

# PROCEEDINGS



## 3rd International Conference on Global & Emerging Trends (ICGET2024)

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Artificial Intelligence, Automation, Emerging Technologies  
& Interdisciplinary Integrations



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Proceedings of the International Conference on Global & Emerging Trends

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## FOREWORD

The International Conference on Global & Emerging Trends (ICGET), now in its third iteration, has established itself as a vital platform for fostering interdisciplinary collaboration and exploring the far-reaching impacts of technological advancements on society. The Centre for Instructional Technology and Multimedia, Universiti Sains Malaysia is proud to host this year's events and to welcome delegates from around the world to Johor and to Malaysia. The theme for this year, "*Artificial Intelligence, Automation, Emerging Technologies, and Interdisciplinary Integrations*," underscores the transformative potential of emerging technologies in reshaping our world.

ICGET2024 brings together thought leaders, researchers, and industry professionals from across the globe to engage in meaningful dialogue on the challenges and opportunities presented by the rapid growth of AI and automation. It is through such exchanges that we can build the frameworks necessary to harness these technologies responsibly, ensuring that they benefit society at large.

I extend my sincere gratitude to the organizing committee, sponsors, and partners for their tireless efforts in making this conference a reality. I am confident that the knowledge shared and collaborations formed during ICGET2024 will contribute to driving innovation and shaping a brighter, more equitable future for all.

Thank you for being part of this important event.

Prof. Dr. Wan Ahmad Jaafar Wan Yahaya  
Director, Centre for Instructional Technology and Multimedia  
Universiti Sains Malaysia  
Patron, ICGET2024

## PREFACE

ICGET2024 Proceedings represents the culmination of countless hours of research, collaboration, and intellectual exchange among a diverse and dedicated group of scholars, professionals, and innovators.

This year's theme, Artificial Intelligence, Automation, Emerging Technologies & Interdisciplinary Integrations, reflects the pressing need to address complex challenges with cross-disciplinary approaches. The contributions in these proceedings span a wide spectrum, from AI-driven education and sustainable development to advancements in consumer behavior, and the role and impact of emerging technologies in various fields. This diversity highlights the conference's commitment to fostering dialogue and collaboration across domains, bridging theoretical insights and practical applications.

The proceedings showcase over 60 papers and presentations from researchers representing more than ten (10) countries. Each work underscores the vital role of global collaboration in addressing technological, social, and educational challenges in our rapidly evolving world.

In the spirit of ICGET series' vision of fostering an environment for industry-academia collaboration and more importantly, creating a platform for mentoring and supporting upcoming researchers, ICGET2024 featured submissions from many Masters and PhD students. These budding researchers experienced exceptional learning opportunities through focused feedback from senior researchers and peers on their dissertations and theses during the Doctoral Consortium session.

On behalf of all the editors, I would like to express my deepest gratitude to the authors, reviewers, and editorial team for their unwavering commitment to excellence. Your efforts have ensured that these proceedings stand as a testament to the quality and relevance of ICGET2024.

May this publication serve not only as a record of the conference but as a beacon of knowledge, inspiring continued innovation and interdisciplinary exploration. Thank you for your contributions and for making ICGET2024 a resounding success.

With appreciation,

Bosede Iyiade Edwards, PhD

Chief Editor, ICGET2024 Proceedings



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## KEYNOTES



Dr. Elizabeth Gross is a librarian, educator and researcher. She's an expert in libraries and learning design and technology and teaches teachers how to become school librarians. Dr. Gross is an Engineering education researcher and higher learning professional. His research also covers interactive technologies and eLearning as well as the promotion of social justice in schools. She loves books and reading.

### *Keynote Synopsis*

#### **Start Small, Think Big! Exploring GenAI Integration in Learning and Teaching.**

Generative AI has the potential to change learning and teaching. However, many educators are still wary of its use, and some organizations have banned it outright. How do we ensure that policies we create will adequately protect users? How do we introduce GenAI to reluctant colleagues? This talk will touch on potential benefits of the use of GenAI and ways to familiar-ize users with its transformative power. What is its potential for supporting information literacy and critical thinking skills? How about ethical considerations like data privacy and the digital divide?



A/Prof Dr. Denise Dillon is Dean of Research (acting) and the Associate Dean Research Education at James Cook University in Singapore, the latter of which involves her working with supervisors and HDR candidates to facilitate a strong culture of research supervision at JCU Singapore. Denise's disciplinary training is in cognitive and environmental psychology, and her research interests are primarily in the area of human-environment and human-animal interactions, and biophilia. She is a certified Forest Therapy Guide. As a newcomer to the AI conundrum (its greatest strength can also be its greatest weakness), Denise collaborated with ChatGPT to generate portions of her talk (one of those strengths) followed by prudent fact checking (a required consequence of AI weakness).

### ***Keynote Synopsis***

#### **Pioneering Tomorrow: Embracing AI Innovation in a Global Landscape**

The convergence of AI and interdisciplinary studies creates numerous unparalleled opportunities across various domains. By weaving together historical insights, contemporary examples, and future prospects of contemporary women leaders in AI, both in academia and industry, we celebrate the achievements of women in AI and inspire the audience to embrace diversity and collaboration in the pursuit of technological innovation. We review specific examples of innovative research, impactful projects, and leadership roles of women in shaping the future of AI. In the field of Early Disease Detection, interdisciplinary collaborations between AI experts and medical professionals enable the development of AI-powered diagnostic tools capable of detecting diseases like cancer at earlier stages and thereby improving patient outcomes. In the field of Biodiversity Conservation, interdisciplinary collaborations between ecologists, data scientists, and AI researchers enable the development of AI models to monitor and protect endangered species, track habitat changes, and combat illegal poaching and deforestation. In the field of Smart Cities, AI-driven analytics can process data from IoT sensors, traffic cameras, and social media to optimize urban infrastructure, improve traffic flow, reduce energy consumption, and enhance public safety. The collaborative efforts of women across disciplines are driving transformative advancements in AI, reshaping industries, protecting ecosystems, and enhancing urban living.



**Chet W. Sisk**  
**President of Universal Basic Resources**

***Speaker Bio:***

Mr. Chet W. Sisk is the President of Universal Basic Resources, Denver, Colorado, USA, and a renowned futurist and author. As the founder of The UBR Private Equity Fund, Chet is dedicated to supporting businesses and ventures focused on transforming communities into climate-resilient ecosystems. His work helps organizations and individuals navigate the ongoing paradigm shift by understanding emerging trends and the opportunities they present. As a dynamic and inspirational speaker, Chet blends real-time data, insightful stories, and humor to inspire audiences, showcasing a path forward filled with possibilities. In his role as a consultant, Chet leverages his partnerships with NVIDIA Technologies and Arrow Intelligent Solutions to integrate cutting-edge technology with human-centered strategies, helping organizations plan for the future. Chet's expertise as a trend analyst enables him to stay at the forefront of the major developments reshaping both professional and personal spheres. His holistic approach equips leaders to embrace change and turn challenges into growth opportunities, making him a highly sought-after speaker and thought leader in the global arena.

***Keynote Synopsis***

**We are at the beginning of the Transition Economy: Adaptive, Resilient, Abundant.**

A global economic framework has been functioning around the world for the past 200 years. That framework is based on the processing of oil into petroleum products. Climate crisis makes it clear that any economy based on this framework going forward is a suicide mission. Companies, governments and organizations around the world are now scrambling to figure what does this next framework look like and how do we get in on the ground floor. Based on everything I am seeing, 10 particular trends are coming together to help facilitate the change. It doesn't have a particular political ideology, religion or cultural emphasis. In fact, these trends are fairly agnostic.

**The 10 trends now merging include the following:**

Basics of the circular economy, ubuntu (everything is connected) as a philosophical guiding light, climate adaptation and resilience, the development and implementation of solid state super batteries, tech augmentation over tech replacement, distribution model government, social justice and equity, the re-commitment to indigenous wisdom. food forward societies, visionary leadership leading to a Level 1 civilization goal.

My speech addresses how the earth's two biggest trends - climate crisis and the tech evolution -have put these trends on a common path with a common goal, replacing the current structure with something more robust, agile and sustainable.