how fluctuations in public interest, as indicated by Google search volumes, correlate with stock price movements in the automotive industry. Investor behavior is not always entirely rational and that emotions and psychological factors can significantly influence market movements. Google Trends data may reflect shifts in public sentiment, which in turn can drive investor decisions, leading to corresponding price fluctuations in the stock market. The analysis of search volumes can provide a proxy for measuring market sentiment or investor attention, as increases in searches often coincide with heightened public interest in a company or sector. The results of this study provide valuable insights into the potential predictive power of Google Trends data for understanding market behavior and sentiment, offering implications for both investors and researchers in financial markets.

Keywords: Google trends, Wavelet coherence, Stock prices, Automotive sector, Financial market analysis, Sentiment analysis

PSYCHOLOGICAL CAPITAL AND ACTIVE AGING: A MODERATED MEDIATION MODEL OF WELL-BEING AND SOCIAL SUPPORT

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The rapid global population aging highlights the urgent need to promote active aging. However, previous research has frequently overlooked the role of positive psychological resources and the integration of comprehensive theoretical frameworks. Grounded in Conservation of Resources theory, this study examines how psychological capital fosters active aging through well-being and evaluates the moderating mediation effect of social support. This study employed a quantitative research design, utilizing structured questionnaires to survey 212 middle-aged and older adults in Taiwan. The questionnaire measured psychological capital, well-being, active aging, and social support. Hierarchical regression analyses were conducted to assess the effects of psychological capital on well-being, the mediating role of well-being in fostering active aging, and the moderating effect of social support. The findings highlight the pivotal role of psychological capital in fostering active aging through well-being, providing the first empirical evidence of the moderating mediation effect of social support. Higher levels of social support significantly amplify the positive relationship between psychological capital and well-being, subsequently enhancing active aging. These results underscore the critical interaction between internal and external resources. This study offers valuable insights for aging societies, emphasizing the significance of enhancing psychological capital, well-being, and social support networks to promote active aging. The findings provide actionable guidance for health promotion, policy design, social services, and psychological interventions, supporting middle-aged and older adults in achieving active and fulfilling lives. This study introduces a novel perspective on the dynamic interaction and enhancement of resources, demonstrating how psychological capital drives well-being and, through the reinforcement of social support, fosters active aging. This virtuous cycle of resource gain addresses critical theoretical gaps and offers new insights and practical implications for active aging research.

Keywords: Psychological capital, Well-being, Social support, Active aging, Conservation of resources theory.



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