

Economic, Social and Environmental Sustainability: The Role of Technology and Political Dialogue

Proceedings of the
MakeLearn, TIIM & PIConf
International Conference

Valetta, Malta & Online
18–20 May 2023



Management,
Knowledge and Learning
International Conference

Technology, Innovation
and Industrial Management
Sustainable Development

MakeLearn 2023: Economic, Social and Environmental Sustainability;**The Role of Technology and Political Dialogue**

Proceedings of the MakeLearn, TIIM & PICConf International Conference

18–20 May 2023, Valletta, Malta & Online

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International School for Social and Business Studies, Slovenia

Pegaso International, Malta

Maria Curie-Skłodowska University, Poland

Kasetsart University, Thailand

Edited by

Valerij Dermol

Submissions Editor

Marko Smrkolj

Production Editor

Alen Ježovnik

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SPORT, YOUTH, RESEARCH
AND INNOVATION



Organizers

International School for Social and Business Studies, Celje, Slovenia

is a dynamic private higher education institution, founded in 2006, with approximately 500 students. Located in Celje, Slovenia, ISSBS is specialized in the field of business and social studies at bachelors, masters, and Ph.D. levels. One of the strategic directions of ISSBS is also internationalization in research and publishing, as well as embedding social responsibility in its own activities.

Pegaso International, Malta

Established in 2015 in Malta, Pegaso International is a Lifelong Learning Higher Education Institution providing a wide range of online degree programs from level 6 to level 8 of the European Qualification Framework, accredited by the Malta Further & Higher Education Authority. Pegaso International is member of Multiversity Group, a network of universities aiming at providing international students worldwide with a flexible, inclusive and accessible education. Pegaso International's great challenge arises from Malta, thanks to its strategic, political and cultural function in the Euro-Mediterranean area.

Marie Curie Skłodowska University, Lublin, Poland

is the largest higher education institution in Eastern Poland with 11 faculties in Lublin plus the UMCS branch campus in Puławy, with over 21 000 students and 226 000 graduates. It offers more than 80 programs, taught in Polish and English, and has 250 specializations available to choose from. Along with this, the university offers opportunities to establish cooperation with prospective employees, professional educational counseling, and career guidance. It has over 1600 international students, 181 international agreements with partners from all over the world, and a wide range of national and international internship placement options.

Kasetsart University, Bangkok, Thailand

devotes itself to the task of accumulating and developing intellectual knowledge. It thrives for the growth in academic wisdom including ethical and moral excellence. In addition, it has a responsibility to play a leading role in keeping their Thai heritage alive and to ensure that it continues to grow to enrich the civilization of the nation. Kasetsart University aims to provide 'Knowledge of the Land' to promote sustainable development in Thailand in order to be internationally recognized.

Ministry for Education, Sport, Youth, Research and Innovation, Malta

The MakeLearn, TIIM & PICnf 2023 conference is being held under the distinguished auspices of the Malta Ministry for Education, Sport, Youth, Research and Innovation.

Committee of Economics and Management of the Polish Academy of Sciences, Lublin, Poland

The MakeLearn, TIIM & PICnf 2023 conference is being held under the honorary patronage of the Committee of Economics and Management of the Polish Academy of Sciences, Branches in Lublin.

Welcome Address

It is a great honour and pleasure to welcome you to the MakeLearn, TIIM & PIconf 2023 International Conference. The conference is an excellent opportunity to make your contribution to and share the most recent developments in the field of knowledge management with experts from all over the world. The title of the MakeLearn, TIIM & PIconf 2023 is: The Role of Technology and Political Dialogue.

International School for Social and Business Studies (ISSBS) is organising MakeLearn & TIIM 2018 in cooperation with local co-organizer and host university Pegaso International, Malta, and co-organizers Maria Curie-Skłodowska University, Poland, and Kasetsart University, Thailand. The conference deals with topics such as interdisciplinary or innovative solutions in the fields of business, management, education, and technology. This is the second year the conference is held in hybrid form – on-site, and also online.

Conference encourages the sharing of most recent developments in the fields of management, economics, technology, and education. By including experienced and young academics and practitioners from all continents, it also encourages discussion and the exchange of knowledge between academia and businesses (formal sessions and social events) and offers a variety of publishing opportunities. This year's focus is on economic, social and environmental sustainability and the importance of dialogue.

We are proud to welcome 191 participants from 37 countries who will present 132 abstracts and full papers. A very special welcome also to our two distinguished keynote speakers: Prof. Dr. Pierpaolo Limone, Rector of Università Telematica Pegaso, Italy, and Prof. Dr. Jay Liebowitz from Columbia University, Data Science Institute, USA. We especially thank the host university Pegaso International and everyone who helped us organise the MakeLearn, TIIM & PIconf 2023 as a hybrid event.

We wish you all a successful conference.

Dr. Srečko Natek, Dean of the ISSBS, Slovenia

with co-organizers

Pegaso International, Malta

Maria Curie-Skłodowska University, Poland

Kasetsart University, Thailand



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Reviewers are members of the programme board and conference participants. Reviewers can receive a letter of confirmation for their role at the conference upon request. We thank all reviewers for their contribution to conference quality.

Conference Aims

MakeLearn, TIIM & PIconf Conference encourages the sharing of most recent developments in the fields of management, economics, technology, and education. By including experiences and young academics and practitioners from all continents, it also encourages discussion and the exchange of knowledge between academia and businesses (formal sessions and social events) and offers a variety of publishing opportunities. This year's focus is on digital transformation leading to the new normal.



Conference Programme

Thursday, 18 May 2023

- 10:00–13:45 Registration of on-site participants
- 10:00–12:00 Guided-tour of the city of Valletta
- 12:00–13:30 HRM challenges in SMEs
Sessions B1, D1
- 14:00–14:45 Conference opening
- 14:45–15:15 Keynote speaker: Prof. Dr. Pierpaolo Limone, Rector of Pegaso Online University, Italy
- 15:15–15:45 Keynote speaker: Prof. Dr. Jay Liebowitz, Inaugural Executive-in-Residence for Public Service, Columbia University, Data Science Institute, USA
- 15:45–16:30 Coffee break with official photo session
- 16:30–17:45 Academic Leadership Forum
- 17:45–18:00 Invitation to MakeLearn, TIIM & PICConf 2024
- 18:00–18:15 Break
- 18:15–19:30 Project opportunities, dissemination and international networking
Sessions A1, B2
- 20:30–23:00 Dinner and social event

Friday, 19 May 2023

- 09:00–10:15 Academic Writing and Publishing Panel
- 10:15–10:45 Coffee break
- 10:45–12:00 Editors' Panel with editors of indexed journals
- 12:00–12:30 Break
- 12:30–13:45 Research-Education-Business Forum
- 13:45–14:00 Closing of plenary part of the conference
- 14:00–15:30 Buffet lunch
- 15:30–16:45 Sessions A2, A3, B3, C1, D2, D3, F1
- 17:00–18:15 Sessions A4, A5, B4, D4, D5, E1, H1
- 18:30–19:45 Sessions A6, E2, F2, G1, A8

Saturday, 20 May 2023

- 09:15–13:30 Optional half-day excursion in Malta

The University in 20 Years: Evolutionary Scenarios

Prof. Dr. Pierpaolo Limone

Rector of the Pegaso Online University, Italy

Universities have been the cornerstone of education and knowledge creation for centuries, but the landscape is changing rapidly. The future of universities is now uncertain, but one thing is clear: they must adapt to meet the challenges of the future. By embracing new technologies, adopting new models of teaching and learning, expanding their international reach, and prioritizing diversity and inclusion, competencies, and sustainability, universities can remain relevant and effective in the years to come. In this speech, we will explore the possible future scenarios for universities over the next two decades and how they can best serve their communities in a rapidly changing world, preparing them for the challenges ahead.

Prof. Pierpaolo Limone is the Rector of the Pegaso Online University (Italy) and a Full Professor in Developmental and Educational Psychology. His relevant expertise is in the educational media, e-learning, and quality assurance processes in education systems. His theoretical and experimental studies have particularly focused on higher education systems and lifelong learning in formal and informal contexts with reference to education technologies, research methodologies, innovative teaching, and e-learning.



Digital Transformation for the University of the Future

Prof. Dr. Jay Liebowitz

Columbia University, USA

We have witnessed many disruptions due to COVID over the past 2–3 years. Certainly, colleges and universities have had to ‘pivot’ and apply digital transformation efforts to address the many challenges that were created. Higher education institutions must embrace digital transformation as part of their institutional fabric for future survival. This presentation will provide some useful insights into making this a reality!

Prof. Jay Liebowitz has recently served as the inaugural Executive-in-Residence for Public Service at Columbia University’s Data Science Institute. He was previously a Visiting Professor at the Stillman School of Business and the MS-Business Analytics Capstone & Co-Program Director (External Relations) at Seton Hall University. Dr Liebowitz was also the first Knowledge Management Officer at NASA Goddard Space Flight Center. Dr Liebowitz is the Founding Editor-in-Chief of *Expert Systems With Applications: An International Journal* (published by Elsevier, ranked as a top-tier journal, Thomson Impact Factor from June 2021 is 8.665). He is a Fulbright Scholar, IEEE-USA Federal Communications Commission Executive Fellow, and Computer Educator of the Year (International Association for Computer Information Systems). He has published over 45 books and many journal articles on knowledge management, analytics, financial literacy, intelligent systems, and IT management. Dr Liebowitz served as the Editor-in-Chief of *Procedia CS* (Elsevier).

Academic Leadership Forum

Forum Chair: Dr. David Vannozzi

General Manager of Pegaso Online University, Italy and Pegaso International, Malta

Forum Co-Chair: Dr. Živilė Stankevičiūtė

School of Economics and Business, Kaunas University of Technology, Lithuania

Forum Members

- Mag. Evarist Bartolo, Former Minister of Education of Malta
- Dr. Kongkiti Phusavat, Kasetsart University, Thailand
- Dr. Frederick Kohun, Robert Morris University, USA
- Dr. Karim Moustaghfir, Al Akhawayn University in Ifrane, Morocco
- Dr Eglė Staniškienė, Kaunas University of Technology, Lithuania
- Dr. Joseph Shevel, President of Galilee International Management Institute, Israel



Editors' Panel

Forum Chair: Dr. Zbigniew Pastuszak

Maria Curie Skłodowska University, Poland

Forum Co-Chair: Dr. Kongkiti Phusavat

Kasetsart University, Thailand

Panelists

- Dr. Valerij Dermol, International School for Social and Business Studies, Slovenia (Editor-in-Chief, *International Journal of Management, Knowledge and Learning*)
- Dr. Jay Liebowitz, Columbia University, USA (Founding Editor-in-Chief, *Expert Systems with Applications: An International Journal*)
- Dr. Joanna Paliszkievicz, Warsaw University of Life Sciences, Poland (Deputy Editor-in-Chief, *Management and Production Engineering Review*)
- Dr. Vesna Skrbinjek, International School for Social and Business Studies, Slovenia (Editor-in-Chief, *International Journal of Management in Education*)
- Dr. Givi Tsitskishvili, Batumi State Maritime Academy, Georgia (Editor-in-Chief, *Georgian Maritime Scientific Journal*)
- Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia (Editor-in-Chief, *Human Systems Management*)

SCI/SSCI Journals

- *Expert Systems with Applications*
- *Applied Sciences*
- *International Journal of Mobile Communications*
- *Technology, Pedagogy & Education*
- *Journal of Computer Information Systems*

Scopus Journals

- *Management and Production Engineering Review*
- *Electronic Government, An International Journal*
- *Human Systems Management*
- *Engineering Economics*
- *International Journal of Value Chain Management*
- *International Journal of Management in Education*
- *International Journal of Innovation and Learning*
- *International Journal of Management and Enterprise Development*
- *International Journal of Sustainable Economy*

Other Publications

- *International Journal of Knowledge, Management and Learning*
- *Managing Global Transitions*
- *Management*
- *Georgian Maritime Scientific Journal*
- ToKnowPress, international academic publisher



How Can Technology Contribute to Political Dialogue and the Sustainable Development of an Inclusive Society?

Forum Chair: Dr. Jeffrey Pullicino Orlando,

Malta National Skills Council, Malta

Forum Co-Chair: Dr Anna Rakowska,

Maria Curie-Skłodowska University, Poland

Panelists

- Dr. Haruthai Numprasertthchai, Kasetsart University, Thailand
- Dr. Muneer Alshater, Philadelphia University, Jordan
- Dr. Mariusz Sagan, Director and Head of Strategy and Entrepreneurship Department in the Lublin City Hall, Poland
- Dr Asta Savanevičienė, Kaunas University of Technology, Lithuania
- Dr. Robert Ghirlando, University of Malta, Malta
- Dr. Tamar Dolidze, Batumi State Maritime Academy, Georgia
- Dr. Nada Trunk Širca, International School for Social and Business Studies, Slovenia

In this panel, we'll address some potentials of the technology, like increasing access to information, providing new spaces for discussion, improving government services, and analyzing data to identify areas for action:

- *Increased Access to Information:* Technology has made accessing information from various sources easier. This helps individuals make informed decisions, and it also promotes transparency in government. By providing citizens with easy access to relevant information, technology can help to increase political dialogue and promote inclusive decision-making.
- *Social Media:* Social media platforms have created a new space for political dialogue, enabling individuals to connect and communicate with others worldwide. This can foster greater awareness of political issues and encourage a wider range of perspectives to be heard. Social media can also be used to promote sustainable development by raising awareness of environmental issues and sharing innovative solutions.
- *E-Government:* Technology has enabled governments to improve their services through e-government initiatives. Online portals, mobile applications, and other digital platforms can make it easier for citizens to access government services and provide feedback. This can help to increase transparency and accountability and promote inclusive decision-making.
- *Data Analysis:* Technology can also help to analyze data and provide insights into social and environmental issues. This can also help to identify areas for sustainable development.

Preparing and Publishing Scientific Articles & Building Researcher Profile: Techniques and Principles for Success

Workshop Chair: Dr. Valerij Dermol

International School for Social and Business Studies, Slovenia

Panelist

- Dr. Moti Zwilling, Ariel University, Israel
- Dr. Anca Draghici, Politechnica University Timisoara, Romania

In the panel, we aim to provide participants with valuable knowledge and skills related to the process of preparing and publishing scientific articles in prestigious journals. This includes developing critical thinking and analytical skills to evaluate sources and data, synthesizing information into well-supported arguments, and understanding the requirements of scientific journals.

Additionally, we will discuss effective academic writing and structuring, including elements that make up a quality article, clear and coherent paragraph writing, and presenting research findings to a scientific audience. We will also address the challenges of scientific communication and the use of modern technology.

Lastly, we will explore Open Science, which makes scientific research and data freely available to the public. Participants will learn how to build their own researcher profile in different communities, including creating an online presence, publishing research, presenting their work, collaborating with others, getting involved in their academic community, and tracking their research impact.



Presentations

Factors Affecting the Use of Building Information Modelling within the Context of Work from Home

Kongkiti Phusavat, Pacharapong Chunoon, Bordin Rassameethes, Sasivimol Meeampol, and Suparerk Sooksmarn

[➤ Presentation](#)

The Role of New Technologies in the Process of Education for Sustainable Environment

Marta Zajac-Ossowska, Barbara Mroz-Gorgon, Kamolbhan Sangmahachai, and Karol Rusin

[➤ Presentation](#)

A Proposed Approach for Professional Training Programmes Design

Diana Florina Robescu, Anca Draghici, and Stephanie Reiner

[➤ Presentation](#)

Economic and Environmental Impacts of Climate Change in Agriculture in Slovakia

Tatiana Bullova, Peter Bielik, Izabela Adamickova, Zuzana Bajusová, and Natalia Turcekova

[➤ Presentation](#)

Shrines Culture in Pakistan: Different Perspectives and Practices

Bakhtiar Ahmed

[➤ Presentation](#)

The Impact of Free Cash Flow on Firm's Profitability: Empirical Evidence from Pakistan Stock Exchange

Saqib Wahab Mahar

[➤ Presentation](#)

Participative Leadership on Organisational Creativity: A Moderating Effect

Khalid Abdul Wahid, Piyatida Pianluprasidh, and Pratsanee Nakeeree

[➤ Presentation](#)

Priorities and Strategic and Tactical Perspectives of the Romanian Management in the European Context, Strongly Marked by the Covid-19 Pandemic and Digitalization

Florian Gyula and Ferenc Mozes Oliver Jakab

[➤ Presentation](#)

Impact of Food Waste on the Slovak Economy

Patrícia Husárová, Peter Bielik, Adamičková Izabela, Turčeková Natália,
and Dominika Čeryová

[Presentation](#)

Adoption of Video Game as a Learning Technology to Achieve SDG4

Azeez Olanrewaju Oladipupo

[Presentation](#)

CO₂ Emissions, Carbon and Income Inequality in the Context of Ensuring an Inclusive and Sustainable Economic Growth in the Republic of Moldova and the Baltic States

Rodica Pisica

[Presentation](#)

The Role of Digital Marketing in the Tourism Industry

Klemen Očko and Tina Vukasović

[Presentation](#)

The Effects of Long-Term Expansionary Monetary Policy on the Corporate Sector

Joanna Turowska

[Presentation](#)

Consumers' Willingness to Accept Innovative ICT Solutions on the Example of The Clothing Industry

Łukasz Wiechetek and Elisaveta Panasiuk

[Presentation](#)

Modeling of Reverse Logistics of Plastic Municipal Waste in the Perspective of International Experience

Zbigniew Pastuszak

[Presentation](#)

Knowledge Ambidexterity for Social Entrepreneurship Education

Valentina Ndou and Giuseppina Passiante

[Presentation](#)

Efficiency and Effectiveness of Non-Profit Public Projects

Arik Sadeh

[Presentation](#)



**Managing Disruptive Events in the Order Fulfilment Process:
A Case Study**

Jukka Majava and Joonas Väinö-Petteri Väisänen

[Presentation](#)

**New Technologies and Digitalisation in Education: European
and Slovenian School Policy**

Katja Cerne

[Presentation](#)

A Framework for Data-Driven Modelling of Degradation of Linear Assets

Mahdieh Sedghi, Osmo Kauppila, and Bjarne Bergquist

[Presentation](#)

**The Effect of Covid-19 Pandemic Period to Remote Work:
Case Study in a Finnish Higher Education Institution**

Kari-Pekka Heikkinen, Teppo Räisänen, and Jussi Kangasojä

[Presentation](#)

**Factors Influencing Work-Life Balance of Pea Head Office Workers
during Hybrid Working under Covid-19 Pandemic**

Chawisa Kumum and Haruthai Numprasertchai

[Presentation](#)

**A Domestic Consumption Stimulus by Tax Allowance
for Shop and Refund Program**

Thamrongsak Svetalekth and Kanjana Phonsumlissakul

[Presentation](#)

**The Relationship between Advertising Characteristics and Digital
Consumer Behaviour: The Moderating Effect of Post Format**

Kuo-Nan Hsieh, Chih-Ping Chen, and Chen-Yang Lu

[Presentation](#)

**Roles of Intuitive Decision-Making Styles on Job Performance
in the Complex Work Environment**

Joanna Paliszkievicz, Fatih Çetin, and Markus Launer

[Presentation](#)

**An Empirical Study for Defining The Matrix of Competences for Effective
University-Civil Society Communication**

Stephanie Monique Reiner, Diana Robescu, Anca Draghici, and Alexander Krauss

[Presentation](#)

What Is the Main Source of Information for Generations Z, Y, X?

A General Fake News Analysis on Different Media Mediums

Laria-Maria Trusculescu, Vasile Gherhes, and Laurentiu-Gabriel Tiru

[Presentation](#)

How Fake News Influences the Business World? A General Fake News Analysis on the Crash of The Indian Market 2022

Laria-Maria Trusculescu, Vasile Gherhes, and Mariana Cernicova-Buca

[Presentation](#)

Blended Training Model for Thai SMEs

Sasipin Distanont, Watsatree Diteeyont, Orapan Khongmalai, and Anyanitha Distanont

[Presentation](#)

Remote Work Best Practices: The Case of OHS Training

Nicoleta Paula Neag, Maria Elena Boatca, and Alin Gaureanu

[Presentation](#)

Towards Smart Mobility from the Perspective of the Pandemic Covid-19: Polish Experiences

Krzysztof Łabędzki and Agnieszka Bitkowska

[Presentation](#)

Analyzing How the African Family Structure Impacts Academic Performance in the Sub-Saharan Country of Liberia: The Need for Electronic-Learning

Rodney Bollie

[Presentation](#)

Supply Chain Resilience and Dynamic Capabilities in Industrial Buyer-Supplier Relationships

Suvi Leinonen, Arto Reiman, and Osmo Kauppila

[Presentation](#)

Towards the Sustainable Urban Development Goal:

A Review of Evaluation Tools

Gabriela Banaduc, Ilie Taucean, and Aleš Trunk

[Presentation](#)

Impact of Increased Uncertainty on Entrepreneurial Behavior in Polish Photonics Sector Enterprises under Conditions of Information Asymmetry

Zbigniew Chyba and Bartosz Wachnik

[Presentation](#)

Management Priorities of the Generation Z Digital Service Startups

Verônica Freitas de Paula, Matti Muhos, and Vérica Freitas de Paula

[➤ Presentation](#)

Determinants of Digital Financial Behaviour

Candida Bussoli, Lucrezia Fattobene, and Silvia Intini

[➤ Presentation](#)

The Growth Management Priorities of Digital Service Startups: Multiple Case Study in the Brazilian Context

Matti Muhos, Verônica Freitas de Paula, Vérica Freitas de Paula,
Martti Saarela, Laura De Amorim, and Lana Dib

[➤ Presentation](#)

The Business Ecosystems in Healthcare Sector:

A Propose Framework with Case Study

Alexandra Balla, Ilie Taucean, and Valerij Dermol

[➤ Presentation](#)

Factors Affecting Knowledge Management in the Situation of Pandemic in Case of Ftvti, Ethiopia

Haftom Gebregziabher, Dusan Lesjak, and Andrej Flogie

[➤ Presentation](#)

Production Control Model of Crude Palm Oil Supply Chain Operations

Rika Ampuh Hadiguna and Nikorn Sirivongpaisal

[➤ Presentation](#)

Where is the Design in the Organizational Design?

Sergey Khromov-Borisov

[➤ Presentation](#)

Innovative Methods Used in Human Resources Management Practices in Romania (2020–2022)

Ancuta-Elena Paven, Alexandra Balla, and Ilie Taucean

[➤ Presentation](#)

Contemporary Approaches to Teaching Students about Agriculture Literacy and Sustainable Lifestyle

Desislava Serafimova

[➤ Presentation](#)

Building and Reviving Core Moral and Ethical Values in Our Academic and Professional Institutions

Felix Tetteh

[Presentation](#)

Augmented Reality as Extended Cognition for Logistics Decisions

Borbala Tamas, Eszter Sós, Zoltán Baracscai, and Péter Földesi

[Presentation](#)

EU Sustainability Reporting by Organisations

Mojca Gornjak and Darinka Kamenšek

[Presentation](#)

Enhancing and Inhibiting Factors for Changes in Circular Business Models: Case Study

Anna Wójcik-Karpacz

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How Much Time Students Spend Studying

Vesna Skrbinjek

[Presentation](#)

The Changing Face of Performance Evaluation among Construction Projects in Developing Countries: Development from Literature Review

Joseph Makori

[Presentation](#)

The Relationship between Social Measures Related to Sustainable Development and Climate Anxiety in Young People

Ferenc Bakó and András Szeberényi

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Knowledge Management and Skill Needs Anticipation in Labor Market: Toward a Systematic, Dynamic, Interactive and Collaborative Framework to Address Skill Mismatches

Moumine Sissao

[Presentation](#)

The Concept of Bioeconomy Development in Ukraine Until 2050

Mykola Talavyria

[Presentation](#)

General Acceptance of Solar Power: ChatGPT Analysis over Knowledge Domains

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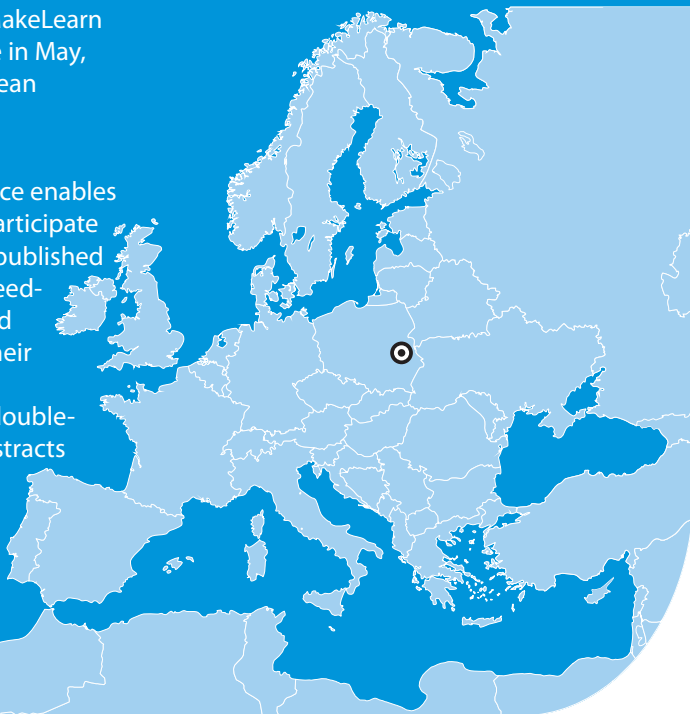
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