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WELCOME TO ISSUE 4

Global Research Journal (GRJ) - Sharing Knowledge Through Research



Dear Esteemed Readers,

It is with great pleasure and enthusiasm that I present to you Global Research Journal Issue 4, as the Chief Editor, Prof. Dr. Parin Somani. At GRJ, we have been honored to serve as a platform for passionate researchers from around the world who have chosen us to share their knowledge and hard work embedded within their research. Our mission has always been to help humanity and spread knowledge through research, fostering innovative solutions to contemporary challenges across diverse disciplines.

In this latest issue of GRJ, we are delighted to share with you a collection of unique articles and research papers that employ a multi-disciplinary approach to address contemporary challenges. Through the relentless

efforts of our contributors, we hope to maximize opportunities to reach viable solutions that can positively impact our global societies.

One of the highlights of this issue is the inclusion of outstanding research presented at the successful Global Research Conference 2023, which took place at the esteemed King's College Cambridge on 6th - 9th May 2023. The Global Research Conference (GRC) envisions progress for humanity through education, especially during turbulent times. By offering numerous opportunities for engagement, GRC strives to be a driving force behind positive change.

As you immerse yourself in the pages of GRJ Issue 4, we encourage you to embrace the robust information presented herein. Readers, like you, have the flexibility to generate novel ideologies and fortify their knowledge, equipping themselves to contribute meaningfully to the betterment of our world.

With this journal, we aspire to foster a spirit of curiosity, critical thinking, and collaboration. The articles and research contained within these pages embody the passion and dedication of researchers committed to making a difference. By sharing their findings, they aim to create a ripple effect that resonates far beyond the confines of academia.

We extend our heartfelt gratitude to all the authors, peer reviewers, and editorial team members who have been an integral part of creating this exceptional collection. Their hard work and dedication have ensured the high standards of research and integrity that GRJ upholds.

It is our sincere hope that the content of this issue provides you with immense satisfaction and valuable insights. We believe that through the pursuit of knowledge and the collective efforts of researchers worldwide, we can build a brighter and more promising future for all of humanity.

Thank you for being a part of our journey, and we look forward to continuing this exciting exploration of knowledge with you.

Warm regards,

Prof. Dr. Parin Somani
Chief Editor, Global Research Journal

This Issue sections

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TABLE OF CONTENTS

PROF. HUI FANG HUANG SU, DR. JIA BORROR & DR. TERI TRIGUBAWILLIAMS.....	04
MARTHA DAVIDSON	12
KUMKUM SETH.....	18
YANICK SÉIDE	23
DR. PARUL BEGUM	30
DR. ANGELICA WAGNER.....	35
KEYUR SHETH	42
DR. LEENA PATEL & DR. AVANI DAVE	46
APARNA MORE.....	51
DANA BADNALL	57
PROF. DR. PARIN SOMANI	63

UTILIZING THE ARTS TO INCREASE STEM INTEREST AMONG HIGH SCHOOL FEMALE STUDENTS



Bio

Prof. Hui Fang Huang (Angie) Su, Ed.D., is a professor with the Department

Prof. Hui Fang Huang, Hui Fang Huang (Angie) Su, Jia Borrer, Teri Williams

*Fischler College of Education and School of Criminal Justice
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of Education at the Abraham S. Fischler College of Education and School of Criminal Justice. She was honored with the President's Distinguished Professor of the Year Award 2017-2018. Dr. Su is the creator of Project MIND® – Math is Not Difficult, a K-12 mathematics enhancement project currently being implemented in classrooms throughout the United States. She is the Past President of the Florida Distance Learning Association and the President of the Florida Association of Mathematics Teacher Educators (FAMTE). She is also a Florida mathematics standards framers and writers team member. Dr.

Su has received numerous awards and recognitions, including the prestigious Presidential Award for Excellence in Mathematics and Science Teaching from the National Science Foundation, the William T. Dwyer Award for Excellence in Teaching, Palm Beach County Elementary Mathematics Teacher of the Year, Walmart Teacher of the Year, State of Florida's Little Red School House Award for school principals (for Project MIND), and the Women of Distinction Award from the Soroptimist International. Prof. Hui Fang Huang (Angie) Su is assisted by: Dr. Jia Borrer.

Dr. Jia Borrer

Jia Borrer received her doctoral degree in Educational Leadership in May of 2012. Dr. Borrer serves as a faculty member at NSU's Abraham S. Fischler College of Education and School of Criminal Justice. She has over 20 years of classroom teaching experience and holds National Board Certification. She

teaches multiple courses in education at the Undergraduate, Master's, and Educational Specialist level in the areas of Curriculum and Instruction, Teacher and Educational Leadership, and Early Childhood Education. Areas of research include early childhood, elementary education, STEM education, teacher leadership, bullying, and emotional resilience.



Dr. Teri Triguba Williams

Veteran educator with 30+ years' experience, currently Lead Faculty for MS in College Student Affairs at Nova Southeastern University (NSU). Holds prior position as Director, Office of Experiential Education and Learning (ExEL). Built comprehensive experiential education program and FYE course for FTIC students. Shifted experiential education into a graduation requirement, driving

educational and cultural change at NSU. Collaborated with National Society for Experiential Education (NSEE), establishing annual Experiential Education Academies (EEA) nationwide. Actively engaged with NSEE as a National Faculty and facilitated EEA workshops at universities and conferences. Catalyst for positive systemic change in Broward County Public Schools, impacting over 10,000 educators and school leaders.

Research objectives

Exploring innovative teaching strategies using Project MIND -Math Is Not Difficult, and promoting inclusive and effective math education for children with Autism, improving their long-term academic and life outcomes.

Keywords:

STEM, Education, High school, Female

Abstract

The present study investigated the effects of integrating STEM (science, technology, engineering, and math) with the arts on the academic and career outcomes of high school minority female students. This research aimed to address the persistent underrepresentation of women and minorities in STEM fields and bridge the achievement gap.

A methodological design was implemented, involving the integration of an arts-integrated STEM curriculum at a high school with a predominantly minority and female student population. The academic and career outcomes of the program participants were compared to a control group receiving traditional STEM education. Data collection involved surveys, assessments, and interviews, and quantitative and qualitative methods were employed for analysis. The study's significance lies in demonstrating the effectiveness of arts integration in engaging and supporting the academic and career success of minority female students in STEM.

Keywords:

Covid-19, Mental health, Music, Society

Methodology

The methodology for the research project aimed at raising STEM awareness among high school female

students involves a systematic and comprehensive approach to engage and inspire the target population. The study sought to address the gender disparity in STEM fields by designing and implementing an intervention program promoting STEM interest and participation among female students. To achieve its objectives, the study employed a methodological design that involved the implementation of an arts-integrated STEM curriculum at a high school with a predominantly female and minority student population. This curriculum was designed to combine the principles and practices of STEM with artistic elements, such as visual arts, music, and theater, to create a more holistic and engaging learning experience.

Data collection for the study involved various methods, including surveys, assessments, and interviews. Quantitative methods were used to analyze the survey and assessment data, while qualitative methods were employed to analyze the interview data. This mixed-method approach allowed the researchers to understand the participants' experiences and outcomes comprehensively.

The following steps outline the methodology employed:

1. Program Design: The researchers developed a carefully crafted program incorporating various activities and initiatives to enhance STEM awareness. This included workshops, hands-on experiments, guest lectures by professionals in STEM careers, and a field trip to the university to visit STEM labs and meet with undergraduate students and professors in various STEM programs to create mentoring opportunities. In addition, the program was designed to provide exposure to different STEM disciplines, highlight successful female role models in STEM, and foster a supportive and inclusive learning environment.
2. Selection of Participants: A diverse group of female high school students was selected to participate in the program.
3. Implementation: The program was delivered from September through December. It involved a combination of in-school and out-of-school activities, carefully planned and coordinated by the research team and educators. The activities were designed to be engaging, interactive, and hands-on, allowing participants to actively explore STEM concepts and develop critical thinking and problem-solving skills.
4. Data Collection: Various methods were employed to assess the program's impact on STEM awareness and interest among the participants. Pre- and post-program surveys were conducted to measure changes in attitudes, perceptions, and self-efficacy related to STEM. Additionally, focus groups or interviews were conducted to gather qualitative data, allowing participants to share their experiences, challenges, and aspirations.
5. Data Analysis: The collected data were analyzed using appropriate statistical techniques to quantify the participants' STEM awareness, interest, and self-efficacy changes. Descriptive statistics were used to summarize survey data, while qualitative data from interviews or focus groups were analyzed thematically to identify common themes and patterns.
6. Evaluation: The program's effectiveness was evaluated based on the findings from the data analysis. The researchers compared the pre- and post-program data to determine if there was a significant increase in STEM awareness and interest among the participants. Additionally, feedback from participants, educators, and stakeholders was

sought to gain insights into the strengths and weaknesses of the program and identify areas for improvement.

7. **Recommendations and Dissemination:** Based on the findings and evaluation, recommendations were made to improve the program and enhance its impact on STEM awareness among high school female students. The research team disseminated the results through academic publications, conference presentations, and reports to education policymakers, school administrators, and relevant stakeholders to promote evidence-based practices for increasing STEM awareness and engagement among female students.

By employing this comprehensive methodology, the team hoped to contribute to the existing literature and provide practical insights for educators, policymakers, and researchers interested in addressing the gender gap in STEM fields and fostering STEM awareness among high school female students.

The significance of this study lies in its potential to demonstrate the effectiveness of arts integration in engaging and supporting the academic and career success of minority female students in STEM fields. In addition, by combining STEM's analytical and problem-solving skills with the creative and expressive aspects of the arts, the researchers hypothesized that the students would excel academically and develop a more substantial interest and passion for pursuing STEM-related careers.

The findings of this study have the potential to inform educational policies and practices, highlighting the importance of incorporating arts into STEM education, particularly for underrepresented groups. Furthermore, by providing empirical evidence of the positive effects of arts integration, the study contributes to efforts aimed at reducing the gender and minority gaps in STEM fields and promoting inclusivity and diversity

in scientific and technological endeavors.

Background

Integrating arts into STEM education has shown promise in engaging and inspiring students across various studies (Hetland et al., 2007). By incorporating artistic elements such as visual arts, music, and theater into STEM curricula, students are provided with unique and creative avenues to explore and express STEM concepts. Integrating skills enhances students' comprehension of scientific and technical principles and stimulates their imagination and creativity.

However, despite the potential benefits of arts-integrated STEM education, women still need to be represented in specific STEM disciplines, such as math and chemistry (NSB, 2019). This highlights the need for targeted efforts to foster interest and engagement among female students in these areas. By implementing a collaborative and inclusive environment that integrates arts into STEM education, this project aims to boost confidence, motivation, and interest among high school female students, particularly those from minority backgrounds.

The significance of this study lies in its potential to bridge the gender gap in STEM fields by demonstrating the effectiveness of arts integration in engaging and supporting the academic and career success of minority female students. Furthermore, by providing empirical evidence of the positive impact of arts-integrated STEM education, the study contributes to the growing body of research that promotes innovative approaches to address gender disparities in STEM.

Furthermore, integrating arts in STEM education offers a unique learning approach that can enhance students' comprehension and expression of STEM concepts. By incorporating creative and artistic elements, students can develop a

deeper understanding of complex scientific principles and apply their knowledge in novel and imaginative ways. This study's findings have the potential to inform educational policies and practices, emphasizing the importance of arts integration in promoting STEM awareness and fostering inclusivity and diversity in STEM fields.

In 2019, the underrepresentation of women in STEM persisted, constituting only 29% of the science and engineering workforce in the United States (NSB, 2019). This gender disparity has been a longstanding issue, highlighting the need for proactive measures to promote diversity and inclusivity in STEM.

Encouraging girls to pursue STEM education is crucial for addressing this underrepresentation (NSB, 2019). Research has shown that providing female students with a supportive and inclusive learning environment can enhance their confidence, interest, and participation in STEM subjects. In addition, educators can empower girls to explore their potential in traditionally male-dominated fields by fostering an environment that promotes equality and removes barriers.

The background highlights the persistent underrepresentation of women in STEM fields and the significance of encouraging girls to pursue STEM education. Integrating arts into STEM education provides a promising approach to engaging and inspiring students, particularly female students from minority backgrounds. Unfortunately, according to the National Science Board, the underrepresentation of women in STEM has persisted, constituting only 29% of the science and engineering workforce in the United States (NSB, 2019). This gender disparity highlights the need for additional measures to promote diversity in STEM fields.

Encouraging girls to pursue STEM education is crucial for addressing this underrepresentation (NSB, 2019). Research has shown that providing

female students with a supportive and inclusive learning environment can enhance their confidence, interest, and participation in STEM subjects. In addition, educators can empower girls to explore their potential in traditionally male-dominated fields by fostering an environment that promotes equality and removes barriers.

This study contributed to existing research by examining the impact and implementation of STEM activities connecting with various art forms. In addition, the researchers focused on arts-integrated STEM education on the academic and career outcomes of high school minority female students, aiming to reduce gender disparities in STEM fields and promote inclusivity and diversity in scientific and technological endeavors.

The researchers achieved the following results from the study:

They cultivated a collaborative and inclusive learning environment encouraging participation and teamwork among female high school students in STEM activities. By fostering collaboration, the project aimed to promote community and support among participants, allowing them to learn from and inspire one another.

1. They exposed female students to successful female role models in STEM through Arts infused activities. By connecting students with accomplished women/scientists in STEM careers, the project aimed to inspire and empower participants, demonstrating that successful careers in STEM are attainable for women.
2. They assessed and documented the effectiveness of arts integration in engaging and supporting high school female students' interest and participation in STEM. In addition, the project sought to gather data on the impact of arts-integrated STEM education on students' attitudes, perceptions, and self-efficacy in STEM fields.
3. They increased interest and enthusiasm for STEM subjects among female research sites/

school students. In addition, by providing hands-on, creative, and innovative learning experiences, the project motivated participants to develop a more profound interest in STEM fields and a greater appreciation for their real-world applications.

4. They enhanced problem-solving and critical thinking skills among participating students. Through the integration of arts, the project



fostered creative approaches to problem-solving and encouraged students to think outside the box when tackling STEM challenges.

5. They increased confidence and self-efficacy among students in pursuing STEM careers. In addition, by providing a supportive and inclusive learning environment and exposure to successful female role models in

STEM, the project participants developed a greater belief in their abilities and potential to succeed in STEM fields.

6. The team created greater awareness and understanding of diverse STEM fields and potential career pathways. Through workshops, activities, and exposure to different STEM disciplines, the project broadened students' knowledge and exposed

them to various STEM-related career opportunities.

7. The research team documented best practices and lessons learned in integrating arts into STEM education. In addition, the project contributed to the body of knowledge on effective strategies for promoting STEM interest and participation among high school female students, specifically



focusing on integrating arts.

By achieving these objectives and expected outcomes, the project made significant progress in increasing the interest, participation, and confidence of high school female students in STEM fields, ultimately addressing the gender disparity and promoting diversity and inclusivity in STEM education and careers.

Sample STEM activities with Arts Integration

Various engaging activities were implemented to motivate 9th-grade female students and integrate the arts into STEM subjects. The following are example activities focusing on Chemistry, Biology, Physics, Technology, Mathematics, and Food Science, with the addition of incorporating Tai-Chi to demonstrate the connections in STEM.

1. Chemistry:

- **Artistic Molecules:** Students created artistic representations of molecules using various art materials, showcasing their understanding of chemical bonding and molecular structures.
- **Culinary Chemistry:** Students explored chemical reactions and changes during cooking or food preparation, linking chemistry concepts with culinary arts.

2. Biology:

- **Nature-inspired Art:** Students collected samples of leaves, flowers, or other natural materials and used them to create botanical artwork, emphasizing the connection between biology and art.
- **Biomimicry Design:** Students studied organisms and their adaptations and then used that knowledge to design and create innovative products inspired by nature.

3. Physics and Engineering

- **Kinetic Sculptures:** Students designed and constructed sculptures that utilize basic

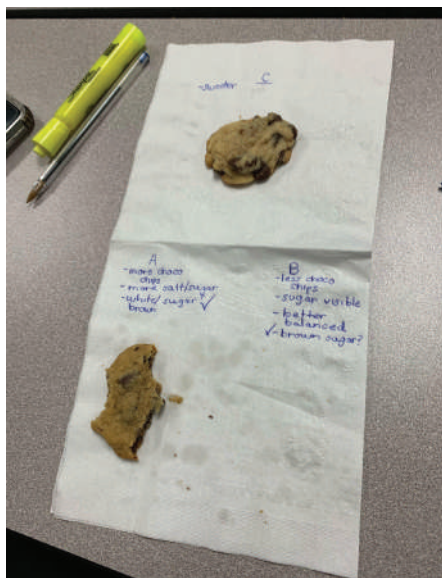


physics principles, such as balance, motion, and forces, while incorporating artistic elements to create visually captivating works.

- **Light and Color:** Students explored the properties of light and color through experiments and created artwork demonstrating their understanding of concepts like reflection, refraction, and color mixing.

4. Technology:

- **Digital Storytelling:** Students used digital tools to create multimedia presentations or videos that showcase the intersection of technology and storytelling, highlighting the importance of technology in various fields.
- **Coding Art:** Students learned coding concepts and used programming languages to create



interactive and visually appealing artwork, demonstrating the fusion of technology and creativity.

5. Mathematics:

- **Mathematical Patterns in Art:** Students investigated mathematical patterns found in various art forms, such as tessellations, fractals, or Fibonacci sequences, and created artwork based on these patterns.
- **Data Visualization:** Students collected and analyzed data, then used graphical representations, infographics, or interactive visualizations to present their findings artistically.

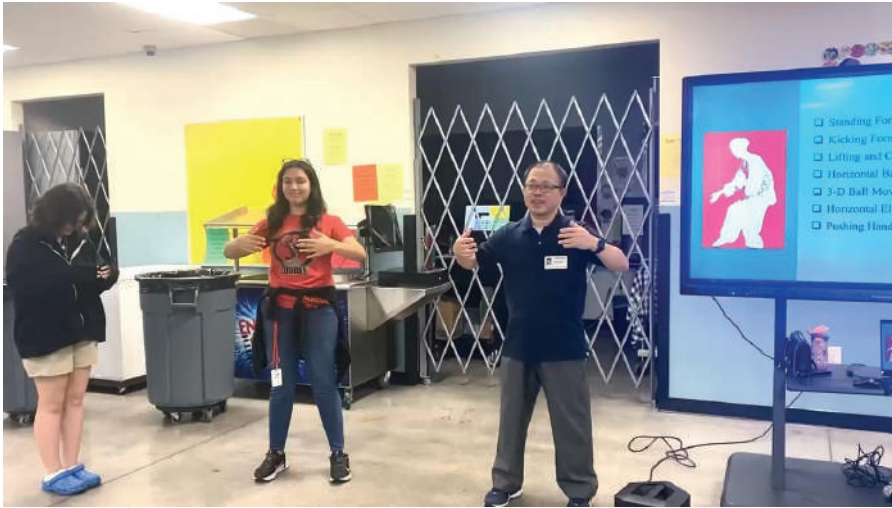
6. Food Science

- **Molecular Gastronomy:** Students used various techniques to explore the science behind food preparation.
- **Food Photography:** Students learned about composition, lighting, and angles in photography while capturing visually appealing images of food, linking food science and visual arts.

Integration of Tai Chi

Incorporating Tai Chi into the activities helped demonstrate the connections between STEM and movement, balance, and the human body. For example, students engaged in Tai Chi exercises learned about the





physics principles behind movement and balance, and explored the scientific benefits of Tai Chi on mental and physical health. In addition, they created artistic representations or performances that showcase the integration of STEM principles with Tai Chi movements.

Combining these activities allowed students to engage in hands-on experiences that intertwine STEM

interconnectedness of STEM in various aspects of everyday life.

Data Analysis and Conclusion

This project aimed to address the underrepresentation of high school female students in STEM fields by creating a collaborative and inclusive environment that integrates the arts.

was implemented with the school's leadership team and STEM experts.

The project team carefully recruited the participants, considering their backgrounds, interests, and aspirations. In addition, efforts were made to ensure diversity and inclusivity, allowing students from various ethnic, socioeconomic, and academic backgrounds to participate.

The project team collaborated with STEM experts to design and organize hands-on learning experiences. Workshops, activities, and experiments were developed to provide creative and innovative approaches to learning STEM subjects. Integrating arts into the curriculum allowed the participants to explore STEM concepts through visual arts, music, theater, and other artistic mediums. The project aimed to stimulate the participants' imagination, foster critical thinking, and develop problem-solving skills by incorporating creative elements.



subjects with artistic expression. This interdisciplinary approach fosters creativity, critical thinking, and problem-solving skills while highlighting the relevance and

The target population consisted of thirty to forty minority female high school students from diverse backgrounds uncertain about pursuing STEM careers. The project

The project's primary objective was to increase the confidence and motivation of the participants to pursue careers in STEM fields. By providing a supportive and inclusive learning environment, the project aimed to boost the participants' self-belief, challenge gender stereotypes, and demonstrate the diverse range of opportunities available in STEM careers.

The effectiveness of the project was evaluated through a variety of methods. Student assessments, including pre-and post-program surveys, were conducted to measure STEM knowledge, attitudes, and self-efficacy changes. Focus groups and interviews were also conducted to gather qualitative data, allowing participants to share their experiences, challenges, and aspirations. The evaluation aimed to assess the impact of the activities and the overall project on the participants' interest, engagement, and confidence in pursuing STEM careers.

Through the project's activities and evaluation, the research team

aimed to contribute to the existing knowledge on innovative approaches to STEM education and its potential to empower and inspire minority female students. By promoting diversity and inclusivity in STEM fields, the project sought to reduce the gender gap and open new academic and career opportunities for the participants.

Data Analysis

Correlation Analysis was conducted using data from the S-STEM survey, specifically from 9th-grade female students. The data collected pertains to their abilities and attitudes toward math, science, engineering, and technology. Correlation analysis is a method used to measure the strength of the relationship between variables, with a high correlation indicating a strong association. The STEM areas are grouped into math, science, and engineering/technology. The analysis results can be used to determine if there is a connection between students' abilities and attitudes within each subject. For instance, it investigates whether a student who expresses a positive attitude toward math also demonstrates a positive attitude toward their math skills.

Correlation analysis can be performed using different methods, with the Pearson and Spearman correlation being the most popular. Both ways assess the degree of association between variables, but the Spearman correlation is suitable for ordinal data. In this analysis, the Spearman correlation is utilized, considering two questions simultaneously, where one question relates to the ability and the other two feelings. The questions should also pertain to the same subject and have the same perspective (positive or negative).

Two statements from each subject are compared to determine the correlation between students' attitudes and abilities. For math, the statements "I like math" (M1) and "I can get good grades in math" (M8) are analyzed. In the case of science, the questions "I am sure of myself

when I do science" (S1) and "I would consider a career in science" (S2) are considered. Lastly, for engineering and technology, the questions "I like to imagine creating new products" (ET1) and "I am good at building and fixing things" (ET3) are used.

Several aspects of the analysis can be examined to determine the strength

between students who are sure of themselves in science and those who would consider a career in science. Once again, the significance level is $<.001$, confirming this correlation.

Regarding engineering and technology, the correlation coefficient of .884 demonstrates a positive relationship between students who

Correlations				
			M1	M8
Spearman's rho	M1	Correlation Coefficient	1.000	.865 ^{**}
		Sig. (2-tailed)	.	<.001
		N	55	55
	M8	Correlation Coefficient	.865 ^{**}	1.000
		Sig. (2-tailed)	<.001	.
		N	55	61
**. Correlation is significant at the 0.01 level (2-tailed).				

of the association between variables. The correlation coefficient, ranging from -1 to +1, indicates the nature of the relationship. A positive coefficient signifies a positive relationship, while a negative coefficient indicates a negative relationship. A coefficient

enjoy imagining new products and those skilled at building and fixing things. The significance level, $<.001$, aligns with this correlation.

Identifying correlations between variables is crucial for various

Correlations				
			ET1	ET3
Spearman's rho	ET1	Correlation Coefficient	1.000	.884**
		Sig. (2-tailed)	.	<.001
		N	60	59
	ET3	Correlation Coefficient	.884**	1.000
		Sig. (2-tailed)	<.001	.
		N	59	60
**. Correlation is significant at the 0.01 level (2-tailed).				

of 0 implies no connection between the variables. The significance value is also crucial as it helps determine if the result is statistically significant.

Notably, the correlation coefficient at the intersection of the questions for math is .865, indicating a positive relationship between liking math and achieving good grades in math. The superficial significance level of $<.001$ supports this correlation.

Similarly, the coefficient of .926 reveals a high positive correlation

research problems. In this case, examining the data for correlations allows us to determine if a positive relationship exists between students' attitudes toward a particular subject and their abilities. This suggests that students with positive attitudes are likely to perform well, while those with negative attitudes may not excel. Therefore, a Correlation Analysis was performed using the data collected through the S-STEM survey.

This project provided an inclusive and collaborative environment for

Correlations				
			S1	S2
Spearman's rho	S1	Correlation Coefficient	1.000	.926**
		Sig. (2-tailed)	.	<.001
		N	61	61
	S2	Correlation Coefficient	.926**	1.000
		Sig. (2-tailed)	<.001	.
		N	61	62
**. Correlation is significant at the 0.01 level (2-tailed).				

high school minority female students to explore and engage with STEM subjects through arts integration. The project aimed to increase the participants' confidence and motivation to pursue STEM careers by fostering creativity, critical thinking, and problem-solving skills. The project's effectiveness was assessed through assessments, surveys, and qualitative data collection methods, ultimately contributing to understanding effective strategies for promoting STEM interest and participation among high school female students. This project aimed to increase the interest and involvement of high school female students in STEM fields through a collaborative and inclusive environment that integrates the arts. Thirty to forty minority female high school students from diverse backgrounds, uncertain about pursuing STEM careers, were recruited by the school leadership team to participate in the project. The project team collaborated with STEM experts to create and organize hands-on learning experiences, fostering the development of creative and critical thinking and problem-solving skills among the participants. The primary objective was to increase the confidence and motivation of the

students to pursue careers in STEM fields. The project's effectiveness was evaluated through student assessments, surveys, and focus groups to gauge the impact of the activities and the overall project.

Overall, this research sheds light on an innovative approach to STEM education and its potential to empower and inspire minority female students, ultimately leading to improved academic performance and expanded career opportunities in STEM fields.

Authors

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SUSTAINING ORGANIZATIONAL SOCIAL ENGAGEMENT POST PANDEMIC IN DIVERSE WORK ENVIRONMENTS WITH NEURO-LEADERSHIP



Martha Davidson

Founder: Mpowering Minds Now

100,000 women to Empower Women in technology professions to thrive by 2024. She is a Google Women Techmaker Global Ambassador and DEI advocate Trust Women In Tech.

Research Objectives

This study aims to evaluate emerging qualitative research on the influence of implementing Neuroleadership qualities post pandemic within an organization. There is an objective to weigh how employees in diverse physical locations are socially engaged, feeling connected and fulfilled with Neuroleadership engagement.

Keywords:

Organization, Social Engagement, Qualitative research, Neuro-Leadership.

Abstract

The COVID-19 pandemic has significantly transformed the dynamics of social engagement in work environments. In addition, it has heightened the importance and awareness of the implementation of Neuroleadership practices. Neuroleadership integrates the connection between the brain and effective leadership. It is an emerging leadership concept that promotes, emotional and social intelligence, empathy, compassion, decision making, cultural intelligence and inclusiveness towards building a cohesive, collaborative environment irrespective of physical work environments. There is an emerging

body of qualitative research that examines the intersection of neuroscience, social intelligence, and social engagement both pre- and post-COVID-19. This study aims to evaluate emerging qualitative research on the influence of implementing Neuroleadership qualities post pandemic within an organization. There is an objective to weigh how employees in diverse physical locations are socially engaged, feeling connected and fulfilled with Neuroleadership engagement. Additionally, this study examines how to implement leadership strategies post-pandemic embodying the mission and culture of an organization's ability to implement sustainable social engagement policies. This study has been carried out via a review of published literature providing key insights for Organizations to implement a leadership strategy that ensures success and employee well-being. Results have discussed the following: Neuroleadership qualities post pandemic, Neuroleadership and employee engagement, strategies post-pandemic. It is evident through this study that within Organizations workers are continuously embracing the flexibility of remote working. Organizations should develop the appropriate accountability, training, and attach significance to developing leadership practices.

Introduction

The COVID-19 pandemic has significantly transformed the dynamics of social engagement in work environments (Somani, IMPROVINGBUSINESSETHICSINTHE

Bio

Martha Davidson is the founder of Mpowering Minds Now where her mission is to empower corporate leaders use Neuroscience leadership practices and inspire midlevel managers specifically in the STEM profession to accelerate their desire to own a seat in the executive suite utilizing neuroscientific leadership strategies. Currently less 5 % of African American Women in STEM rise to senior leadership and less than 25% of women in technology over-all are in leadership positions. She is Certified in Neuroscience Coaching and Leadership specializing in Unconscious Bias, Corporate Leadership Consultancy and Speaker focusing on Advocacy for women in Technology. She is an International Speaker and Author that is passionate in empowering others to amplify their purpose and superpowers with the brain in mind. She has over twenty-five years in Cybersecurity as a global leader and influencer for Fortune 100 companies in United States, the Royal Bank of Scotland and BCD Travel. Her mission is to empower

NEW NORMAL, 2022). In addition, it has heightened the importance and awareness of the implementation of Neuroleadership practices (Sip, 2020). Neuroleadership integrates the connection between the brain and effective leadership. It is an emerging leadership concept that promotes, emotional and social intelligence, empathy, compassion, decision making, cultural intelligence and inclusiveness building a cohesive, collaborative environment irrespective of physical work environments including within an office setting, a hybrid or remote working environment (Aboiron, 2022). There is an emerging body of qualitative research that examines the intersection of neuroscience, social intelligence, and social engagement both pre- and post-COVID-19.

Prior to the COVID-19 pandemic, Organizational leadership and management practices primarily focused on managing teams within the office setting. Physical face-to-face meetings were conducted through which leaders could readily engage with their employees. Therefore, it could be perceived that there was little accountability for managers to embrace the concepts of Neuro-leadership. In contrast, the COVID-19 pandemic relied on technology to ensure Organizations were able to continue operation and generate revenue (Somani, Progressing Organisational Behaviour towards a New Normal., 2021). This was due to the imposed governing body regulations applied nationally and internationally, ensuring social isolation was adhered to in attempt to reduce the transmission of COVID-19. As restrictions were gradually lifted, for many employees of Organizations the work from home culture remained. Simultaneously, Organizations opened their doors to employees encouraging physical interaction creating hybrid work environments. This situation has made it essential for managers within Organizations to embody Neuroleadership insights and perspectives.

Daniel Goleman has written extensively on the importance of

emotional intelligence and social intelligence. He reveals that emotional intelligence focuses on personal emotions (Drigas & Papoutsis, 2018). Social engagement, awareness and social intelligence is interpersonal perspective of engaging with compassion, empathy, active listening, creating a sense of belonging and trust (Goleman & Boyatzis, 2008). A combination of both managerial/leadership theories are believed to be critical factors towards creating a collaborative culture in the workplace pre-pandemic. Face-to-face interaction, both verbal and non-verbal body language could be communicated by managers and employees. Research has revealed that post-pandemic expectations pertaining to working within an office setting have altered considerably.

Pre-pandemic, 99% of employers cultivated the expectation that their employees would work physically within the office environment in excess of 80% of their time. In contrast, post-pandemic this view is only shared by 10% (Scharf & Weerda, 2022). However, post pandemic within the hybrid environment establishing the know, like feel and body language is absent. This can be due to the potential absence of leadership and management practices which are believed to establish the importance of social engagement, that embraced the concepts of Neuroleadership in the work environment. The neuroscience of empathy, compassion and self-compassion addresses this notion (Stevens & Woodruff, 2018) which also enhances the need to engage further post-pandemic.

Objectives

This study aims to evaluate emerging qualitative research on the influence of implementing Neuroleadership qualities post pandemic within an Organization. There is an objective to weigh how employees in diverse physical locations are socially engaged feeling connected and fulfilled with Neuroleadership engagement. Additionally, this study examines how to implement leadership strategies post-pandemic

embodying the mission and culture of an Organization's ability to implement sustainable social engagement policies. This study has been carried out via a review of published literature and the researcher's experiences.

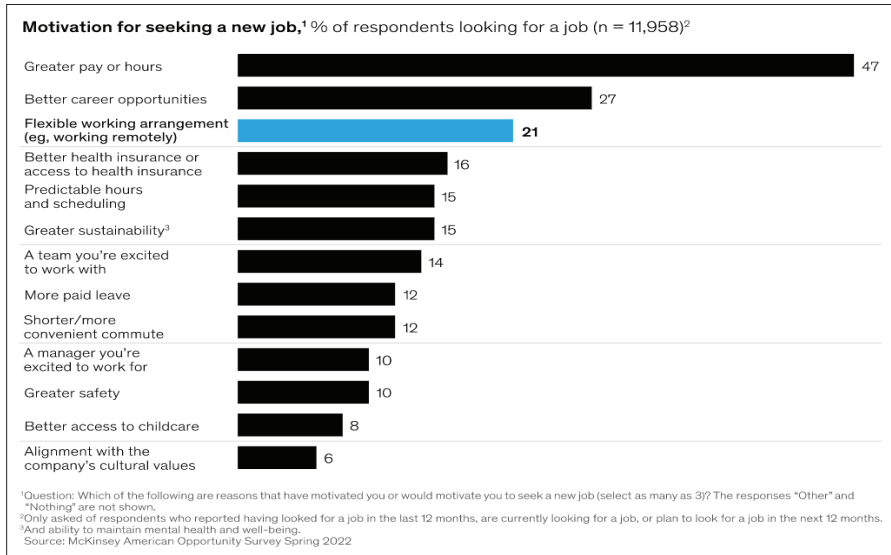
Results and Discussion

Results have identified the following qualitative research studies: The Neuroscience of Empathy and Compassion in the Workplace by Mary-Frances Winters; Social Intelligence and Emotional Intelligence in the Workplace by Goleman, Boyatzis, and McKee; Social Engagement and Its Role in Workplace Culture by Rani Dhawan.

Neuroleadership qualities post pandemic

The COVID-19 pandemic accelerated the rate of change within societies, including the rate of technological advancements. Working from home remotely, became habitual therefore, there is a divide in perspectives post-pandemic pertaining to hybrid workplaces vs making workers come back into the office. Figure 1 illustrates results of a study that was conducted on individuals seeking employment positions post-pandemic. They were asked what their motivation was when seeking a new job. A flexible working arrangement was the third popular motivation to employment superseded by better career opportunities at second place, and greater pay of hours at the top.

It is evident that post-pandemic, managing hybrid workers has become a very important element of the work culture. The technological evolution has facilitated research within neuroscience and understanding the brain better, in addition to the way digital technology is applied within the business context creating an impact on consumers and workers (Cuesta-Valiño, Gutiérrez-Rodríguez, & García-Henche, 2022). Many individuals have



▲ **Figure 1. (McKinsey, 2022)**

emotional and physical responses.

Neuroleadership and employee engagement

Post-pandemic Organizations have implemented numerous strategies to ensure conducive working relationships with their employees and cultivated a revised working environment. It is important for Organizations to understand that this is an opportunity to strengthen practices within the Organization and create a new normal world. The employee autonomy will be altered through the hybrid working initiative and the way management approach situations.

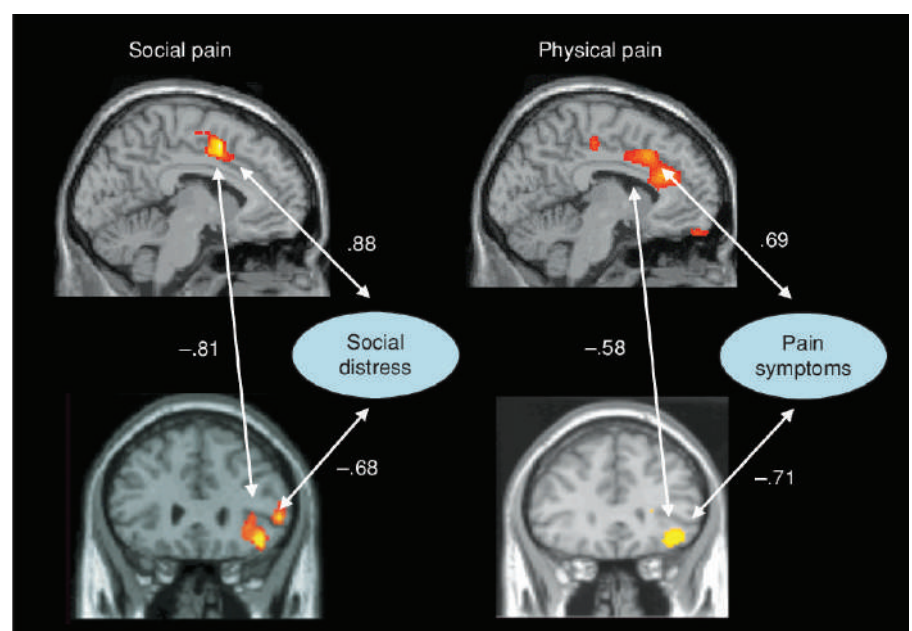
Research has highlighted positive and negative elements of hybrid working as illustrated in figure 3.

There is a direct impact upon the way Organizations are managed and the success of that Organization in the future. Thus, autonomy is necessary, and managers need to ensure fairness within Organizations. It is evident, that autonomy and flexibility are necessary for a hybrid working model. Employees have endured periods of shock and pain through the COVID-19 pandemic, which has been transforming into reconnection and rehabilitation as

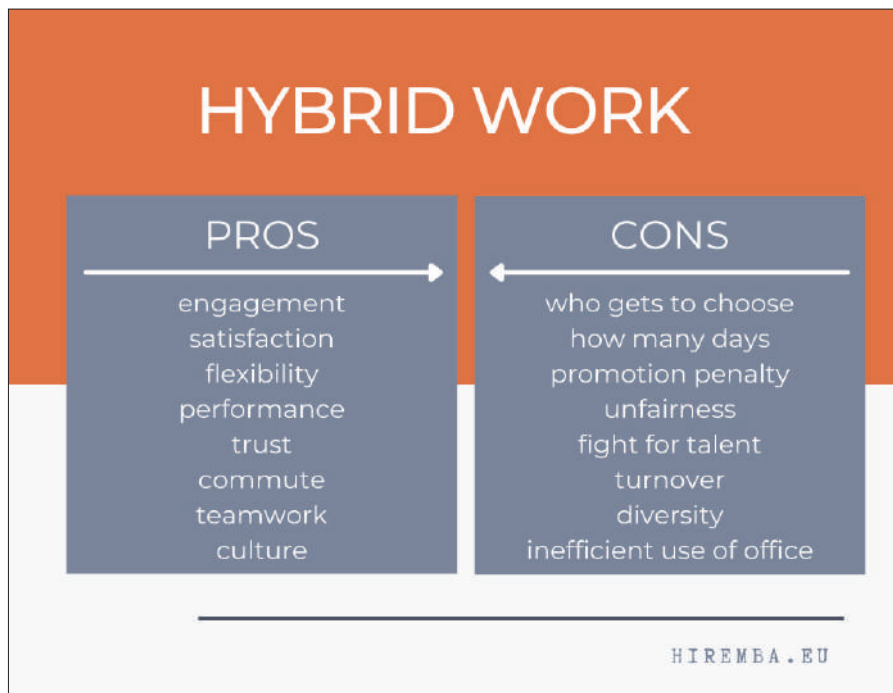
experienced emotional turbulence during the COVID-19 pandemic, therefore emotional management, and attention to cognitive processes within Organizations has become more important than within the past, particularly within decision making processes from leadership roles. Neuroleadership facilitates the identification of skills that cannot be seen but are necessary to be a successful leader (Goldsmith, 2010). Research has suggested that the impact of social pain can be also interpreted as physical pain because they are reliant on a shared neural circuitry (Eisenberger, Broken hearts and broken bones: A neural perspective on the similarities between social and physical pain, 2012). The same neurological basis is shared, contributing to the experience of physical and social pain. The emotional elements of the brain coding for physical pain can be activated through negative experiences due to social pain (Onoda, Okamoto, & Nakashima, 2009).

Figure 2 illustrates the brain experiencing social pain and physical pain. The left side illustrates neural activity when an individual is facing social exclusion relating to social pain which correlated with social distress. In contrast, the right-side illustrates neural activity during painful visceral stimulation through which pain symptoms are experienced, both are self-reported.

There is a mutual perception of pain between physical pain and social pain reflected through performance in behaviour and regions in the brain. Research pertaining to social and cognitive neuroscience has revealed that the experience of pain individuals can be reduced through social support and heightened social connections. Neuroscience has shown that the brain processes social pain in a manner similar to physical pain. Rejection, social exclusion, or disrespectful treatment in the workplace can activate regions associated with distress and discomfort, leading to negative



▲ **Figure 2. (Eisenberger, Why Rejection Hurts: What Social Neuroscience Has Revealed About the Brain's Response to Social Rejection., 2012).**



▲ *Figure 3. (Hyl, 2021)*

adaptation processes are underway towards helping individuals to become social beings again. According to the Neuroleadership Institute's SCARF model, autonomy comprises of five social components that can alter, to ensure the satisfaction and engagement of employees. Some individuals are sensitive to threat of their status and rewards, in contrast other people are more sensitive to certainty and relatedness (Institute, 2022).

- Status
- Certainty
- Autonomy
- Relatedness
- Fairness

Through this model, leaders can aim to deviate their employees away from feelings of threat which reduces performance levels. In contrast employees cultivating a mindset from a reward state enables them to think clearly, contributing towards effective performance. Leaders should realize that employees value freedom and choice, contributing towards feelings of threats and rewards despite the location within which employees are working from. Through the practice of autonomy in Neuro-leadership, employees feel more socially connected and engaged. It has been proven to reduce stress factors and

improve performance. Employees are perceived to be in control and experience a reduction in strong emotions associated with the choices that have been made. Individuals must be aligned with their actions, opposed to being forced into adhering to decisions with dire consequences. Thus, Neuroleadership provides a balance between ensuring high productivity rates for employees and reduced stress factors including commuting to a place of work. When Organizations implement greater autonomy, employees are more engaged which directly impacts upon their positive mental wellbeing. Despite the positive factors pertaining to autonomy, it may not be suitable for each individual employee, there may also be segregation between employees working within remote settings and those who work within the Organization physically (Lauer, 2021). There is immense impact on employees via the way leaders within Organizations lead, feel and in addition to burdens of associated financial implications. Emotional intelligence can be perceived as a reflection of personal emotions and regulating as leaders can create a deeper understanding on the use of the SCARF model. It can be utilised to ensure cultural fairness, strengthen social and cultural intelligence,

interpersonal skills and overcome cultural differences.

Strategies post-pandemic

Organizations are required to implement robust leadership strategies post-pandemic to ensure positive change and increased productivity. It is necessary to identify working arrangements of employees as some may be remote workers, while others are hybrid workers or based in the office setting full time. For each, it is important to include the appropriate functionality while being placed in appropriate teams. They are recommended to all abide by the same principles including available working hours and location. Experiencing social pain in the workplace can have detrimental effects on an individual's emotional well-being. This is particularly due to trauma associated with events occurring within the COVID-19 pandemic. Thus, symptoms can be exacerbated in the new normal world resulting in increased levels of stress, anxiety, and depression, leading to decreased job satisfaction and overall productivity. Hence, leaders implementing Neuroleadership should ensure that they promote positive mental health and provide the necessary support after identifying individuals that are struggling.

Social pain can impair cognitive functions such as attention, memory, and decision-making. The distress caused by negative social experiences can consume mental resources, impacting an individual's ability to focus and perform tasks effectively. Hence leaders must aim to reward their employees appropriately to reward employees for their hard work. When workers experience social pain, their motivation and engagement at work can suffer. They may become disengaged, withdrawn, or exhibit decreased commitment to their tasks and the Organization. Hence, Neuroleadership should employ strategies to keep their employees motivated and engaged. Unfortunately, prolonged exposure to social pain in the workplace can create a toxic Organizational

climate, characterized by low morale, higher turnover rates, and reduced collaboration among team members. Consequently, this contributes to low productivity and a hostile working environment. Understanding the neuroscience behind social pain highlights the importance of fostering positive social interactions, promoting respect, and creating an inclusive work environment. Organizations that prioritise psychological safety and address social pain can contribute to employees' overall well-being, job satisfaction, and performance. Social Pain can also occur as a result of Organizations failing to address or understand the impact of what employees are facing. Even upon sharing concerns with Human Resources, which is the best line of action, individuals have been ignored. Hence, individuals have undergone personal journeys of healing. In addition, they have become Neuroleadership advocates for Organizations to take proactive measures to address managerial accountability and leadership appraisal impact.

Conclusion

It is evident through this study that within Organizations workers are continuously embracing the flexibility of remote working. Organizations should develop the appropriate accountability, training, and attach significance to developing leadership practices. They should highly engage remote workers with Neuroleadership practices of autonomy, trust, and active social engagement, to foster a sense of belonging and contribute to the Organization with a high trust factor of management.

A synergy of studies has highlighted both positive and negative implications of working within a hybrid workplace, as approximately 75% of the workforce has cultivated a hybrid working environment. Therefore, organizations are required to be proactive in their approach to address the challenges relating to social pain, isolation, collaboration and working within teams to

harbour a culture of equality and inclusiveness. Leaders can implement the SCARF model to ensure a holistic approach within the hybrid working model, however this needs to be managed appropriately. Thus, organizations should ensure that managers are provided with rigorous training and continued education towards skill development, while taking accountability to enhance the SCARF model. This strategy is pivotal to ensure there is minimal attrition and for organizations to sustain employee retention rates. In addition, it creates a happier working environment for employees and managers as the organization should aim to provide enhanced diversity, equality, inclusiveness, relatability, fairness, and overall equality.

Organizations should realize the importance of implementing training focusing on equipping managers to personify interpersonal proficiencies. Simultaneously, they should be taught how to manage hybrid teams. This research has reflected that workers are embracing the flexibility of hybrid workers. In addition, neuroscience studies have demonstrated the managerial impact of positive social engagement to minimize isolation, rejection, inclusion, and feelings of value. Another imperative factor is that managers who lack the understanding of empathetic communication and interpersonal skills result in facilitating the creating of social pain. Consequently, this impacts upon heightening stress levels, feelings of being overwhelmed, burnout and it affects the overall well-being of the employee, thereby impinging upon attrition and retention. Thus, it is recommended that social engagement within a hybrid workplace should demonstrate negative and positive effects on workers, managing attrition, and retention. Furthermore, Organizations can create accountability models to address social pain, gender bias, cultural bias, empathy and compassion to foster collaboration, teamwork and sense of belonging.

Further research pertaining to commonalities between physical pain and social pain is required because physical pain can be perceived as

a psychological phenomenon. It is governed through expectation and attention. In contrast, social pain is perceived as a biological phenomenon which can be associated with survival in social life. However, as human beings adapt to situations and their environments, there are commonalities, and an inseparable relationship arising between the two types of pain. It is necessary to redefine management styles within Organizations in the new normal world to include inclusivity, establish the trust factor, cultivate a sense of belonging, and culture of collaboration.

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FASHION, CHIKANKARI AND SOCIETY



Bio

Kumkum Sheth is a Director and Fashion Designer. She founded Kiyana's wardrobe due to her passion for the world of fashion and design. She specialises in a broad range of fashion due to her vast experience dominantly in India, Dubai and Singapore. She focusses on fusing the Indo western cultures together through her designs and professional expertise. Kumkum Sheth gained her BCom from Delhi university and was awarded her master's degree MBA in marketing from NMIMS (Mumbai). Kumkum Sheth is captivated by the thought processes that go into designing an array of different garments and is inspired when clothes make cultural statements. Her flexibility in designing ethnic fashionwear led Kumkum Sheth to being awarded the Best Ethnic Designer of the Year 2021- 2022. She believes that the best designs are simple, yet amazingly adorned with smart crafted products and exquisite workmanship and skills from the city of Nawabs, Lucknow.

Research Objectives

This study aims to understand fashion in the Pan-India focusing on Chikankari works.

Kumkum Sheth

Director and Fashion Designer

Keywords

Fashion, Chikankari, Society, Pan-India

Abstract

Fashion is an important element of global societies and in many ways as it contributes to identity of individuals. The connections to culture and religion facilitates individuals to represent themselves and express their individuality. Fashion comprises of an array of styles and is continuously changing through history to contemporary life. All individuals make their own fashion choices, whether it consist of following societal trends, imitating global icons, public figures, or role models. This was evident through the coronavirus (covid-19) pandemic when the use of personal protection equipment (PPE) became mandatory. To some extent masks started to become a fashion accessory, as people started to match masks with their clothes to make it look 'trendy' or wearing masks comprising of designs. Clothes are usually worn in line with societal rules and regulations; however, fashion designing can be known to push societal norms. This study aims to understand fashion in the Pan-India focusing on Chikankari works. Through research and personal experiences results have revealed the following: Fashion and confidence, Individual beauty and comfort, Design and Empowerment. It is evident through the research conducted, that fashion is a means through which inner beauty can be highlighted suited to individual needs. Fashion has the ability to empower individuals to be themselves, be confident and glorifying their choices simultaneously bring cultures together.

Introduction

Fashion is an important element of global societies and in many

ways as it contributes to the identity of individuals. It is an important industry that has investments of millions of pounds and also creates employment opportunities for individuals globally (Zam, Tavakoli, Ramezani, & Rezasoltani, 2022). The fashion industry holds numerous festivals and exhibitions all around the world through which celebrities and global icons attend to endorse fashion products with the intention of attracting consumers. The world is continuously changing and evolving, with it are the tastes and expectation of consumers. It is important to understand fashion consumers, and this can be done through various methods of marketing and planning for the future. The connections to culture and religion facilitates individuals to represent themselves and express their individuality. Fashion comprises of an array of styles and is continuously changing through history to contemporary life. All individuals make their own fashion choices, whether it consist of following societal trends, imitating global icons, public figures, or role models. This was evident through the coronavirus (covid-19) pandemic when the use of personal protection equipment (PPE) became mandatory. To some extent masks started to become a fashion accessory, as people started to match masks with their clothes to make it look 'trendy' or wearing masks comprising of designs. Clothes are usually worn in line with societal rules and regulations; however, fashion designing can be known to push societal norms.

Due to the uniqueness of consumers, to meet their demands it is necessary to utilise methods of segmentation, targeting and positioning techniques so they can be put into groups that are rational. Through this technique each consumer is offered a fashion product that suits their unique needs. Hence

fashion can be deemed as a social diffusion process within which novel products and styles are accepted by consumers (Lasi, Halabi, Jantan, & Azahari, 2021). Fashion is deemed to be a social phenomenon which has the power to affect different groups of individuals within societies. Simultaneously fashion is a personal choice that has the ability to affect people's behaviours. It is evident that fashion motivations govern the decisions that consumers make (Esfandiari, Moradi, & Golmohammadi, 2021).

Chikankari

The Indian market has a rich culture and heritage that is reflected through fashion garments and clothes. However, it is also noticeable that it has been influenced by Western fashion. Although the term fashion comprises of a broad range of products it is dominantly referring to clothing and includes designers and producers of clothes many of which try to create a fusion between the east and west while keeping traditional focuses. A unique handmade embroidery that cannot be replicated is, chikankari. It comprises of embroidery techniques that are unique and possesses a range of various stitching methods. Chikankari is also renowned as Lucknowi Chikankari or Chikan Embroidery. For over two hundred years Lucknow has been the pinnacle of Chikan craftsmanship and involves more than 5000 families residing around the remote villages of Lucknow and are involved in the Chikankari embroidery industry contributing towards economic stability.

Objectives

This study aims to understand fashion in Pan-India focusing on Chikankari works. The study is conducted predominantly through sharing experiences from working within the Chikankari industry for several years.

Results and Discussion

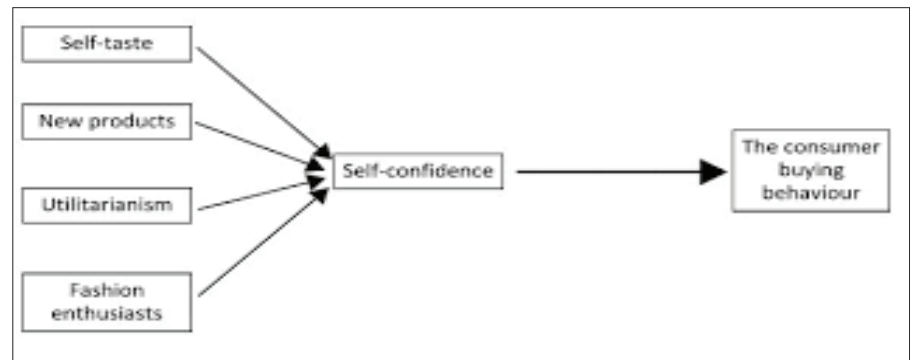
Through research and personal experiences results have revealed the

following: Fashion and confidence, Individual beauty and comfort, Design and Empowerment.

Fashion and confidence

Changes in fashion are usually accepted initially by leaders of the

designs and styles, hence they become a source of inspiration, to other individuals within the same industry. Results have revealed that there is a positive relationship between fashion and self-confidence. Self-confidence is usually increased through individuals wearing new fashion garments. When



▲ Figure 1. (Zam, Tavakoli, Ramezani, & Rezasoltani, 2022)

fashion industry in comparison to those that find it difficult to accept change. They do not fear trying new

individuals wear what they like and attach meaning to their garments, they feel increased self-confidence.

Chikankari Embroidery	Description
Rahet	A stemmed stitch that is hardly used in its basic form but is frequently utilised in the double version of Dora bakhiya
Banarasi	A knotted stitch made on the right-hand side of the cloth using six threads. Banarasi Chikankari Sarees are very famous for the same.
Khatau	a type of appliqué that is similar to Bakhia but finer. The design is created on calico, then embroidered into the surface of the finished cloth with paisley and flower designs.
Taipchi	A long-running or darning pattern to highlight a particular theme.
Bahia	Also known as shadow labour, is classified into two types: multi and sidhi
Phanda	Millet-shaped stitches that create flowers and motifs such as grape vines.
Murri	Rice-shaped micro stitching
Jali	Traditionally worked by ripping the threads of the material and forming minute buttonhole stitches.
Keel Kangan	This material is used to embellish floral designs and butties.
Hool	a little detachable eyelet stitch. It is made with six strands and resembles the heart of a flower.
Zanzibar	After one or more outlines have been done, the Zanzeera stitch is used to delineate the leaf/petal forms finally.

▲ Table 1. (mannuvinayak, 2022)

When individuals have heightened self-confidence it can contribute towards a positive effect on the behaviour of consumers. It is evident that individuals possess a variety of different attitudes when they adorn themselves with new fashion products. By generating an interest in fashion, consumers are more likely to accept new fashion products and it results in unified behaviours. Figure 1 illustrates the conceptual model of self-confidence and consumer buying behaviours. It reveals that self-taste, new products, utilitarianism, and fashion enthusiasts, all affect self-confidence which directly impacts the consumer buying behaviours.

Individual beauty and comfort

Although beauty comes from within and it manifests outwards, individuals still want to look physically attractive. Each individual can adorn their

beauty with their unique tastes and choice of various Chikankari embroidery styles. Table 1 highlights the different Chikankari embroidery styles and their descriptions:

Design and Empowerment

Step 1

The thought process behind making a garment is vital prior to implementing steps towards achieving the end goal. It is necessary for individuals to think about consumer needs. For example, the type of garment will it be a sari, an Indian dress, or an Indian outfit consisting of a top and bottom. Alternatively will it be an indo-western outfit that created a fusion of the eastern and western worlds. It is necessary to start the process through creating a vision of the end product and replicating it with a visual representation. This can be executed via sketching using pencil/pens and paper. Alternatively, as we

reside in a world of technological advancements appropriate software can be utilised to digitalise designs into a visual format using specialised software.

Step 2

Selecting the type of fabric that needs to be used, commonly Georget is utilised due to the weight enabling fine embroidery to be situated on the fabric ensuring good workmanship. Silk, organza, and khadi are also fabrics that are utilised.

Step 3

The printing process which can entail block printing, jaal printing, bail printing. The printing method is utilised in accordance with the garment being made. For example, if a sari is being made the likelihood is that the jaal printing method will be utilised while the boarder may be bail printing or block printing. Every method of printing consists of a special ink that is utilised to provide the desired good quality result.

Embroidery can be considered as an intricate factor that requires care and due diligence. Normal basic chikankari is utilised in fabric for wearing in normal daily life, hence it can be considered as cheaper in price. In contrast, dokanka chikankari is much heavier than basic chikankari due to the fine intricate works that are embodied within the materials. The workmanship is intricate, yet the bold designs catch the eyes of observers of the garment. Thus, the finishing touch seems to be very fine in appearance. Ektaka chikankari is one of the rarest forms of chikankari and has a premium value due to the time it takes to complete the garment. From experience it can take approximately six months to complete this type of workmanship. Due to the complexity of the work involved, it is very difficult for individuals to distinguish if the work is carried out by a machine or it is handmade reaching stages of near perfection through the skills of fine craftspeople. Mukesh work is another form of embroidery which is carried out through very thin wires utilising



▲ *Figure 2. Design*



▲ *Figure 3. Block printing*

Embellishment is carried out using the following materials sequences, kartana, pearls, kundan which is pure gold or even zardozi consisting of gold and silver threads provide a heavier look.

Step 6

When the material is ready it is necessary for the material to be made into the design that is being created. For example, if it is going to be an Indian outfit consisting of a top and trousers, then it would be necessary to decide on if the top is long or short, A-line, or straight cut. Then decisions must be made regarding the designs pertaining to the selected style.

cotton thread that can only be completed through using the hands.

years. It is necessary to design the garments in accordance with the

Step 4

Washing the garment after embroidery is necessary and a process is followed to ensure this occurs without damaging the fine craftsmanship that has taken a length of time. The material needs to be completely dried then the material is dyed. Depending on the style of the garment, the material is dyed accordingly, for example Ombre dying consisting of a colour going from dark to light, or light to dark dependent on the style of the garment.



▲ *Figure 5. Washing*

Step 5

Embellishment has become more popular over the last five to seven

needs and tastes of consumers, therefore many consumers have a preference to embellish the garments.



▲ *Figure 4. Embroidery*

Step 7

After the designs have been finalised and the styles made, then stitching the outfit is the next step. This consists of ensuring the correct measurements of an individual is sort and fitted to the body shape and size. Any issues that arise are rectified at this stage and models are called to wear the outfits so that they can then be adorned, and photographs taken.

The process taken to achieve the result for the consumer takes a lot of hard work and dedication from all those involved. However, when the consumer is adorned with the finished garment the beauty and workmanship add to the charisma of the individual and has the ability to empower the consumer. Automatically their insecurities are replaced with



▲ Figure 6. Creating the design

confidence and positivity as they know that they looking how they imagined.

Conclusion

It is evident through the research conducted, that fashion is a means

through which inner beauty can be highlighted suited to individual needs. Fashion has the ability to empower individuals to be themselves, be confident and glorifying their choices simultaneously bring cultures together.

There are numerous factors that



▲ Figure 7. Measure and alter

can impinge upon the self-confidence of consumers who wish to purchase fashionable garments. This can reflect upon consumer behaviour, therefore during the initial search stages of making the government, thorough searches and information should be acquired to create a positive impact upon consumer behaviour. It is evident that branding is popular with consumers and manufacturers. It is also important for marketing purposes and influences on consumer behaviour and self-confidence. The unique and diverse styles of Chikankari, the intricacies and exquisite craftsmanship allow an array of different styles and designs to be implemented suiting every consumer's fashion needs in the eastern and western worlds.

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THE EXPERIENCE OF RE-ENTRY WOMEN IN GRADUATE SCHOOL



Yanick Séide

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Bio

Yanick Séide, M.Ed, is the Founder and CEO of Chrysalis Women Empowerment. A Certified Master Coach, facilitator, mentor, international speaker, and member of the International Society of Female Professionals. Yanick Séide, provides life and career coaching, guiding professional women to get clarity, discover their innate talents and strengths, to have the purposeful life and career they aspire to.

Research Objectives

This theory-based research focusses on women over 40 and it sought to investigate the particular challenges that affect the experience of the women in this cohort, the support systems available to them, and how their experience as a graduate student could be improved.

Keywords

Women graduate school, re-entry female graduate school, women returnees mature female students, theory of human motivation.

Abstract

The number of mature women returning to studies at the graduate level is growing in numbers. Before reaching the decision to pursue graduate studies they weighed in the impact returning to studies would have on the family life: financial constraint and change in lifestyle. This theory-based research focusses on women over 40 and it sought to investigate the particular challenges that affect the experience of the women in this cohort, the support systems available to them, and how their experience as a graduate student could be improved. The research followed a humanist approach and the guiding theory follows Maslow's theory of human motivation based on a hierarchy of needs. The findings of the research indicate the challenges most mutually shared were related to multiple roles, family obligations, and finances. The study also indicated that interaction with other students and faculty were important, however these interactions were not easily developed or sustained.

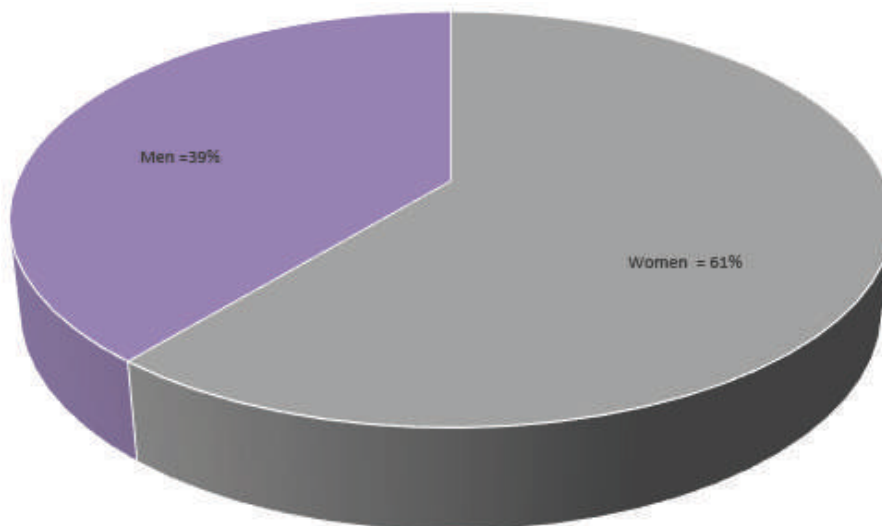
Introduction

Mature female learners enrol in graduate programs in growing numbers. The focus of this paper was to consider the experiences of women over 40, who have re-entered university after an extended absence; referred to as "re-entry women". Padula (1994) defines them as "women who re-enter college or university after an absence ranging from several years to as many as 35 years" (Thomas, 2010, p.55).

Bradburn, Moen, and Dempster-McClain, (1995) commented that: "growing numbers of women are moving back into school following marriage and motherhood" (p.1518). Thomas (2010) notes that according to the National Centre for Education Statistics (NCES) (2009) the number of females in graduate school surpassed the number of males since 1984 (p.55). Although the number of women who have re-entered to pursue graduate studies is continuously growing, they face challenges that are a factor in their decision to enrol and impact on their lives while pursuing their studies. According to NCES 2020, women accounted for 61% of enrolment in graduate studies.

Background

The purpose of this theory-based research paper was to report the experience of older female learners who have returned to studies in graduate programs and the reasons they have returned at a later stage in life. It also sought to identify resources available to support these women and the gaps to determine what strategies and support would improve their experience. The research followed a humanist approach where according to Merriam, Caffarella & Baumgartner, (2007) learning is viewed from the perspective of the human potential for growth. The guiding theory followed Maslow's (1943) theory of human motivation based on a hierarchy of needs "The motivation to learn is intrinsic; it emanates from the learner. For Maslow, self-actualization is the goal of learning, and educators should strive to bring this about" (Merriam, Caffarella &



▲ **Figure 1:** Percentage ratio of men vs. women enrolment in graduate studies

Baumgartner, 2007, p.282). This approach is a good match for the purpose of my research. It focusses on the experience of re-entry women, their motivation to pursue their studies, and the factors that have an impact on their experience as mature graduate students.

The following research questions guided this research:

What are the reasons women re-enter and pursue graduate studies at a later stage of their life?

- What motivates them?

What strategies and supports would improve the experience of women re-entering education at the graduate level?

- What barriers do they face?

Theoretical framework

Maslow's theory of motivation provided the theoretical basis for this study of the experience of re-entry women in graduate school. This theory based on the hierarchy of needs provides the insight into the motivation of women who re-enter at the graduate level, their needs and how it affects their learning experience.

Maslow (1943) explains in his theory of the hierarchy of needs that individuals are motivated to achieve certain needs. Once a person fulfills

one need, he or she will seek to fulfill the next one, and so on. The well-known pyramid displays the five motivational needs where the most basic needs are at the bottom and more complex needs at the peak (Simply psychology).

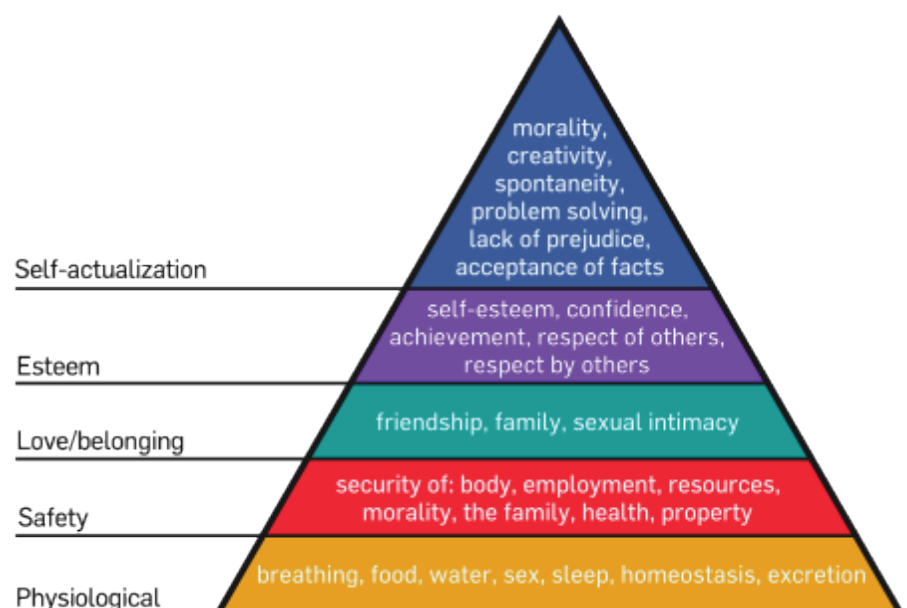
The literature indicates that the reasons re-entry women who return to studies at the graduate level are mainly for personal achievement and vocational reasons. Oplatka and Tevel (2006) state that women in mid-life seek higher education as an opportunity for personal development, self-fulfillment, and self-expression. These are linked to the motivation of self-actualization, at the peak of

Maslow's pyramid. Oplatka and Tevel also say that some women perceive higher education as a way to promote their social position. More specifically when it comes to education and qualification, which are two significant factors in a person's esteem including self-esteem, confidence respect by others, are at the fourth level of the hierarchy. Carlson (2008) says that mid-life women pursue higher education (graduate studies) because they can make a contribution to the good of society as a whole (esteem), also contributing as an individual (self-actualization).

Maslow's Hierarchy of Needs
<https://www.psychologytoday.com/blog/hide-and-seek/201205/our-hierarchy-needs>

Reasons why Re-entry Women Pursue Graduate Studies

Current research on older adult women in graduate school provides information about women's experience in the process of entering graduate school starting with the factors considered before making the decision to enrol. However it does not expand throughout their whole journey, nor after they have completed it.



▲ **Figure 2:** Maslow's Hierarchy of Needs

The literature suggests that women in mid-life consider pursuing their studies for varied reasons such as self-satisfaction, intellectual stimulation to personal fulfillment and personal growth (Carlson 2008). These reasons are also suggested by participants in the research. Margaret, for example, says that she wanted to pursue her master's primarily for her satisfaction and for professional advancement. She had contemplated it for several years. A series of factors helped her make her decision. The timing was right for her now that her children were older. Moreover, now the financial implications were no longer an obstacle because of the educational grant she received. Nancy states that she has a good job; her main reason for pursuing her master's is for personal accomplishment. However, the literature also suggests the primary reasons are vocationally oriented, to advance their career goals, pursue a career change and seeking a new opportunity, or to gain security in their field (Perna 2004). According to Isopahkala-Bouret (2013), the majority of older students pursue graduate studies to increase their knowledge, their qualifications or both, and to apply it to their work and improve their performance in order to avoid redundancy at work. She also notes that personal development does not exclude vocationally oriented interests. Carlson (2008) also says the desire to pursue a career change and seeking new employment opportunities as particularly evident amongst working women. The idea of change as a reason for pursuing graduate school is particularly evident in responses by mid-life women in the workforce.

For working women who were employed, the desire to pursue new and different employment opportunities are characterized by responses including "new field", "enhanced employment opportunities", "better employment", "more marketable", hoped to make contacts to help me find more satisfying employment" and "a career change in midlife" (p. 43).

The same observation is also present in the empirical research

Oplatka and Tavel, (2006) comment that women in midlife turn to higher education to satisfy their desires and needs, to seek self-fulfillment and growth. Padula (1994) mentions that the ability to contribute financially and experientially to the family and the need to review the roles of family and marriage as other contributing factors to the women's decision to re-enter to studies.

Oplatka and Tavel, (2006) also mention that women in midlife turn to higher education to satisfy their desires and needs, to seek self-fulfillment and growth. Women around the world reported these motivators, and despite the differences in cultures they share the same doubts American women have, for instance, including women in Israel. O'Barr, (1989) notes the following about the women in Israel:

Similar to American women who felt doubtful about prioritizing their own aspirations, accustomed as they are to putting the needs of others ahead of their own, the study participants had to reach midlife before they could liberate themselves from societal norms and family responsibilities that usually impede women's development, particularly in family-oriented societies (as cited in Oplatka & Tavel, 2006, p.72).

Although women represent a significant portion of graduate students, the decision to enrol in graduate school involves many considerations. When I contemplated returning to school and pursue a Master's degree, I questioned if the investment was worth it at this stage of my life. I would have to dip into my savings for my retirement; I wondered if I would have enough time to replenish my savings by the time I retire. Perna (2004) says that women might evaluate the cost benefits of pursuing graduate studies. They would consider the time away from the workforce for bearing and raising children and the shorter window of opportunity to benefit from pursuing graduate studies.

I was not only considering the monetary aspect; I also weighted the

time investment involved. I would not be as available to my family. Although my children were grown, there were still demands on me as a mother's role does not stop even when the children are grown. Also at the time I decided to enrol I started a new position at our Head Office as a Corporate Learning Consultant, This change of position involved a steep learning curve. I had to shift to a new corporate culture and priorities to meet the needs of the organization at the national level. I wondered if I would have the energy to study and keep up with the assignments now that I had to travel frequently. I already was coming home quite tired from my work; I was not sure if I was up to the additional demands I was going to face. However, I saw this investment was worth it because I would have self-actualization; I would pursue something that gave me satisfaction, besides the added credential and knowledge I would bring to my practice. According to Carlson, (1999) women in mid-life who pursue studies for two reasons: because they want to provide for themselves and an altruistic reason: to ensure the welfare of others. Women in this middle stage of development have an interest in graduate studies because they see how their education can contribute to the greater good of society, leaving a legacy for future generations. One research participant, Danielle, who has two sons in their 20s, says that one of the reasons she decided to enrol in the Master's program was because she wanted to be a role model for her sons and to encourage them in continuing their education.

Re-entry women also see the benefits that advance education offers the individual, the need for self-actualization as per Maslow's hierarchy of needs. Thomas (2010) notes that women took time before making the decision to become a graduate student but once they made it, it was a firm decision, they did not second guess themselves. Larson Carlson (1999) also notes that women in mid-life who are employed see that pursuing advance education increase the possibility of a career change, new employment and better employment opportunities in mid-life.

Motivation

Studies revealed that older women students have more motivation than their younger female counterparts. Thomas (2010) noted that older women students performed better at the graduate level than when they were at the undergraduate level. The women applied their life experience to their new career as a student and admitted to being more disciplined and prepared than when they were younger. They had to be very adept at time management to meet all the demands they had to meet in their different roles. I agree with Thomas's statement regarding the motivation of re-entry women. As a re-entry woman myself, I find that I am more motivated than I was during my undergraduate studies. Although I was a good student, my motivation was not personal, it was a matter of getting through that stage in my life to go on to the next phase. Post-secondary studies was something that I was expected to do. Now, I am enjoying studying more than when I was younger, even though I am very busy with work and family responsibilities. I see them as something positive because they enable me to harness my full potential; it gives me a great sense of accomplishment

All of the women who participated in the interviews were interested in personal development and new career opportunities. For example, Michelle said that a few years back she wanted a change. She ceased an opportunity in a federal organization, however, during the period of budget cuts in the federal public service, and the reorganization that resulted, her position was declared surplus and she was subsequently laid-off. Fortunately, she received an education allowance as part of the severance package. Having the educational allowance facilitated her decision to enrol in a master's program. The timing was right as her children were adolescents, and she did not have to worry about financing her studies. She had been contemplating doing her master's for several years for herself and also professionally.

She was aware that she needed it for advancement in her career. She also recognized that this was one of the deciding factors in the selection of who would be laid-off.

I have been contemplating for some time taking the master's. I wanted to do it for myself but also wanted to advance professionally. Having a master's when applying for a job – it matters and the fact that I did not have a master's – it mattered for the lay-offs.

Isopahkal-Bouret (2013) noted that older students want to increase their qualifications and broaden their knowledge as a means to gain a recognized qualification that will have a positive effect on the future of their career. She also commented that some students have concerns about redundancy at work and feel that having a graduate degree can play in their favor.

Challenges

Mid-life female graduate students face many challenges. They are at a phase in their lives where they have multiple roles; they habitually have a career, a family, a spouse, and aging parents. Role conflict is a reality they face; harmonious family life and studies are a balancing act. If they have grown children, they frequently have to look after grandchildren. Because women bear the major responsibility of caring for elderly and other dependent relatives, this can be a barrier to their participation (Heenan, 2002). As highlighted by Hillary, who cared for her mother for two years, at one point she had to withdraw because the demands of caring for her mother were too great. Later, she had to provide care for her daughter who had a medical emergency. Even for women who do not have young children family demands can be great, and be a constraint in pursuing their studies.

Carlson (2008) notes that women at this stage have lives filled with multiple demands on them. The additional demands of graduate

studies add stress to the women's lives. Time and again, to avoid conflict within the family they will opt to study part-time, thus prolonging the completion of the program. The impact of the added stress of graduate school on the women is connected to several factors in their lives such as the many roles they balance. Also comments that age-related changes occur in the middle years of life. Similarly, the women were cognizant that the physical and mental changes they experienced were more than the normal aging process; they recognized this being the impact of stress:

The stress of graduate school is probably a significant contributor to the health alterations that midlife women experience. Whether these changes reflect the natural progression in the aging process or are potentiated by stress that is both self and externally induced is unclear (p.44).

Müller (2008) also reports that some women experience financial or health problems. Wiest (1999) discusses why the greater domestic responsibilities women have than men make it more difficult to pursue studies later in life. There are several areas the women interviewees found frustrating or difficult. For example the lack of understanding or support from family and friends: not enough time to do everything, juggling work, family, school and time for themselves causing stress and exhaustion (Padula, 1999). Padula further discusses how their added responsibilities affected family relationships and that it sometimes put strains on the family.

Isopahkala-Bouret (2013) notes that students in their 50s may experience self-doubt about their ability due to their age; however, research has shown that older students have academic and intellectual abilities as good as younger students. Padula (1994) also notes that although re-entry women have developed many skills through experiences such as homemaking, parenting volunteering. These experiences are transferable to their

continuing schooling and work, they may have problems with self-concept and self-perception, lack of confidence. According to Thomas (2010), although recent statistics show that women return to studies at the graduate level in record numbers, the literature does not address their path to return to graduate school after a span of 20 years or more. Wolf (2009) notes that learning settings, where there are opportunities for connection and for building trust and confidence in educational personnel, are important for older adult women learners. Discussion boards, group projects, collaborative projects, and dialogical classroom interactions are suggested to provide a framework conducive to bonding and support. Nancy, one of the research participants, for example, says that she did not need support but she is sure that there might be some support for mature graduate students. She did not bother looking for it. It is not clear why she was not aware if there was any support that might be available to her. Might it be because there was no support available or that the institution did not provide information at the time of enrolment, for example in an information package or as part of the orientation?

Padula and Miller (1999) note that women expressed that they were disappointed with the lack of relationships with faculty. They discuss the lack of support or clear support from faculty. Participants felt the younger female faculty were not very supportive, but they felt, the older female professors were very supportive. Peters and Daly (2013) also comment that returners lack information and mentoring to help them in the transition from a practitioner to a graduate student. They seldom have the opportunity to have direct access to professors, resources such as academic advisors and other university resources. Hillary, one of the women I interviewed recalls that after she had e-mailed the institution to get information on the program she was interested in, a representative from the institution called her. After several follow-ups

she enrolled and the representative explained the different options to pay tuition but did not offer information on services or support that could be available to her if any were available. However, Thomas (2010) contradicts findings from other studies, stating that the participants report that re-entry students receive help and encouragement from graduate school faculty members.

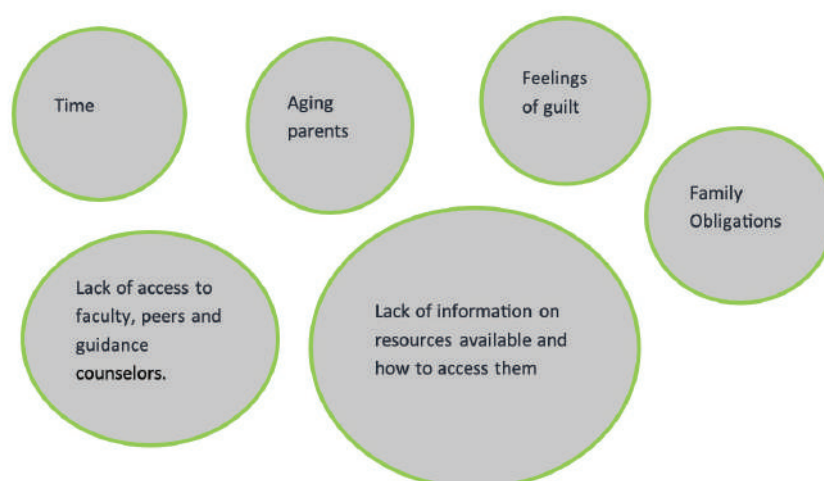
The women I interviewed had a variety of challenges: family obligations, juggling multiple roles and the lack of time. Nancy expresses that time and money are a challenge, she also says that she manages her time in this order of priority: children come first, then her job and then her studies." If something were to happen, the children would take priority and school would suffer".

They see their family obligations as their biggest challenge. They express that they feel guilty for not being there for their family. Although the participants do not have young children, they believe that family obligations sometimes conflict with their academic commitments. They all express feelings of guilt; they feel that they are taking time away from the family. Margaret, for example, feels that sometimes she spends too much time on the computer. She also says that her family through all this is supportive: "I want to be there for them I realize that going back to school might not be a good thing".

Support

The research indicates that support systems have a significant value to the success of re-entry women at the graduate level. Roberts and Plakhotnik (2009) note that informal support from peers is particularly important to adult learners. This basis of this statement is the fundamental principle that graduate students share similar worries and issues and that fellow students would relate and understand the reality of being a graduate student. According to Müeller (2008) an important aspect of the women's learning communities is based on meaningful interaction with content, faculty, and classmates. For women in graduate school, social capital in the form of support systems such as significant relationships with family, friends and peers is crucial to the successful completion of their graduate programs.

According to Arric (2011) the support available to women from their family members, peers, school personnel and church members contributes to defining a successful path to their graduate education. She also notes that women with a higher level of income experience less stress than women with a lower level of income. Peters and Daly (2010) note that graduate students have special needs however graduate program that are used to direct pathway students do not usually accommodate those



▲ Figure 2: Challenges of Re-entry Women

needs. They also say that returners lack information and mentoring while they make decisions about transitioning from practitioners to graduate students. They often do not have direct and continuing access to professors, academic advisors and university resources.

Maslow's theory and women in graduate programs

Maslow (1943) states in his theory of human motivation, that people are motivated to achieve certain needs. These needs are classified in a hierarchy where once a certain need is met the individual will strive to achieve another one, and so on. The basic needs or deficiencies are physiological needs that must be met before a person is motivated to achieve the higher level growth needs. Subsequently when these needs are satisfactorily met the individual may be able to achieve the final need in the hierarchy : self-actualization. Maslow (1943) defines self-actualization as the "desire for self-fulfillment" (p.382). Merriam et al. (2007) describe the final need of an individual as the longing to achieve their full potential, what they are capable of accomplishing. They further note that Sahakian (1984) says that Maslow views the primary goal of learning as a form of self-actualization.

Research shows that before deciding to enter graduate studies, women say they took into account the financial implications that returning to school would have on their family, similarly ensuring the well-being of the family. Attending to these needs, which correlate with the second level of the hierarchy (safety) was essential before women would undertake the journey to graduate school. Subsequently the needs at the third level of the hierarchy, love/belonging are addressed. Mid-life women juggle multiple roles and they see family responsibilities as a major challenge for them. Balancing the additional demands of graduate studies and the family responsibilities while maintaining the family dynamics are

important to women (Carlson, 2008; Heenan, 2002).

The studies similarly reveal that re-entry women are primarily motivated to pursue graduate studies for vocational reasons (Carlson, 2004; Isopahkala-Bouret 2013; Perna, 2004). They further indicate that women expressed that they re-entered studies in pursuit of self- fulfillment and growth (Carlson 2008; Oplatka & Tavel, 2006). These two motivators for re-entering correlate respectively with the fourth and fifth level in the hierarchy: the esteem need and the self-actualization need. The two are not attended to in isolation, or consecutively, both needs in this case are addressed concurrently. The esteem need relates to the sense of high-evaluation of oneself, self-respect or self-esteem, by realizing achievement, thus showing capacity and gaining respect and esteem of others. The self-actualization need is associated with the desire to reach one's full potential (Maslow, 1943). Returning to school provides a context where two levels of the hierarchy are fulfilled concurrently.

Conclusion

The studies show that women labour over making the decision to go back to school. After considering the financing of their studies, one of the critical factors they consider is the impact that going to school will have on their family life. The situation does not seem to have changed much in the last ten years despite the fact that women return to studies at the graduate level in growing numbers. Could this be interrelated with the fact that the division of work is unequal between men and women and that women take on the bulk of family obligations, whether they are domestic chores, child care or the caring of sick or elderly parents?

The reasons for deciding to go back to school are primarily vocationally oriented; however, women also express the need for self-satisfaction self-fulfillment and growth. Many of them had aspirations to pursue

graduate studies but delayed it due to family constraints. Re-entry women report the lack of support mechanisms available to them at school or in the community. The literature indicates that interaction with faculty and fellow students was an important source of support. It also suggests there is a lack of career guidance and mentoring. There is a dichotomy in terms of the influence the family has on the experience of re-entry women: it can be a challenge, yet it is the source of great support and strength for the women. They say that they get their support mainly from their family, on the one hand; however, they also express that their major challenge is their family obligations.

The participants expressed a need for more access to financial support for re-entry women who are returning to pursue graduate studies as it has an impact on their families. They also indicated that universities should provide information on support systems that are available to them.

Recommendations

Research shows that mature re-entry women in graduate school do not have as much access to faculty, peers and guidance counsellors as students who enter graduate school directly after completing an undergraduate program. It would be beneficial for these women if universities provided an orientation that would include information on the resources available to graduate students and how to access them. Also, a peer mentoring program where students who are at a later phase of their graduate program mentor new graduate students would provide support for re-entry women in the transitioning to being a graduate student.

Further research on re-entry women at the graduate level, in particular women over 40 would further increase knowledge on their particular needs. It would also help in identifying ways to broaden access to graduate school and have support systems in place to assist them during their studies.

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WOMEN IN LEADERSHIP



Dr. Parul Begum

CEO & Founder

obtain leadership positions, and the consequences of unfair treatment.

Keywords:

Women, Leadership, Gender parity, Workplace

study provides recommendations on how individuals and communities can all work together to create an equal society.

Introduction

Gender equality is a vital in contemporary life, essentially for economic prosperity and for a safer and healthier society. Legislations have been implemented within countries globally to ensure gender equality because it is a basic human right (Somani, 2022). Despite efforts that have been made via ongoing campaigns, debates and historical suffragettes, women are still discriminated against whether it be at home, in society, at their workplace or in their political careers, regardless of the country they are living in. For example, in 2022 ruling by the USA supreme court took away women rights over their body (Glenza, Pengelly, & Levin, 2022). After the Taliban took over in 2021, the women within Afghanistan have been denied their basic rights to education (Brown, 2022). Whether women live in the western or eastern world, they still struggle for their rights. Several questions arise:

- ∞ When are women going to receive their fair share at home, in their workplace and in their society?
- ∞ Why are women still marginalised?
- ∞ Why are men not willing to give women their equal share of the stake in the society?

Unfortunately, within contemporary life, misogyny remains the biggest threat in this modern world.

Abstract

Gender equality is vital in contemporary life, essentially for economic prosperity and for a safer and healthier society. Legislations have been implemented within countries globally to ensure gender equality, because it is a basic human right. Despite efforts that have been made to ensure gender equality, women are still marginalised within societies. In addition, gender parity remains to be the biggest obstacle for women to secure leadership positions in the corporate world. Men are still often viewed as more competent and capable of leadership roles in comparison to women, even when they hold identical qualifications. Hence, it is becoming increasingly challenging for women to keep their political career alive. In this research paper there has been an aim to focus on the current issues women are facing, including: barriers for women to obtain leadership positions, and the consequences of unfair treatment. This study has been conducted through research using published literature and personal experiences of the author, in addition to one-to-one sessions and online group sessions consisting of over 100 women from across the UK, and worldwide. Results have discussed the following: Women in the workplace, women in politics, casework, problems and the consequence of gender parity; including pregnancy, sexual harassment, and the impact of online misogyny on young people. This

BIO

Dr. Parul Begum is an international keynote speaker, award-winning life and leadership coach, and best-selling author. Dr Parul Begum has delivered thought-provoking keynotes to some of the industry's most prominent corporations and organizations, including Global Women Club London, Global Woman Club Accra, and Relationship Communication Group based in the United States,/. Dr. Parul champions the success of women and young girls who desire to build a sustainable life after harassment or abuse. As a Specialist Safeguarding Trainer. Dr. Parul serves as CEO and Founder of Arzaf Coaching Consultancy & Training Ltd, a global company that helps women who have experienced adversity in life, such as domestic violence, sexual abuse, or childhood trauma. Dr. Parul hosts a wildly popular podcast broadcast live on YouTube, Parul is the contributing author of the Amazon #1 best-selling book, *Strong and Free Vol2*. She has authored two eBooks: *Boost Your Confidence in 7 Days* and *7 Secrets to Unshakeable Confidence*.

Research Objectives:

In this research paper there has been an aim to focus on the current issues women are facing, including: barriers for women to

Objectives

In this research paper there has been an aim to focus on the current issues women are facing, including: barriers for women to obtain leadership positions, and the consequences of unfair treatment.

Methodology

This study has been conducted through research using published literature journal articles, trusted website content, newspapers and reports. The author's vast personal experiences within the field, in addition to findings from one-to-one sessions, and online group sessions consisting of over 100 women from across the UK, and worldwide.

Results and Discussion

Women in workplace

According to research, it is evident that men are dominantly recruited to positions of power in contrast to women. This was highlighted in Jan 2023, when Fortune 500 recorded 53 CEOs, however less than 1% were women of colour (Hinchliffe, 2023). In March 2023 USANews.com reported that they have estimated (globally) less than a third of leadership positions are held by females. Even in the USA only 37% leadership position are held by females and in Canada is 35% despite women comprising of 47% (USA) and 46% (Canada) of the workforce (Ariella, 2022). In the UK there are 7 women in the top leadership positions on FTSE 100 (Morningstar, 2023).

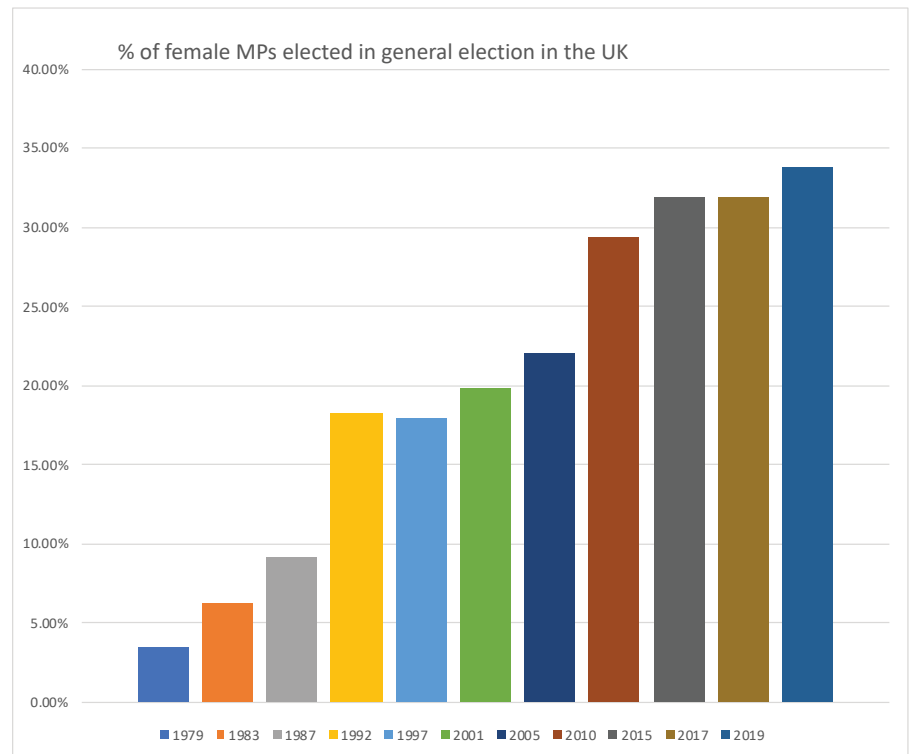
Women in Politics

In February 2023, globally there were 19 women serving as Head of State and 16 serving as Head of Government. In the UK 35% of members in the House of Commons are women, compared to Rwanda, Cuba and Nicaragua where there are more female members in the House of Commons/Parliament (UN, 2023). In both politics and public life within

the UK, women have been historically underrepresented. Figure 1 illustrates the number of female MPs elected in general election in the UK between 1979 and 2019. Although the percentage of female's have increased gradually, it is still lower than their male counterparts.

number of "push and pull factors" that impacted MPs' decisions to stay or leave Parliament (Fawcett, 2022).

When Jacinda Arden the New Zealand's PM left the office, BBC questioned her saying "can women have it all"? (AFP, 2023). A successful



▲ Figure 1. (Uberoi, et al., 2023)

In the world only 26.5% of parliamentarians in single or lower houses are women which is an 11% increase from 1995. Only six countries in the world have 50% or more women in parliament or lower houses (Uberoi, et al., 2023). It is estimated that at the current rate of progress, gender parity in national legislative bodies will not be achieved before 2063. Recently there were a number of females who stood down from their position including countries such as: Finland, Scotland and New Zealand (West-Knights, 2023).

In January 2023, the Fawcett Society launched a research report called 'A HOUSE FOR EVERYONE-A CASE FOR MODERNISING PARLIAMENT'. This report highlights the challenges that female MPs had to face. It included a lack of support systems, online abuse, sexism, racism and ableism. The report identified a

Prime Minister who served her country for 6 years and had children while she was a serving minister. However, when she decided to have some time to herself and for her family, she was questioned because she is a woman. It is evident that men have not been questioned in the same manner in the public domain, leading to gender differences and a sexism backlash where the BBC admitted error.

Case work/ Master Class

Personal experiences of having run over 10 online masterclasses consisting of approximately 100 women, and 1-2-1 case work with 20 women during the covid-19 pandemic and after have indicated two great challenges:

- ∞ Low self-confidence
- ∞ Financial instability

Women who were going through domestic abuse, lacked self-confidence to obtain support or do something for themselves, and the fear of not having a job or business to support themselves or their children. Hence, many women chose to remain in unhappy and violent relationships. The other group of women were within employment positions; however, they possessed a lack of self-confidence to climb up the career ladder, speak up at meetings or even ask for a pay rise. Therefore, a lack of self-confidence appeared to be the greatest barrier for women to become a self-leader or a leader in their organisation. Findings from this research has led to the initiation of organisations including 'Boost Your Confidence Academy for women and teens' to enable individuals to cultivate self-confidence.

Problem & Consequence of gender parity

Gender bias is one of the biggest barriers for women seeking leadership roles. Men are often seen as more competent and capable leadership than women, even when they have the same qualifications. One of the biggest challenges females face, is when they give birth. It is evident that career orientated women have delayed having children due to the fact they are not given the same opportunity to climb up the career ladder as their male counterpart, particularly as they require maternity leave to have a child (Allen, 2022).

Sexual harassment, bullying, hostile work environments and subtle biases are still obstacles. In addition, women of colour and disabled individuals are revealed to face even further obstacles (Stamarski & Son Hing, 2015). Women have been identified as multi-taskers, resilient, result-orientated and are perceived as more capable of balancing life and work than men. However, women are still questioned on their abilities within modern day society despite the implementation of gender equality legislations. Women should be getting equal pay and equal

treatment without question. The gender pay gap can be witnessed in big corporations like the BBC, where on 24 February 2020, the London Central Employment Tribunal ruled that female BBC journalist Samira Ahmed should get the same pay as her male counterpart because they were hosting the same programme (IFJ, 2021). She won the case and it had a positive impact on numerous other women who faced the same challenges.

According to world bank, only 6 countries give equal footprints to women and they are: Belgium, Denmark, France, Latvia, Luxembourg and Sweden (Lamble, 2019). Therefore, whether women live in the eastern or western world they still face discrimination because of their gender. Women in Afghanistan are denied the right to education; while women in the USA are denied the right over their own body because of the anti-abortion laws.

Impact of online misogyny on young people

Many actors, celebrities and influencers can create long-term impacts on individuals in society contributing to societal behaviours. Therefore, when celebrities make sexist remarks or portray sexist behaviours, their appeal influences the behaviour of boys and young men that look up to them. Such an example is Andrew Tate who is a controversial personality and a self-described misogynist (Will, 2023). Online misogyny presents parents and caregivers with many challenges that have never been faced by previous generations. Contemporary forms can range from internet safety to the normalisation of sexist views. For example, video games like Grand Theft Auto portrays sexual violence against women as something that is normal (Rights4girls, 2019).

Witnessing frequent domestic violence within the home environment, also has a big impact on global societies. For example, upon fleeing DV to go and seek

refuge, a teenaged son pushed his mother down the stairs. Upon being questioned why he did it, he answered that he had seen his father pushing his mother in the same way on many occasions and he thought it was a normal behaviour. Therefore, it is important that individuals are taught that misogyny and violence against women is prohibited and facilitate them towards being educated on gender equality and respect.

Conclusion

It is evident through this research that substantial gender inequalities exist within global societies. Although attempts have been made towards ensuring gender equality, there is immense work that is still required. Until men see women as equal partners and give equal opportunities to women, it is likely that women will continue to face the same challenges.

Children need to be educated on the notions of gender equality from a very young age, together with value and a good regard for women. Without the underlying foundation of respect for women within global societies, women will be unable to achieve the status of gender equality that is desired to create further change.

Several ways of help women to reach their full potential and achieve their dreams have been identified through the following recommendations.

Recommendations

1. Develop self-confidence.

During the covid-19 pandemic a multitude of women faced domestic violence. A survey conducted within England and Wales between March 2019 and 2020 revealed that 1.6 million women had experienced domestic abuse. Thus, highlighting an increase of 7% of domestic abuse crimes recorded by the police (Harvard, 2021).

Two clear points were repeatedly appearing within the study:

- ∞ Due to a lack of self-confidence, women were stuck in a relationship for 30- 40 years because they were afraid that they could not run themselves or provide for themselves or their children.
- ∞ A lack of financial support, as women either did not have a job or they did not have enough income to sustain themselves and their families.

2. Have a clear vision.

Creating a vision board helps to physically see a vision, which actively contributes to designing a desired life. It is important to ensure that the vision created is relevant to life's desires. Clarity must be present on "Why?" the desired life is visioned. The stronger an individual's understanding to "Why" they would like to achieve that dream, the quicker they will be able to realise and achieve it. To succeed in the vision, individuals require a planned course of action (SMART), a vision board, and public accountability.

Having the day fully planned means that individuals do not waste any of their precious time trying to figure out what needs to be done next, nor run the risk of missing important things. Planning life provides individuals with the control to make personal choices and decisions, opposed to leaving things up to chance, or worse yet, letting others make their decisions.

3. Create a daily habit.

Creating a routine that turns into a habitual task facilitates individuals towards reaching their goals. The act of a routine executed every day, takes individuals one step closer to their goal. John Maxwell talks about the Law of Consistency which supports the daily habit. It may help to create a list of positive daily habits that are conducted, if there is not anything in place it would be advantageous to set a routine. Creating a daily habit helps individuals to deal with obstacles that

they may come across. Individuals will be better equipped to deal with challenging situations that they may face. Visualisation is deemed as a good habit to help individuals achieve their dreams.

4. Tap into inner power.

Individuals should understand that success starts from within oneself. The secret to success is not based on external factors, it starts with the person themselves. It is necessary for individuals to be aligned with their soul and purpose. To become more successful, there is a need to tap into the inner power and be vulnerable and strong at the same time. Individuals should aim to be comfortable in their own body, learn to love the person they are and finally visualise their successful future self.

5. Be around positive people.

It is recommended that individuals are exposed to people who will help them to reach success. According to the motivational speaker Jim Rohn, we become the average 5 people that we spend most time with (Groth, 2012). Therefore, it is important to evaluate individuals before investing time with them. When individuals associate themselves with 5 negative people, it is almost certain that when they become the 6th person in the group, they will also be negative. In contrast, if the same individual associates themselves with 5 positive people, it is likely the individual will also be the 6th positive person. Choosing family members is not an option, however it is possible to limit the amount of time spent with them. In contrast, individuals have the freedom to choose their friends and the network of people that they surround themselves with. Hence, it is recommended to spend time with people that are positive and uplifting, people that are successful and are happy in the success of others.

6. Get a Mentor

Individuals should seek a mentor who has achieved what they desire and overcome the worry of failure. By seeking to invest within the right

mentor will help individuals to obtain guidance, perspective and self-confidence to continue on their path to success.

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THE PSYCHOLOGY OF ADDICTION IN JAPAN



Bio

As the Founder of the Grace Center for Healing, Dr. Angelica Wagner has been a pioneer and global leader in creating profound life transformations of traumatic brain injury patients since 2009, when she almost lost her own vision due to a traumatic brain injury. Dr. Wagner incorporates cutting edge non drug brain techniques utilizing hertz frequencies of light, sound, orthomolecular nutrition, and essential oils to regenerate the brain. She holds a Diplomate Award in Addictionology, as a Doctor of Integrative Medicine, Bodytalk Pa Rama Practitioner, Eastern Medicine Practitioner and Access Consciousness Facilitator. Dr. Wagner has been awarded the top global neuroscientist in the world and is a top 100 Global Doctor. Angelica is the author of five books, including the best selling series “Are You Ready for a Miracle ?” (™) and “Secrets of the Millionaire Mind” (™). Dr. Wagner has transformed lives in environments of schools, with veterans, with athletes, with the handicapped, in corporations, and in populations of incarcerated institutions. She has dedicated her life to healing, teaching and speaking on international stages to inspire, empower and educate

Dr. Angelica Wagner

Founder: The Grace Center for Healing

for the highest potential of a society struggling with the invisible wounds of mental health.

Research Objectives

The study aims to educate and raise awareness about the prevalence of various addictions in Japan, drug abuse, evolution and trends. In addition, there is an aim to understand the cultural and social stigma around addiction, designer drugs and their emergence, in addition to the impact on Japan's youth.

Keywords:

Addiction, Substance abuse, Mental health, Japan, Intervention

Abstract

This study examines trends in addiction, focusing on the escalating rates of substance abuse and behavioural addictions, particularly in the aftermath of the Covid-19 pandemic. Pre-pandemic data highlights a concerning prevalence of antidepressant usage among the world's children. Post-pandemic projections suggest a significant rise in mental health issues and addiction-related challenges, especially among children. In a specific case study of Japan, the research sheds light on the pervasive addiction issues present, including drug, alcohol, and technology addictions. The study delves into the changing landscape of drug abuse, with a shift from traditional substances to unregulated designer drugs like “dappou herb” and the concerning rise in technology addictions among the youth. The research underscores the need for effective intervention and treatment

strategies to address these evolving addiction patterns.

The study aims to educate and raise awareness about the prevalence of various addictions in Japan, drug abuse, evolution and trends. In addition, there is an aim to understand the cultural and social stigma around addiction, designer drugs and their emergence, in addition to the impact on Japan's youth. In conclusion, the study underscores the urgent need for comprehensive public health initiatives and clinical trials to address addiction's multifaceted challenges, offering potential solutions to alleviate the burden of addiction in societies worldwide, particularly in countries like Japan facing unique cultural and societal pressures.

Introduction

The Covid-19 pandemic has left an indelible mark on the global populace, impacting not just physical health but also mental well-being. As the world grapples with the immediate and direct consequences of the virus, another crisis looms on the horizon: a surge in mental health issues post-pandemic. The multifaceted repercussions of the pandemic are expected to have lasting effects on mental health, necessitating an urgent and proactive response from healthcare systems and society at large.

The prolonged period of uncertainty and fear during the pandemic has heightened stress and anxiety levels for millions of individuals (Pfefferbaum & North, 2020). Factors such as the loss of loved ones, economic strain, social isolation due to lockdowns, and

the constant barrage of pandemic-related information have significantly impacted mental health. Even those without pre-existing mental health conditions have reported feelings of depression, anxiety, and stress (Pierce et al., 2020).

The aftermath of the pandemic is anticipated to bring a surge in mental health issues, including but not limited to post-traumatic stress disorder (PTSD), depression, anxiety disorders, and complicated grief (Holmes et al., 2020). This is influenced by several factors, including the lingering effects of the trauma experienced during the pandemic, the loss of livelihoods, financial instability, and the grieving process due to loss of family and friends.

The mental health impact of the pandemic is not limited to adults; children and adolescents are also susceptible. Disruption in education, social isolation, and the overall upheaval in daily routines have taken a toll on their mental well-being (Fegert et al., 2020). The repercussions on this demographic can be long-term, affecting their development, academic performance, and social integration.

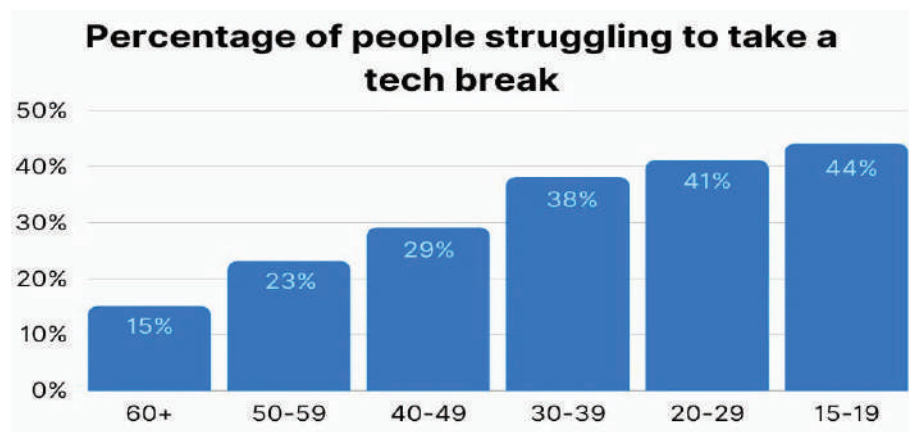
Addiction Trends in Japan

Japan, a country renowned for its technological advancements and cultural heritage, is not immune to the global challenge of addiction. Over the years, addiction trends in Japan have evolved, presenting unique societal and public health concerns. Understanding these trends is crucial to implement targeted interventions and policies to address the issue effectively.

One significant addiction concern in Japan is related to substances. Historically, Japan has grappled with drug abuse, with methamphetamine being a prominent issue (Yoshida et al., 2009). The country experienced three waves of methamphetamine abuse, leaving a trail of destruction. In recent times, emerging trends include the use of "dappou herb," a

dangerous concoction of herbs mixed with synthetic cannabinoids, often considered a new recreational drug (Suzuki et al., 2019). This unregulated substance poses significant health risks, especially among the youth.

Technology addiction, particularly gaming and internet addiction, is another escalating problem in Japan. The country, known for its technological advancements, faces a paradox wherein its population is increasingly becoming addicted to the very technology it has pioneered (Tateno et al., 2019). The pervasive nature of technology and its easy accessibility have contributed to this rising addiction, especially among the younger demographic. Figure 1 highlights the percentage of people struggling to take a break from technology.



▲ Fig 1. (Susic, 2023)

Furthermore, alcohol remains a concerning addiction in Japan. The cultural acceptance of alcohol consumption, especially in work-related settings, has led to prevalent binge drinking and subsequent addiction (Yoshimoto et al., 2018). The stress-inducing work culture prevalent in Japan may contribute to the high rates of alcohol abuse observed.

A unique aspect of addiction in Japan is the strong stigma associated with it. Cultural norms often discourage individuals from acknowledging addiction due to the fear of shame and social ostracization (Saito et al., 2018). This stigma poses a barrier to seeking help and

appropriate treatment, perpetuating the cycle of addiction.

Historical Context of Addiction in Japan

The issue of addiction is not a modern phenomenon in Japan; it has deep historical roots that have evolved over time, shaping the cultural, social, and medical understanding of addiction within the country. Understanding this historical context is crucial for developing effective strategies to combat addiction in Japan.

Historically, Japan had limited exposure to addictive substances. The Edo period (1603-1868) saw the prohibition of certain substances, such as tobacco and opium, although

their use was not entirely eradicated (Berridge, 1999). It wasn't until the late 19th and early 20th centuries, with increased contact with the West, that the use of addictive substances like opium and cocaine gained popularity (Berridge, 1999). This marked the beginning of a shift in attitudes towards addiction.

Post-World War II, Japan faced significant challenges, including the devastation of war and its aftermath. During the reconstruction period, the availability and misuse of methamphetamine, known as "shabu," surged dramatically (Makimoto & Iwane, 1998). This marked the onset of Japan's struggle with substance abuse, a struggle that

has persisted and evolved over the years.

In the late 20th century and early 21st century, Japan witnessed a rise in behavioral addictions, notably internet and gaming addiction (Tateno et al., 2019). The advancement of technology, particularly in gaming and internet access, has contributed to the prevalence of these addictions, especially among the youth.

Throughout this historical timeline, Japan has grappled with addressing addiction from both a legal and societal perspective. Laws and regulations have been established to control the use and distribution of addictive substances, yet societal attitudes, cultural norms, and stigma have presented significant barriers to acknowledging and addressing addiction openly (Tateno et al., 2019).

Aims of the Study

The study aims to educate and raise awareness about the prevalence of various addictions in Japan, drug abuse, evolution and trends. In addition, there is an aim to understand the cultural and social stigma around addiction, designer drugs and their emergence.

Methods and Materials

This study employs a comprehensive approach to investigate the complex landscape of addiction in Japan, drawing upon insights gathered from a thorough literature review of existing research. The methodological foundation of this study relies on a review of published studies, articles, government reports, and academic papers pertaining to addiction in Japan. The utilisation of the literature review method allows for the integration of current research findings into a cohesive narrative that contributes to the comprehensive understanding of addiction in Japan. Furthermore, this approach facilitates the identification of gaps in existing literature, paving the way for future research directions and targeted

interventions in addressing addiction within the Japanese population.

Results and Discussion

Prevalence of Various Addictions in Japan

Japan, a country known for its rich culture and technological advancements, is not immune to the global issue of addiction. Various forms of addiction present significant challenges to the society and public health of Japan. Understanding the prevalence of these addictions is crucial for developing effective strategies to combat their impact.

One prevalent form of addiction in Japan is alcoholism. The cultural acceptance of alcohol consumption and its integral role in social and business settings contribute to its widespread use. Drinking parties, known as “nomikai,” are common in the workplace, and excessive alcohol consumption is often seen as a way to cope with stress and to build social bonds. Consequently, alcohol addiction is a major concern in Japan, affecting both the individual and society at large (Yoshimoto et al., 2018).

Another growing concern is internet and gaming addiction. Japan, being a hub of technological innovation, has a population deeply engaged with the internet and video games. The immersive gaming culture, combined with the prevalence of smartphones and easy access to the internet, has led to a significant rise in internet addiction, particularly among the youth (Tateno et al., 2019). The compulsive use of the internet and excessive gaming can have detrimental effects on mental health and overall well-being.

Furthermore, Japan faces challenges related to substance abuse. Although drug abuse rates are relatively low compared to some other countries, methamphetamine, also known as “shabu,” has been a persistent issue. Synthetic cannabinoids, often referred to as

“dappou herb,” have also gained popularity, presenting a concerning trend due to their potential health hazards (Suzuki et al., 2019).

Tobacco addiction remains another significant public health concern. Despite efforts to curb smoking through anti-smoking campaigns and regulations, tobacco addiction continues to be a prevalent issue, with a notable portion of the population addicted to nicotine.

Drug Abuse in Japan

Drug abuse in Japan has emerged as a significant concern, posing challenges to public health, social stability, and law enforcement efforts. Despite Japan's relatively low rates of drug abuse compared to other nations, it is not immune to this global issue. Understanding the patterns, factors, and consequences of drug abuse in Japan is essential to develop effective strategies for prevention and intervention. Historically, Japan faced waves of drug abuse epidemics. After World War II, methamphetamine abuse surged, followed by a period of solvent abuse, leading to brain damage in many cases (Makimoto & Iwane, 1998). Over the years, drug abuse patterns have shifted, witnessing an increase in the consumption of designer drugs like “spice” and the emergence of the “dappou herb” (Suzuki et al., 2019). The dappou herb, a blend of herbs with synthetic cannabinoids, has gained popularity among Japanese youth, highlighting the adaptability and evolving nature of drug abuse in the country.

One of the major challenges in combating drug abuse in Japan is the deeply ingrained cultural stigma associated with addiction. Admitting to drug use carries significant shame and social repercussions, which often discourages individuals from seeking help (Suzuki et al., 2019). This stigma is deeply rooted in historical and societal norms, making it imperative to address not only the addiction itself but also the cultural attitudes surrounding it.

Japan has implemented strict laws and regulations to curb drug abuse. The country prohibits the use and possession of stimulant drugs, cannabis, and other controlled substances (Suzuki et al., 2019). However, these legal measures alone are not sufficient to address the complex issue of drug abuse. For example it is estimated that cannabis will reach sales as high as JPY103 billion by 2027 as stated in figure 2.

primarily due to pharmaceutical companies' aggressive marketing and misinformation regarding their addictive potential (Cicero et al., 2014). The opioid crisis that ensued revealed the detrimental consequences of overprescribing and the subsequent illicit production and distribution of these drugs.

In recent years, a concerning trend has been the rise of synthetic and

crucial to effectively address drug abuse in contemporary society.

Cultural and Social Stigma around Addiction

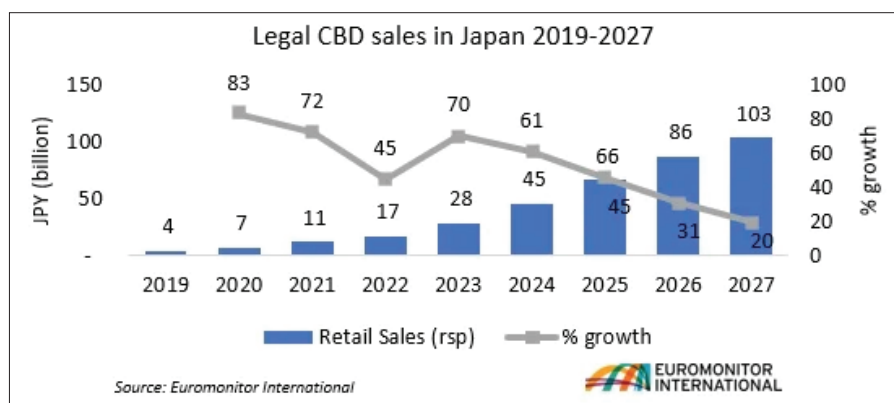
Addiction is a complex and pervasive issue that affects individuals, families, and communities globally. One significant barrier to effectively addressing addiction is the cultural and social stigma associated with it. Stigma, deeply ingrained in societies, adds an extra layer of challenge for individuals seeking help and support.

In many cultures, addiction is often viewed through a moral lens rather than a medical one. The perception that addiction is a result of personal weakness or a lack of willpower perpetuates stigma (Corrigan, 2004). This misconception exacerbates the shame and guilt felt by individuals struggling with addiction and hinders their willingness to seek help. In cultures where family honour and reputation hold great importance, the stigma of addiction can be particularly intense. Socially, individuals with addiction often face discrimination and marginalisation. They may encounter challenges in finding employment, maintaining relationships, or accessing healthcare services (Livingston & Boyd, 2010). This marginalization further isolates them, making it even more challenging to break free from the cycle of addiction.

The media also plays a significant role in perpetuating stereotypes and stigmatising those with addiction. Portrayals of individuals with substance use disorders often emphasise their struggles rather than highlighting the potential for recovery and resilience. These negative portrayals contribute to societal misconceptions and deepen the stigma associated with addiction (Barry et al., 2014).

Designer Drugs and their Emergence

Designer drugs, also known as synthetic drugs or novel psychoactive



Evolution of Drug Abuse Trends

The landscape of drug abuse has continually evolved, influenced by various factors such as societal changes, advances in technology, economic shifts, and the emergence of new substances. Understanding the evolution of drug abuse trends is crucial for developing effective strategies to address this persistent global issue. In the mid-20th century, drug abuse primarily revolved around traditional substances like alcohol, tobacco, and certain prescription drugs. However, the counterculture movements of the 1960s and 1970s brought about a significant shift, popularising hallucinogens, marijuana, and later, cocaine and heroin (Hart & Ksir, 2015). This era marked a turning point in drug use patterns, highlighting the impact of social movements and cultural shifts on drug preferences.

The late 20th century witnessed the advent of crack cocaine and a surge in its abuse, particularly within impoverished urban areas. The 1980s and 1990s also saw a rapid rise in the abuse of prescription opioids,

designer drugs. These substances, designed to mimic the effects of traditional drugs, pose unique challenges to law enforcement and health authorities due to their constantly changing compositions (Vardakou et al., 2010). Additionally, the emergence of e-cigarettes and vaping has given rise to concerns about youth using nicotine and other substances through these devices (Chadi et al., 2019).

The internet and advancements in technology have significantly impacted drug abuse trends. Online platforms provide easy access to information, enabling individuals to learn about, purchase, and misuse various substances. The dark web and cryptocurrencies further facilitate illegal drug transactions, making it challenging for law enforcement to track and regulate drug distribution (Barratt et al., 2016).

Drug abuse trends have evolved over the decades, shaped by changes in societal attitudes, cultural movements, advancements in technology, and the availability of new substances. Adapting prevention and intervention strategies to stay ahead of these evolving trends is

substances (NPS), represent a continually evolving class of substances created to mimic the effects of controlled drugs (EMCDDA, 2019). These compounds are designed by modifying the chemical structure of existing drugs or creating entirely new substances to achieve similar psychoactive effects. The emergence of designer drugs is a result of the interplay between advances in chemistry, attempts to circumvent legal restrictions, and changing consumer preferences.

The origins of designer drugs can be traced back to the mid-20th century, with the development of compounds initially intended for medicinal purposes. However, as regulations around controlled substances tightened, clandestine chemists began modifying these compounds to produce analogues that were not yet classified as illegal (EMCDDA, 2019). The rise of the internet further facilitated the dissemination of recipes and methodologies for producing these substances, contributing to their proliferation.

The appeal of designer drugs lies in their ability to evade legal scrutiny temporarily. By altering the molecular structure, manufacturers create substances that may not be explicitly classified as controlled substances, allowing for their sale and distribution until legislation catches up. The unregulated nature of designer drugs poses significant risks to users, as their potency, purity, and potential side effects remain unknown and can lead to adverse health outcomes (EMCDDA, 2019).

Addressing the challenges posed by designer drugs necessitates a comprehensive approach involving international cooperation, stringent legislation, public education, and proactive detection methods. Law enforcement and healthcare professionals need to stay updated on emerging substances and their effects to effectively respond to this constantly evolving issue.

The emergence of designer drugs is a consequence of advancements in

chemistry, legislative measures, and consumer demand (EMCDDA, 2019). Their unregulated nature underscores the need for prompt and adaptive responses from authorities to mitigate potential harm to individuals and communities.

Conclusion

In conclusion, the landscape of addiction in Japan is profoundly influenced by socio-cultural factors. The stringent cultural expectations and societal pressures, deeply ingrained in the fabric of Japanese society, significantly contribute to the prevalence of addiction (Smith, 2017). The emphasis on perfection, academic excellence, and conforming to societal norms places immense stress on individuals, often pushing them towards various forms of escapism, including substance abuse and excessive gaming (Tanaka, 2019). The stigma associated with addiction further exacerbates the issue, hindering individuals from seeking help openly (Yamamoto et al., 2020). To comprehensively address addiction in Japan, it is imperative to recognise and understand the intricate interplay of cultural expectations and societal dynamics in fuelling addiction.

Addressing Addiction through Comprehensive Interventions

Addressing addiction in Japan necessitates a multifaceted approach that encompasses not only the treatment of addictive behaviours but also the prevention and education surrounding the issue. Comprehensive interventions should focus on providing accessible and stigma-free mental health services (Kawakami et al., 2018), promoting awareness campaigns to educate the public about the risks of addiction (Japanese Ministry of Health, Labour, and Welfare, 2021), and integrating addiction education into school curricula (Sakurai et al., 2019). Additionally, tailored interventions that account for the unique socio-cultural landscape of Japan are vital.

These should include counselling and therapy programs that address the societal pressures and stressors specific to the Japanese population, providing coping mechanisms and healthier alternatives to substance abuse.

Urgent Need for Public Awareness and Clinical Trials

There is an urgent need to enhance public awareness of addiction and its implications in Japan. Public health campaigns should aim to dispel myths and reduce the stigma associated with addiction, encouraging open dialogue and seeking help (National Center of Neurology and Psychiatry, 2020). Furthermore, conducting extensive clinical trials focusing on addiction in Japan is crucial. These trials can help understand the efficacy of different treatments and interventions within the Japanese context (Ogai et al., 2017). By fostering collaboration between researchers, healthcare professionals, and the community, Japan can pave the way for evidence-based interventions that effectively prevent, treat, and manage addiction.

In summary, the battle against addiction in Japan requires a holistic approach that takes into account the intricate socio-cultural factors, implements comprehensive interventions, and emphasises the importance of public awareness and clinical trials. By addressing addiction in this multifaceted manner, Japan can aspire to create a society where individuals are empowered to overcome addiction and lead healthier, more fulfilling lives.

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COVID-19 IMPACTS ON EVENT MANAGEMENT INDUSTRIES



Keyur Sheth

Founder & MD: Red Cherry Entertainment

been affected during the covid-19 pandemic.

Keywords:

Event management, Covid-19, Impacts, Industry

Abstract

Event management has become a societal norm through which individuals can undergo the process of creating and maintaining an event. Events are beneficial for individuals within societies to cultivate personal connections and network with individuals from different backgrounds. Through events, individuals within societies can appeal to target audiences, collaborate with future partners, identify sponsors, promote their work and improve their wellbeing. Historically, face-to-face interaction has been deemed as a dominant element of event management. This was affected by the unprecedented events of the covid-19 pandemic. This study aims to understand the importance of event management companies and how they have been affected during the covid-19 pandemic. Recommendations have been made to facilitate event management companies in contemporary life post-pandemic. A review of literature sources has been utilised for this study. Results have indicated the following: event management companies can provide creative ideas to help to ensure success and taking the pressure of organisers. In addition, economic impact on event management industries, social effects, and virtual event management

has been discussed. This study has concluded that in the new normal world, face-to face events have resumed through utilising adapted strategies. Technology should be utilised as a tool to enhance event management; however financial planning is important for future events that may occur in an ever-changing uncertain society.

Introduction

Event management has become a societal norm through which individuals can undergo the process of creating and maintaining an event. It can be defined as a well organised and well-planned occasion “with the view of meeting or achieving specific objectives for the benefit of a person, group of people, or an organization” (Mohd Kodri, et al., 2022). Event planners are the professionals within the business. Events are beneficial for individuals within societies to cultivate personal connections and network with other individuals from different backgrounds. Through events, individuals within societies can appeal to target audiences, collaborate with future partners, identify sponsors, promote their work, exchange ideas, participate in cultural activities, entertain their guests and improve their wellbeing. Events bring people together and are a platform for to create memories, celebrate and express themselves regardless of if it is a business venture, marriage, funeral or a live concert (Jones, 2017). In addition, large or small events are important despite it being for the purpose of making a profit including corporate business functions, exhibitions, parties or

Bio

Mr. Keyur Sheth is the founder and Managing Director of Red Cherry Entertainment. He is a Man of many shades with numerous talents. Mr. Keyur Sheth is a businessman and has been active in the field of Media, Artist Management and Event Management for many years. He has executed multiple reality shows for Indian Hindi channels, he is a Brand Influencer Marketing and has organised numerous Live Concerts with top A list Artists from India and Internationally while organising Corporate events and much more. He has received several accolades and awards for successfully running this company from such a young age. Red Cherry Entertainment is successful globally over a period of 15 years. Recently Mr. Keyur Sheth has received the ‘2nd Dadasaheb Phalke Icon awards Films International 2023 Dubai’ as the ‘Youngest Entrepreneur in the Entertainment Industry’.

Research objectives

This study aims to understand the importance of event management companies and how they have

social events. Historically, face-to-face interaction has been deemed as a dominant element of event management. People interact with each other on a daily basis, hence the demand for organising events is high. Event managers are required to follow their client's wishes and their preferred choices, all within the agreed budget agreed prior to the event.

Event management industries were affected by the unprecedented events of the coronavirus (covid-19) pandemic. The covid-19 pandemic caused global catastrophe affecting societies economically and socially. Many event management companies had to cease operation and cancel all live events and concerts that were due to take place. It was necessary for everyone to comply with regulations devised by national and international governing bodies to reduce transmission of covid-19. Global artists, performers and organisers all complied with the regulations and many refunded ticket sales or differed the purchases towards the next concert dates post-pandemic. Event management practitioners were required to find different methods through which they could sustain their companies (Madray, 2020).

In April 2020, research has illustrated within Figure 1 that eighty-seven percent of individuals participating in a survey held in America cancelled the events that they had planned, while sixty-six percent of them postponed them. It was suggested that many events

were not cancelled during February 2020 however, the cancellation rates increased during the months between March 2020 and June 2020, largely due to governing body regulations of social distancing and bans on travel to ensure minimum transition of the virus.

Objectives

This study aims to understand the importance of event management companies and how they have been affected during the covid-19 pandemic. Recommendations have been made to facilitate event management companies in contemporary life post-pandemic. A review of literature sources has been utilised for this study using published and grey literature sources.

Results and Discussion

Results have indicated the following: event management companies can provide creative ideas to help facilitate success through taking the pressure of organisers. In addition, economic impact on event management industries, social effects, and virtual event management has been discussed.

Economic impact on event management industries

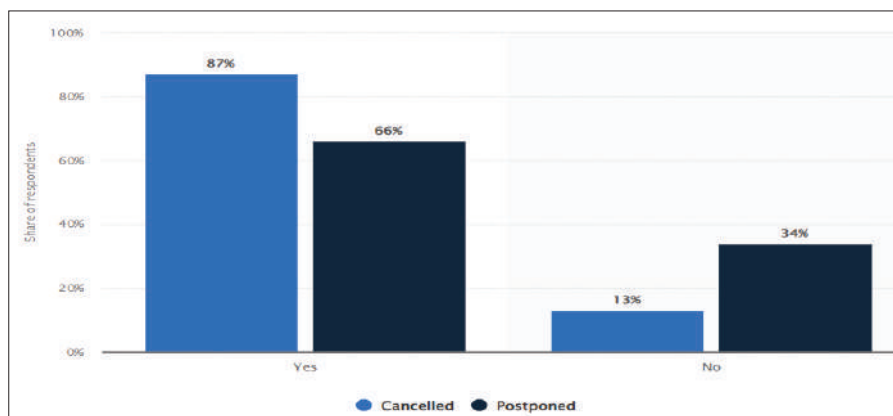
The event management industry is regarded as an important contributor of economic growth within nations

around the world and is deemed as a sector of tourism that attracts the masses (Janiszewska, et al., 2021). The rapid growth of this industry pre-pandemic enabled local areas to thrive, as tourists heightened economic growth in areas. However, the covid-19 pandemic led to a dramatic reduction in the number of individuals that visited local regions affecting their economies. According to research more than six hundred and sixty-six million US dollars were lost due to event cancellations and approximately eighty-five employment positions were compromised (Mohd Kodri, et al., 2022).

Many companies within the event management industry participated in practices that were not organised well and very few events were held. It was only when governing bodies allowed the integration of individuals within their bubbles and in controlled environments that event management industries started to offer face-to-face services for events again from August 2020. In attempt to increase revenue and sustain businesses, event management companies started to utilise technological mediums to generate income. This was in the form of online webinars, live group chats and created live shows. Although attempts were made to generate revenue through this method, it was unmatched to the profit attained from face-to-face events. Although it was necessary for governing bodies to implement lockdown measures to protect global societies against the virus, it has created a great impact on global economies which is affecting nations in contemporary life.

Social effects

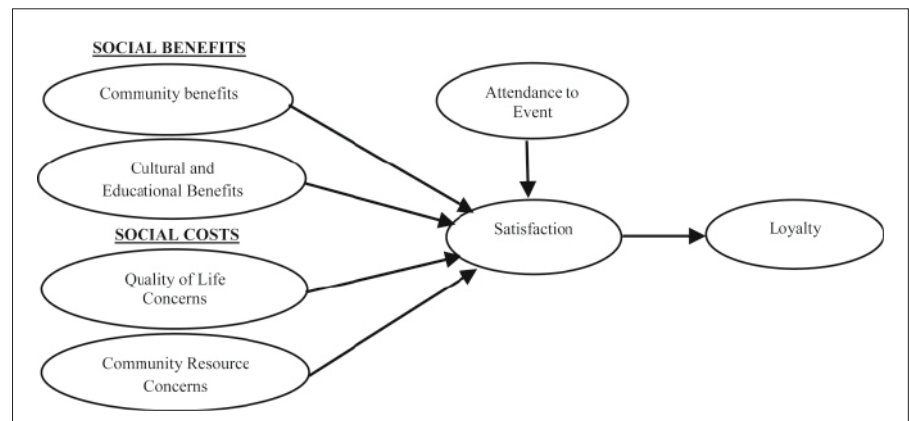
The lockdown regulations imposed by local and international governments contributed towards individuals staying away from public events or any gatherings. Social lives of individuals were affected as staying at home became habitual and a routine (Somani, 2021). Therefore, even when restrictions were lifted, individuals faced fears of travelling thus there was a reduction in the



▲ Figure 1. (Navarro, 2023)

number of people attending public events. Research has also revealed heightened negative mental health impacts on individuals due to the covid-19 pandemic (Somani, The Impact of COVID-19 on Human Psychology, 2020). Hence attending social events, meeting new people, and listening to music have been highlighted as ways through which stress, anxiety and depression can be reduced. Event management companies have been required to ensure that they meet the needs of their clients while making certain that they network effectively and generate revenue. Events have the ability to heighten the onset of creating change as people are integrated together on one platform, and thus they can identify with the event and understand the cause that they are attending. Hence, face-to-face physical events provide golden opportunities for individuals to build relationships by combining emotions and creating impressions.

When events occurring due to the covid-19 pandemic restricted physical contact, event management companies were not able to organise face-to-face events. This highlighted the social needs of events within societies and importance was attached to people coming together for a specific purpose and socialise together. Hence, it was not surprising that even when covid-19 restrictions were eased there were many individuals that felt the need to attend events that were overcrowded (Olson, 2021). In contrast, some people that may have attended events prior to the pandemic did not attend, due to fears of large gatherings and feelings of social anxiety and catching the virus. Hence, event management companies found balancing both difficult until they discovered the use of effectively utilising technology for hybrid events. Figure 2 highlights the social benefits of events including community benefits, cultural and educational benefits. The social costs include quality of life concerns and community resource concerns all leading to satisfaction and loyalty. When individuals attend an event, they seek satisfaction which can be achieved through social benefits and costs.



▲ Figure 2. (Akyol & Şimşek, 2017)

Event management practitioners are calculated in how the event should run, including time keeping and order of events. However, the covid-19 pandemic created turbulence in achieving successful events due to the fact governing body rules and regulations needed to be followed. There was a need to ensure full cooperation and a mutual understanding between businesses within the event, the involved authorities, vendors and of course event management practitioners. In instances of disputes, there was a fundamental need for compromise and understanding, taking pressure of organisers to ensure a successful event. Event management companies utilised their expertise and creative skills to ensure clients are happy with their event and find ways in which they can progress to achieve a successful outcome. When event attendees are satisfied with the outcome, the event is deemed to be a success and they will return for future events.

Virtual event management

During the covid-19 pandemic, event management industries utilised virtual platforms and social media to interact with each other providing support and guidance. This could be in the form of sharing best practices or health and safety tips to ensure safety. In addition, as most of the public were accustomed to utilising interactive video conferencing software for various reasons like continuing education or for employment purposes (Somani, Progressing Organisational Behaviour towards a New Normal,

2021), event management companies started to carry out virtual events. This was an attempt to facilitate growth of the event management industry, hence virtual events were organised enabling the public to enjoy interactive events. They were able to watch performers online from the comfort of their homes while interacting with them on features embedded within the software like 'chat'. In contemporary life, now that the world has opened its doors to social events again, many event organisations are utilising a hybrid model through which individuals can attend the event in person. Simultaneously, consumers that are unable to attend the event can watch it via a live streaming link. This has been deemed as the best solution as consumers are offered both options and can attend either, dependent on what they prefer, despite limitation, suiting their comfort levels (Hanaei, et al., 2020). Consumers are choosing to involve themselves in both, therefore event management practitioners have become reliant upon a combination of physical face-to-face and virtual events (Gajjar & Parmar, 2020).

Conclusion

This study has concluded that in the new normal world, face-to face events have resumed through utilising adapted strategies. Understanding effects that the covid-19 pandemic has had on the event management industry; companies can learn from past events to ensure future events are not affected in the same way. Hence,

contributing towards empowering and strengthening the business towards future success. Like many industries, the event management industry has faced much uncertainty. They have had to undergo numerous changes to ensure that they are sustainable and comply with national and international governing body regulations in the new normal world. It is evident that event management industries are continuing to actively change to ensure sustainable progression. However, there is a need to be aware of effects of covid-19 on the industry and how its future will be affected. Thus, it is recommended that event management companies learn from teachings of events experienced during the covid-19 pandemic and establish robust coping strategies to ensure sustainability when encountering future periods of uncertainty. Technology should be utilised as a tool to enhance event management in the following key areas, risk assessment and overcoming challenges, increasing company branding on global platforms, financial planning with cost-effective strategies. Swift implementation of strategies should be carried out at an accelerated rate to ensure positive progression and dynamic growth of the event management industry and future prosperity.

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AI BASED SUSTAINABLE ELECTRICITY GENERATION (AI-SEG)



Bio

Leena Patel is Founder and CEO of Global entrepreneurial system GES one soul army certified by CERN & NASA. She is from Ahmedabad, Gujarat, India. Leena Patel's hard work and dedication had resulted in being awarded 19 International Awards and several Titles. In addition, Leena Patel is a Brand Ambassador at 4 International/National Associations, and she is a World Record Holder for being an EDUCATOR & EDUPRENEUR.

Research Objectives

To explore ways in which amalgamation of technologies can bring digitization of the traditional grid.

Keywords:

AI, Covid-19, Sustainable, Electricity, Smart Grid

Abstract

The global coronavirus (covid-19) pandemic resulted in humans taking a pause from their mundane lives. It

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Faculty of Computer Engineering

²Security Architect

has facilitated individuals to act in retrospect and react thoughtfully to the new normal way of living on earth. In addition, they have started to think about how to share common resources due to the rise in cost of living. Electricity has played an important role in fueling industrial, commercial, and household appliances. Simultaneously, it has contributed to the running of technology, social media, and communication equipment, which was highlighted during the lockdown period, as it was utilized to keep humans informed and connected. Not all energy generation techniques are sustainable, resources such as natural gasses, coal, and nuclear resources used in electricity generation are limited. Therefore, finding sustainable alternatives for electricity generation, will help humanity greatly in future events like covid-19 pandemic. In conclusion, this work presents a cumulative analysis of sustainable alternatives through which electricity generation can occur, highlighting limitations and presenting novel AI-driven approaches to conserve different forms of renewable energy and use them to generate electricity. Ultimately, we all look for the innovative dimensions of life-standard, to achieve and aspire with the goals of 5th industry revolution as well in the future.

Introduction

Fulfilling demands of electricity has always been a challenge for several developing countries. This has become more complex and difficult as pandemic has created a great impact

on communities, including the use of electricity patterns in our day-to-day life. As per a study conducted by Abdeen, Kharvari, O'Brein and Gunaya (Abdeen, Kharvari, O'Brien, & Gunay, 2021), a few areas in Canada have increased significantly heightening from 16.3% to 29.1% every day after COVID-19. Such trends have been observed by major distributors across the globe and have resulted in emergence of newer ways of electricity generation (Abdeen, Kharvari, O'Brien, & Gunay, 2021) to cope with the rise in demand.

Global push towards reducing carbon emissions resulting from using traditional fossil fuels for electricity generation has drawn significant attention towards renewable energy resources such as wind power, solar energy, hydropower, tidal energy, hydrogen etc. as an alternative means to generate electricity. Despite having numerous benefits – never ending & replenished time to time; one time cost of installing needed machineries; less maintenance; promote well-being of remote areas as chances of generating renewable energy are higher over such regions; capacity of recycling waste in the form of biomass energy; lesser reliance on imported energy – of renewable sources, integration of renewable energy into electric grid is facing challenges mainly due to their variable and uncertain nature (Shi, et al., 2020)

Uncontrollable power output generated from Variable Renewable Energy (VREs) (IRENA, 2019) has necessitated the initiation of novel methods of energy storage and

dispatching energy to the grid later to handle peak load duration (Shi, et al., 2020). Also in the traditional grid structure, the transmission and generation are the dominant elements which are monitored in real-time and controlled. This is due to the fact that there are numerous unauthorized “connections to the power grid”. This indicates colossal energy is not being accounted for through meter readings with financial implications (Shi, et al., 2020). This contributes to a major challenge due to heightened CO2 emissions, decreased efficiency and increase financial investment to help find solutions. To integrate these VREs and overcome limitations of electric grid structures, many developed countries have started investing in a new version of grid - “Smart Grid” (Shi, et al., 2020).

The Smart Grid is defined as “an electric system that uses information, two-way, cyber-secure communication technologies, and computational intelligence in an integrated fashion across electricity generation, transmission, substations, distribution and consumption to achieve a system that is clean, safe, secure, reliable, resilient, efficient and sustainable” (Shi, et al., 2020). The characteristics of smart grid mentioned in below figure require installation of new devices at each stage of grid – Smart Meter & Home Area Networks, Photovoltaics, Electric vehicle Charging Stations & Micro grids, Newer means of energy storage, Heat & Power Co-Gen Facilities, Solar Thermal & Wind Farm Generation, etc. (Shi, et al., 2020).

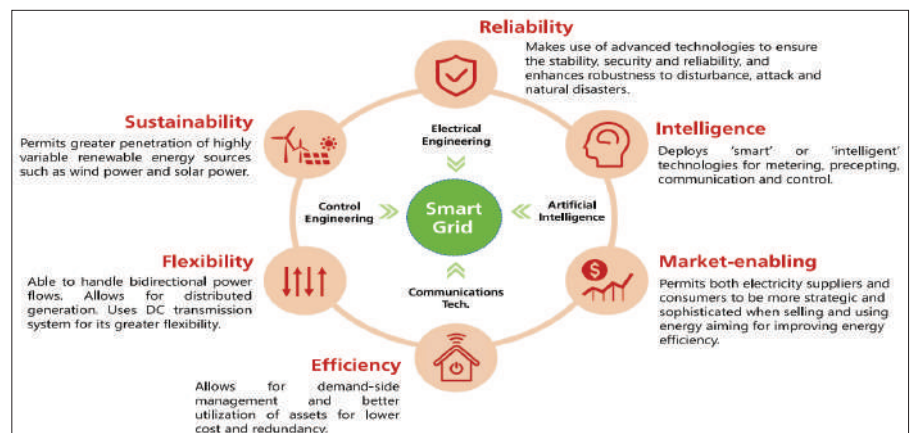
Smart meter can be perceived as a heterogeneous that measures electricity which is inputted into a grid. There are multiple benefits of such an advanced energy system and users. Using smart meters, the major issues like unjustifiable bills, back billing etc. can be resolved because of the advantages of measurement accuracy. It provides the profits including the lowest and precise measurements of the energy use at regular intervals. The financial commitments only pertain to energy utilized. Also, the smart meters are

useful to provide essential feedback on how much energy consumers are using due to the ability to view data in real time. Hence, consumers can easily measure electricity that their home supplies to the grid and find effective ways to reduce their energy costs by planning and saving energy. However, the factors such as,

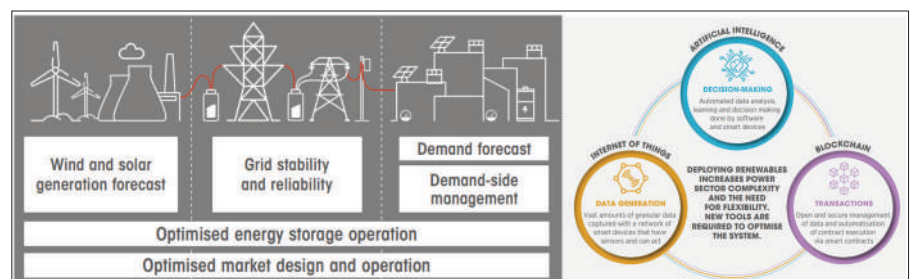
- Vast amount of data generated due to use of IoT-empowered smart meters (IRENA, 2019), replacement of traditional SCADA systems

by Phasor Measurement Units(PMUs), smart home appliances,

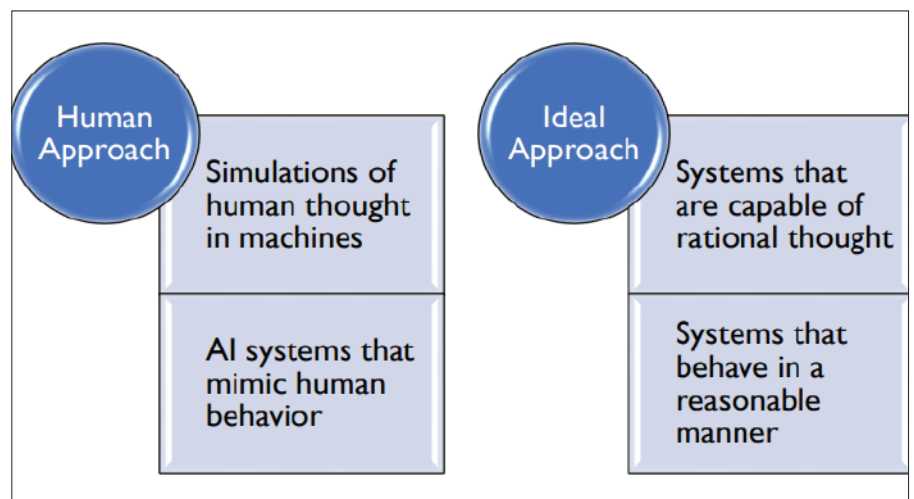
- Decentralization with increased deployment of small renewable power generations
- Added demands of electricity load i.e. electric vehicles, boilers, etc.
- Intermittent & discontinuous nature of renewable energy resources (particularly wind & solar)
- Bi-directional flow of



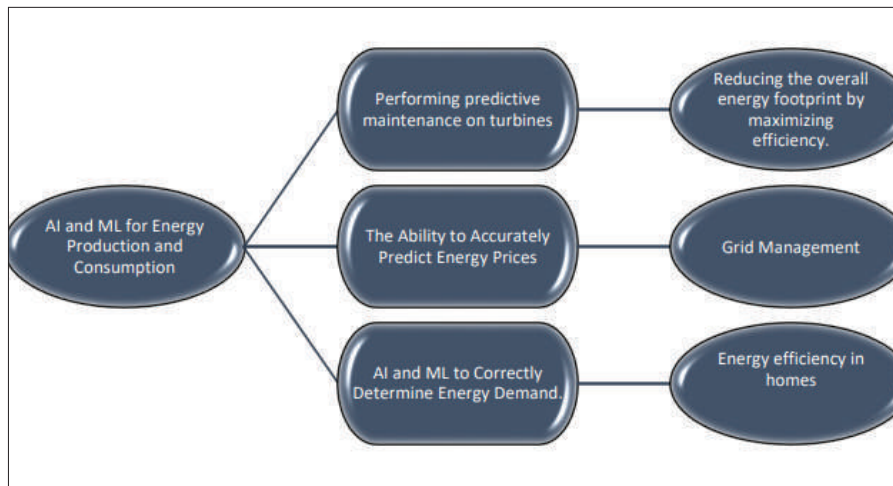
▲ Figure 1. (Shi, et al., 2020)



▲ Figure 2. (IRENA, 2019)



▲ Figure 3. (Mhlanga, 2006)



▲ Figure 4. (Mhlanga, 2006)

electricity has enabled new challenges to ensure smooth operation.

(IRENA, 2019) presents how technologies like, Artificial Intelligence and Big Data, Internet of Things (IoT) and Blockchain. When used together might result in powerful tools to deal with complexity introduced because of the above factors (IRENA, 2019), (Ahmad, et al., 2022) represent this amalgamation of technologies that

can significantly contribute to the modern power sector at different stages of the energy industry i.e. the production of electricity, delivering power, storing energy and electric distribution networks.

Artificial intelligence and machine learning can facilitate optimum generation of power. Figure 3 demonstrates how applying AI and ML within energy sectors can be advantageous within countries like Africa. According to figure 4

some solutions include “performing predictive maintenance of turbines, the ability to accurately predict energy prices, AI and ML to correctly determine energy demand” (Mhlanga, 2006).

This paper presents a survey on three major key points on the effectiveness of AI algorithms in ensuring stability and reliability of the power grid. Those key points are mentioned and discussed in the next chapter.

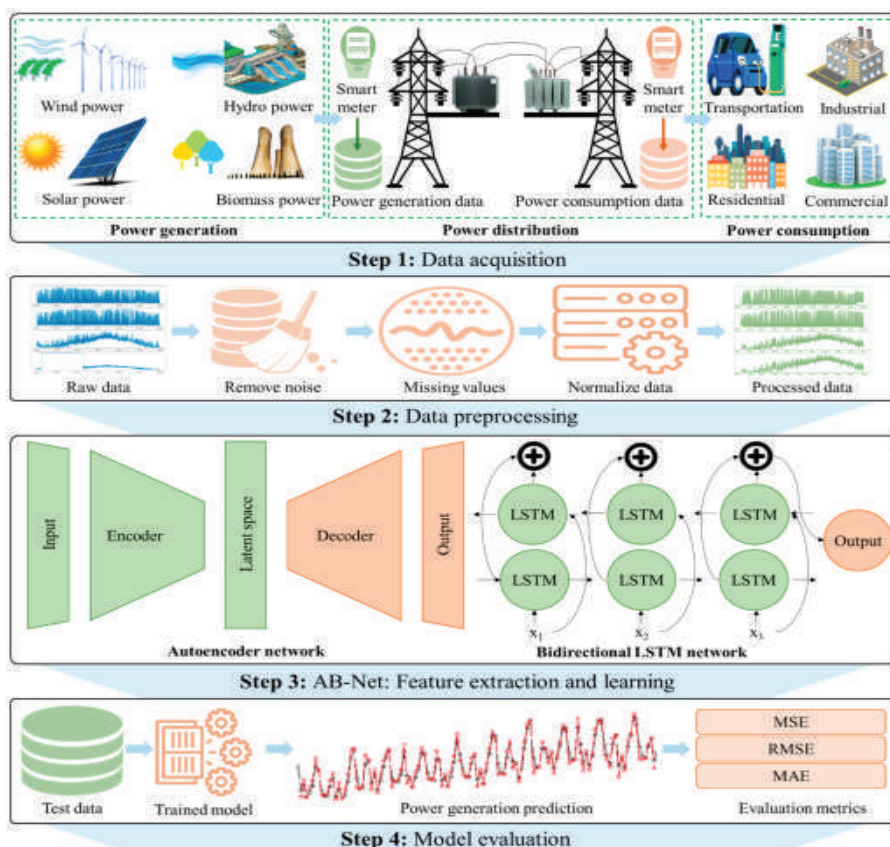
2 Role of Technology in Integration of Variable Renewable Energy(VREs) into Power System:

This chapter presents a few key points of review done on effectiveness of AI algorithms in ensuring stability and reliability of power grid by:

Accurately forecasting renewable energy generation

It helps in safe grid operation & minimizes the operational cost of energy sources (Ahmad, et al., 2022). In addition, “AB-Net” is a new architecture that is formed pertaining to a forecast consisting on one step toward regenerating for horizons in the short-term. This can be achieved through integrating an autoencoder (AE) together with a bidirectional long short-term memory (BiLSTM).

According to this research done by researchers of Sejong University of Korea, to solve the forecast problem a new architectural development was made. It ensures that a hybrid connection is initiated between the BiLSTM network and AE. The process entails data clearance through refinement and preprocessing. Feature collection is conducted through the refined sequence as it is processed to the AE. The featured attained from the AE are then provided to the BiLSTM so the concluding forecast can be attained. RES power can be forecasted accurately through this process because this proposed approach can learn compressed



▲ Figure 5. (Ahmad, et al., 2022)

representation from the sequential input data. The method that has been proposed will facilitate the avoidance of wasting energy production via reducing the production of excess energy power. The algorithm that has been proposed will aid smoother cooperation between the smart grid and the consumers. Through utilizing data that is available on the public domain, there was an increase in performance levels in comparison to other techniques. Figure 5 highlights the framework of the architecture proposed.

Incorporating predictive maintenance

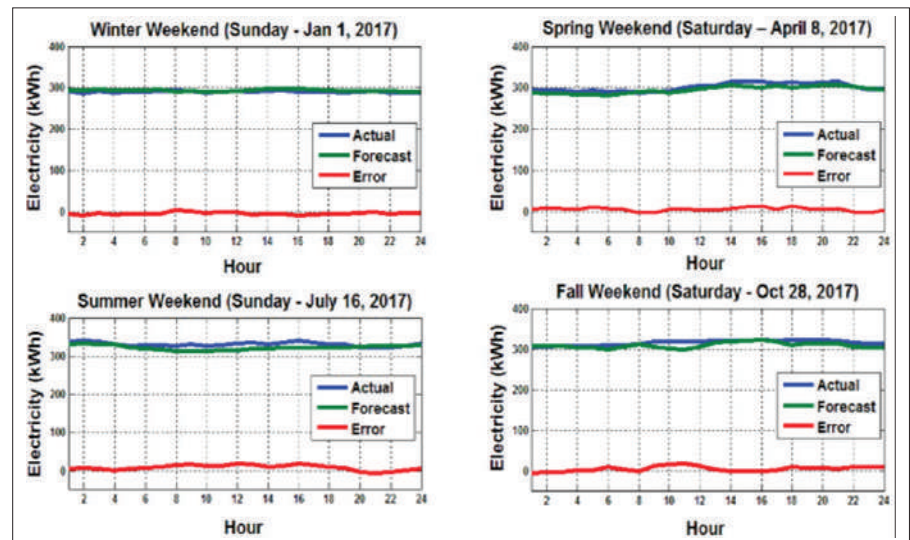
The maintenance and deterioration of a turbine can be accurately predicted via analytics. This can be achieved through sensor data recorded from a wind turbine (Xu, Pan, Chen, & Fu, 2019).

This paper (Rodriguez, et al., 2023) talks about three types of maintenance as below:

- Corrective
- Preventive
- Predictive

In Corrective maintenance when the product was damaged then and only maintenance was performed so it is already prompted that seems such an inefficient way to apply. Corrective maintenance is not that much effective so preventive maintenance and predictive maintenance are widely used and because of that both are popular too. The feasible way to perform the maintenance is between two strategies, proactive and reactive is known as condition-based maintenance (CBM). It is focused on constant monitoring and prior to any failures happening they are detected by condition monitoring systems (CMS). This is achieved through obtaining data from sensors which is then pre-processed, after which data is evaluated and interpreted. The predictive maintenance can also be referred to as proactive maintenance. There are three types of predictive

maintenance observed with real time data to be or not: “1. Based on existing sensors 2. Based on Supply sensors 3. Based on signal techniques” (Rodriguez, et al., 2023). When predictive maintenance is applied it subsequently links to the big data paradigm. This then deals with the data



▲ Figure 6. (Eseye, Lehtonen, Tukia, Uimonen, & Millar, 2019)

management methods which include the Cross Industry Standard Process for Data Mining (CRISP-DM), Sampling, then exploration, modification, modelling and accessibility processes are followed after which the Team Data Science Process (TDSP) is completed (Rodriguez, et al., 2023).

Predicting consumer demands

It talks about effective application of Genetic Algorithm (GA) in forecasting the demand for electricity within smaller decentralized energy systems that are being initiated in smart grids (Khan, et al., 2021).

BINARY GENETIC ALGORITHM (BGA)
The theory of evolution and genetics by Charles Darwin has inspired the GA population-based heuristic type optimization method. It is based upon the survival of the fittest (Eseye, Lehtonen, Tukia, Uimonen, & Millar, 2019).

FS RESULTS EVALUATION: IMPROVED FORECASTING
As per the forecast results of Feature

Selection approach in Figure 6, the model testing has been completed on a randomized selection of dates. This included the following: during the summertime Wednesday 26th July, 2017, summer weekend Sunday 16th July 2017, a fall weekend included Thursday 12th October,

2017, another fall weekend Sunday 1st January 2017, a Spring weekend included Tuesday 18th April 2017 and another Spring weekend selected was Saturday 8th April 2017. Information gathered from these dates highlighted the importance of forecasting models in ensuring the optimal quality of the energy is supplied but at a low cost. Figure 6 highlights Machine Learning Based Integrated Feature Selection Approach for Improved Electricity Demand Forecasting in Decentralized Energy Systems

Conclusion

This paper has explored ways in which amalgamation of technologies can bring digitization of traditional grid. When combined machine learning & Internet of Things with smart grid, it will result in better analysis and tighter control at all the stages of the energy sector from power generation to power distribution. Also, the goal of this research was to make the energy industry realize the possible contributions of AI and machine learning ML technologies. This may help to develop future advancements

and tools with the formulation of small-scale decentralized systems for the growing nations across the globe.

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Data Availability Statement: We have done a survey on the researched data for the research paper title.

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YOGA – A NEED OF TODAY AND ASSURANCE OF TOMORROW



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Research Objectives

The purpose of this study is to investigate the connection between Yoga and physical, mental, emotional, and spiritual health.

Keywords:

Yoga, Mental Health, Meditation, Emotional Health

Abstract

The rise in emotional and mental instability has become a major concern in many parts of the world, particularly after the coronavirus pandemic. Yoga has been identified as a medium through which physical and mental health challenges can be stabilized. The purpose of this study is to investigate the connection between Yoga and physical, mental, emotional, and spiritual health.

Yoga can be perceived as a combination of therapy, meditation, and exercise, connecting the self to overcome limitations linked to conditional thinking. It is a life science covering aspects of human life, relating the human body with the mind. It endeavors to establish a pathway for positive progression whilst maintaining the natural relaxed state of the body.

Upon physically performing the yoga positions or asanas there are numerous benefits including increasing serotonin levels and boosting mental clarity. Bending forward inculcates surrendering activity, in contrast bending backwards opens the heart facilitating

suppressed emotions to be cleared. In addition, pranayama reduces the rate of respiration and the heart rate, thus assisting individuals to reach mental stability. Internal cleansing techniques aids individuals to release stored emotions to make space for love & compassion within oneself.

This study has found that there is a strong correlation between Yoga, mental and emotional health. Yoga creates bespoke impressions over the mind and body, to awaken the infinite potential within the self. Further quantitative studies are recommended to establish a causal relationship and develop preventive measures going forward.

1. YOGA – A way of life

YOGA is a Holistic regimen...there is this belief that Yoga is mostly a therapy, so people are generally looking for specific asana or postures for ailments. It surely is a great tool to fight the physical ailments, however, we need to understand that Yoga is not about symptomatic, localized treatment – the idea is to adopt Yoga holistically, to remove the imbalances in the body, the mind and the Prana, in fact this approach leads to better and more effective healing.

Yoga is a science and firstly it reflects on the outermost aspect – the physical body which most of the people are related to. When there is imbalance on the physical aspect, all the internal organs are affected, and it starts reflecting on the self in the form of various diseases. The beauty of Yoga is that it gets the various body activities into ideal direction that assists the entire body to operate in

Bio

Aparna More has a degree in software engineering and she is passionate International Yoga Therapist by profession. With eight years of experience, Aparna More has been living and teaching Yoga. She lives with the staunch belief that “I am enough” to make this place a better one. The purpose of her life is to spread the beauty and magic of Yoga at National and International levels. Aparna More has a Diploma in Yoga education and a teacher’s training certification from the World Yoga Alliance. She contributes her efforts into helping people towards taking their longest journey – which is the journey inwards through Yoga. Aparna More is specialised in rekindling hope in cancer survivors, people with disabilities and helping people to start loving their lives again. She does this by helping these souls to connect with themselves. Aparna More is a recipient of the Best Yoga Therapist (2022) and an Indian Icon Women personality (2019) from Western India region for her contribution in the field of Yoga.

harmony. Along with the physical aspect, emotional and mental purification is one of the yoga's most significant attainment.

The approach is simple - If the mind is not healthy and uncontrolled, it reflects the same on the body. We are excited in the situation of pleasure and we become sad when it is a negative situation. Every thought in the mind affects the brain, nervous system and all other organs in the body. Yoga is to maintain equilibrium of the mind in any situation. This equanimity of mind is the ultimate objective of yoga - **Awakening of self is yoga**. Yoga is about self-inquiry and growth

The human body is made up of 5 basic elements of nature – water, air, fire, earth, ether. They represent the physical and energetic qualities of the human body and of the physical world. The ebb and flow of these five elements influence our physical, mental and emotional wellbeing. When they are in harmony, we experience peace and good health. When they are out of balance, we can experience suffering and unhappiness. The awareness and understanding of these laws of nature allows us to bring them into a state of equilibrium through Yoga and meditation practices. Yoga compliments the presence of these elements and hence taps into the curative power the body possesses to naturally heal itself. Yoga is an antidote for all the health issues in the life. Every little or long deep breath you take is a healing pill that you give your mind and body

This is true especially post the Pandemic wherein the focus has shifted on emotional and mental wellbeing which is then reflected on your physical health. As Yoga is a therapy session, a work-in – mind it I am saying it's a work in – as it is a therapy, meditation and physical postures all at the same time, this helps you in taking your longest journey which is the journey inwards.

There is a stance of Yoga practice that it works towards illness impediment thus stimulating and enhancing the quality of life by

boosting the health. The practice of Yoga is blossoming and growing faster across the globe. In present era, Yoga is one of the most eminent and notable well-being application. It is a wide and eclectic application that encompasses each and every aspect of life. It is actually a way of living.

1.1. YOGA - A Science

Yoga is a science, that is, it is a framework of approach that directs us to intentionally link not only with the self but also with our lives. As Yoga is a science, there is no ethic or ideology linked to it. Like in scientific experiments, we have few procedures to follow and that would yield the result similarly Yoga guides us to do definite action and then to feel and sense the impact of that action, for example - if we breath in a relaxed manner the heart rate goes down and normalizes; if we focus on our breath, the thoughts slowly start reducing and we become calm and composed. Yoga is a complete package bundled in one – breath control, mindfulness, physical activity and mindfulness. It is also a spiritual practice attempting to link the individual awareness to the entire Cosmos making us understand that we are part of this Universe and not separate from it.

The scientific nature of Yoga was unveiled when Swami Kuvalayananda administered scientific experiments in Yoga in 1924. The organization Kaivalyadham Institute for scientific research on Yoga was established in Lonavala, Pune – India. The research findings eradicated several yoga misconceptions and unraveled the mystical sheath dealing with it. The principles of Yoga were related in biological terms – encompassing the anatomy and physiology aspect. The study this way aids in comprehension of the yogic mechanism and their application for the patient in detailed way. Once the basic structure and various functions of the body are known, it becomes easy to apply, understand the mechanism of the yogic practices as well as the effects of the same on the psychological aspect of the human body. Also, when the

concepts are clear, it becomes easy to modify the techniques which can suit an individual. Tailoring of the asanas and the breathing practices becomes easier with it.

Once the results were visible, the popularity of yoga increased and many started becoming aware of the benefits. Numerous doctors and health specialists started recommending yoga as a wholistic approach not only to treat injuries and illness but also as an substitute to surgery in the cases that it can be applied.

Yoga practice is a well-researched ability to make positive long-term changes to not just the body but our brains too. Yoga is an inmost science incorporating numerous techniques to attain the unification of the body and mind to attain self-knowledge which when one has gives an individual the strength to deal with others.

The Indian Prime Minister (Mr. Narendra Modi) launched a YOGA DAY on 21st June which has been observed by United Nations General Assembly. Assigning a day for Yoga signifies the importance of Yoga that has been experienced by innumerable people and the way it is helping holistically. This day is celebrated in more than 170 countries like UK, Canada, China, USA etc. There are various Yoga activities that are planned throughout the day that not only enhances the Yoga awareness but also guides people on how and where to get started. The public has realized how Yoga increases the level of well-being and helps to make subtle but profound changes in the life styles of the people in a positive way.

Yoga develops positive attitude and promotes positive health. As an amalgamation of art and science, it provides entire human force with eye and mind to understand not only the human mind but also the various facets of the prevalence.

1.2. Management of lifestyle diseases and Psychosomatic disorders through Yoga

Succeeding the Pandemic and

Covid, there has been manifold increase in the anxiety levels, stress, depression and psychological distress. The numbers are below:

Anxiety: 6.33% to 50.9%

Stress: 8.1% to 81.9%

Depression: 14.6% to 48.3%

Psychological distress: 34.43% to 38%

Yoga has been instrumental in working on the emotional and mental level and has got a definite potential to heal the people suffering from lifestyle disorders and stress that leads to further array of diseases and this is because Yoga extends both physical and mental health benefits for humanity across the ages.

Recent studies positively depict the outcome of Yoga and meditation on overall human healthiness on the various below areas:

- 1) Endocrine disorders – Thyroid, Hormonal imbalance
- 2) Psychological diseases - Mental stress, anxiety etc.
- 3) Endocrine irregularity - Thyroid, hormonal imbalance etc.
- 4) Neurological ailments - Alzheimer's disease etc.

Certain breathing practices like Kapalabhati, Anuloma Viloma, Bhramari or Pranayama are the best remedies to tackle respiratory issues (Behera M, Priyadarsini N, Mohapatra D, et al, 2015).

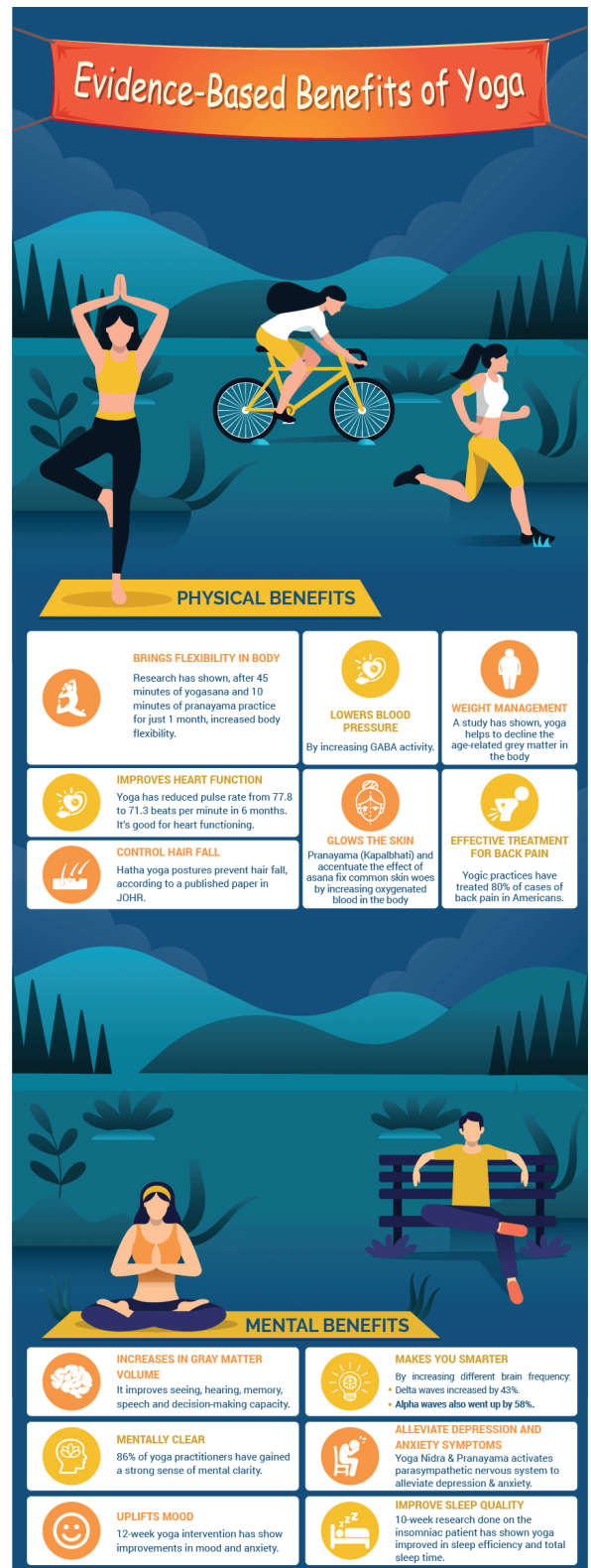
Yoga has helped in various disorders like post-traumatic stress and other stress related diseases (Wynn, 2015). Yoga approach is highly potent to diminishing mindfulness-based stress in patients that are fatigued due to cancer and its related symptom (Johns, Brown, Beck-Coon et al. 2015). Yoga is literally a behavioural practice strengthening not only the physical aspect but also the breath and mindfulness thus assisting the psychological and biological adaptations in human

population (Birde, Sohl, Wallston, 2016). Yoga has been instrumental for treating modern diseases like stress, obesity, diabetes, hypertension by increasing the parasympathetic activity and reducing sympathetic activity (Cramer, 2015). There are reports that revealed yoga works directly on most important detox organs (pancreas, liver, kidney) to maintain the insulin resistance thus working on controlling Diabetes (Chandrasekhar, 2009). More scientific evidence is required to talk about the curative role of Yoga on Cancer, however, techniques like Yoga Nidra and some asanas along with breathing techniques are helpful in disruption of sleep cycle and fear within the patients of cancer (Smith, Pukall, 2009).

It is completely legal and right to say and also numerous studies have shown that Yoga is a complimentary healing for the majority of the serious illnesses.

Due to its positive impact on both mental and physical health, yoga and meditation are becoming more and more popular.

The practice of yoga allows us to fully manifest our innate potentiality, making it appropriate to refer to it as the science of infinite human possibilities. Yoga addresses every facet of the philosophy, psychology, and application of conscious evolution at once. Rather than just giving the theorems or the concepts, it actually acts as an instrument providing the required direction to feel and sense this magnanimity.



2. YOGA – Beyond Physical Aspect

Yoga is not mere about physical postures, but what and who you are and what intention you set while performing these postures works on freeing the consciousness from the limitations of the conditional

thinking. This awakens the infinite potential within oneself and connects one to the self which is the highest state of the BLISS. Studies depicted that the yoga class begins with a primary aim of physical fitness, but as the class progresses, they notice that it not only removes the clutter off the mind it also quietens the mind thus exposing us to the Universal language of silence. Once you get to this state the change is reflected far away from physical arena and focused more on mental and emotional aspects. This is the phase of self actualization.

I have had many students who started practicing Yoga for physical treatment, but as they become more involved, practicing with awareness, the experience of the holistic impact on the entire body and the mind got them to embrace the Yogic science for reasons far beyond the physical therapy.

We cannot scrub our inner bodies – we need to learn the skills that cleanse our tissues, organs and mind and that is YOGA.

The various basic asanas dive much deeper than the physical aspect. Let us see how it does that:

2.1 Stretching asanas

Stretching increases joint range of motion, enhances blood flow, improves posture, and relieves muscular tension all over the body. The mental and emotional benefits that we gain from this are:

2.1.1 Stretching does not only opens up the physical body and the muscles, but increasing the serotonin levels that reduces stress which in turn creates mental clarity & self-esteem efficiently.

2.1.2 Everyone experiences stress to some degree causing muscles to become tense, once tense it tightens up and then resulting into discomfort and persistent pain. Stretching eases muscle tension, breaking the vicious cycle of pain and tension.

2.1.3 Due to opening of the upper body the clogged-up lungs are open easing the breathing process and making it deeper.

2.1.4 Two feel good hormones – Endorphins and Serotonin are released by our bodies when we stretch. Serotonin levels lower stress, which effectively improves self-esteem & mental clarity and Endorphins are in charge of activating the brain receptors that heighten pleasant emotions and lessen pain

2.2 Forward Bends asanas

The bends not only work on strengthening the spine, the legs but also stimulating the liver & the kidneys. The mental

and emotional benefits that we gain from this are:

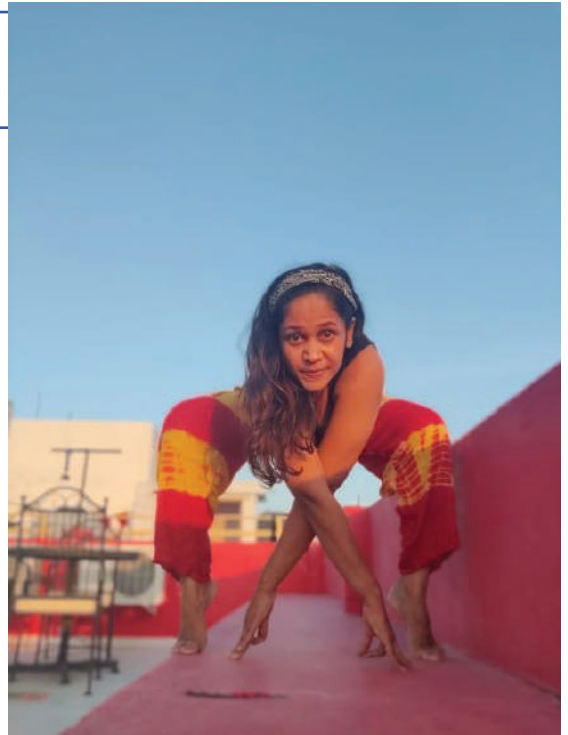
2.2.1 It inculcates the feeling of calmness as the space is created between the vertebrae in the spine which is the channel between your brain and rest of the body.

2.2.2 It is also a mean of surrendering to the Divine – so in situations that are not in our control we surrender with these bends.

2.2.3 Forward bends guide us to enjoy the journey as we move forward to touch the toes or just move in forward folds. It inculcates the feeling of being patient. A new job, a new relationship, a major move, or anything else that forces us outside of our comfort zone can occasionally feel uncomfortable at first but turn out to be the best decisions we could have made once we patiently move through it. Likewise, if we bend forward with a mind free from all negativity and we can start to let go of discomfort, impatience and fear as the heart is full of gratitude.

2.3 Backward Bends asanas

Apart from a nice stretch to the back, it opens our chest, shoulder muscles





reducing the anxiousness and stress. The practitioner stays in the present moments building more positive approach.

2.5 Balancing asanas

While doing the balancing asanas, the gravitational center of our bodies is in line with the gravitational field of the planet. Balancing requires one's constant attention as well as a steady mind. Regularly doing these asanas enhances the mental stability and concentration. It strengthens the entire lower body and the nervous system. The mental and emotional benefits are as below:

2.5.1 The cerebellum, the part of the brain that regulates how the body moves, is trained in all balancing asanas.

2.5.2 All the balancing asanas requires the entire set of the muscles in the body to collaborate. The nervous system and the brain coordinates for the same. These asanas enhance the posture and muscle coordination

especially in this era wherein our necks are constantly dangling in forward movement with the cells in our hand. Also, as the lungs fully expand, it helps in taking more oxygen and we start feeling more energized. Below benefits are reaped other than physical ones:

2.3.1 The bends open the lungs, lift the heart and deepens the breath and when all these happens it gives is the courage to overcome our fears not only on the mat but also off the mat.

2.3.2 As the heart opens up, any suppressed emotions, unresolved trauma starts melting.

2.3.3 Backbends increase the body's energy levels and release mood-elevating hormones into the blood stream. At an emotional level, as the body arches up, the mind also does the same, making room in our lives for new emotions, experiences and feelings. It is a physical vulnerability that gives us the courage to become more receptive in our personal relationships as well as other areas of life.

benefits, below things are achieved:

2.4.1 It activates the most important detox organ – liver in the body, which helps in insulin release and balancing the sugar in the body.

2.4.2 Apart from making us physically flexible it also prepares us emotionally & mentally to handle any situations in our lives as our spine is a recorder, recording all the emotions. With the twists we shed all these unwanted feelings.

2.4.3 Although the human body is designed for diverse dynamic activities, if we do not remain



2.4 Twisting asanas

By bolstering our spinal structure, these asanas enable us to become more flexible. By causing intra-abdominal compression, it promotes the digestive system's optimal operation. On releasing the twist, the digestive organs receive new blood that is nutrient-rich and oxygenated. Along with the most important detox organs like liver, pancreas and kidneys, spleen, liver and gall bladder are stimulated. Apart from physical

conscious to maintain it at optimum level, it builds up stress and the body piles up with the impurities. A clean and health body would have an upsurge of energy that can be consumed to work on any disease or discomfort. The Yoga twists works on quietening the chattering minds by

while bringing about physical and nervous balance and stopping unintentional movement.

2.5.3 The concentration needed to perform the asanas steadily cultivates balance and concentration on the emotional, mental, and psychic



levels, reducing stress and anxiety.

2.5.4 It not only balances your body but also your emotions at all the levels - emotional, mental and psychic levels, and once the emotions are balanced, we gain control on our day to day lives. It also induces the feeling of being rooted and being strong irrespective of the outer conditions.

We see Yoga is the gateway to better spiritual and emotional health apart from being just physical. But we need to execute these postures with awareness and complete intention with the presence of the breath to experience these deep benefits.

3. CONCLUSION

Your body is speaking to you every moment of your life through the various sensations. The question is are you really that aware that you listen to it? Adopt Yoga to know yourself, to be aware of yourself and be mindful. Once this is done, your relationship with the self changes and this brings in great positive change in your relationships with others.

Yoga is a drugless therapy. Adopt it to bring peace, stability and satisfaction physically, relaxation and harmony in body-mind functions and positivity in all the relationships. It also has a preventive aspect that can be of great help to one and all to promote and maintain fitness, health and happiness throughout the life by guarding us against stress and strain.

The original, ageless science of the Self is Yoga – it is an essential

practice for the soul, working through the medium of our body. It is all about self-inquiry and growth, it is not just looking good but feeling good.

ACKNOWLEDGEMENTS

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P.U.L.S.E[©]: THE LOVE CONNECTION THAT UNIFIES & SUSTAINS A HEALTHY LIFESTYLE WITH PURPOSE



Dana Bagnall

Holistic Health and Wellness Coach, NLP Practitioner, Bioenergetic Practitioner

disadvantages and helped to bring success in their advancement academically, emotionally, spiritually, and physically. Dana continues to bring her expertise in counselling and advising with the public and private sectors to the services offered in her health and wellness academy.

Research Objectives

The search for holistic/lifestyle medicine practitioners that provide equitable, customized, individualized quality care to meet patients' needs is in demand. Making A Difference Because You Matter, believes the healthcare system's sustainability (economically, environmentally, and socially) begins with "taking your pulse" in three different ways. Through using a holistic and bioenergetic model with evidence-based, groundbreaking tools to help clients get to the root of their challenges and live healthy lifestyles with purpose.

Keywords:

Pulse, Healthy lifestyle, Mental health, Healthcare.

Abstract

Globally, healthcare systems and individuals are collectively looking for a way to unify and sustain a healthy lifestyle with purpose after the COVID-19 pandemic. Physicians and practitioners are exhausted, frustrated, and overwhelmed to meet the care of patients, administrative duties of E.H.R. coding notes, and patient satisfaction surveys. Patients feel healthcare puts profit before

the people, and they are not being heard nor getting enough time to meet their needs during doctor visits. Consequently, studies show that physicians and practitioners feel depressed and anxious. The departure from the healthcare system to provide higher-quality care or pursue something else is rising. The search for holistic/lifestyle medicine practitioners that provide equitable, customized, individualized quality care to meet patients' needs is in demand. Making A Difference Because You Matter believes the healthcare system's sustainability (economically, environmentally, and socially) begins with "taking your pulse" in three different ways. A roadmap to implement a holistic and bioenergetic model with evidence-based, groundbreaking tools to help clients get to the root of their challenges and live healthy lifestyles with purpose is vital. Recommended therapies focus on awakening and understanding what triggers are causing dis-ease in their lives (spiritually, emotionally, physically, environmentally, nutritiously, etc.). Secondly, it involves correcting cellular information distortions. Lastly, it helps to cleanse and protect their well-being. This study helps people reach the root of their health challenges faster, lowers costs, and fosters qualitative care service between practitioners and clients. Lastly, it provides collaborative wraparound services with clients, the community, and health providers.

Introduction

Hospital leaders are sounding the alarm as health systems face an

Bio

Dana Bagnall is the Founder and CEO of Making A Difference Because You Matter, LLC. She is a Certified *Holistic Health & Wellness Coach, Neuro-Linguistic Practitioner, Bioenergetic Health Practitioner, and International Keynote Speaker*. Dana is the Author of "Soulful Wellness Journey - Live Life Abundantly: A Collection of Soul Food Recipes Plant-Based & Gluten-free," which includes a curated collection of wellness tips, nutritional charts, recipes, and a playlist of soulful sounds. She has partnered with top Fortune 100 financial organizations, leading national healthcare associations, and women business owners to educate them on how health impacts women's wealth and the practical steps needed to become proactive-- resulting in a citywide focus on this timely issue. Dana is passionate about helping women over 40, and their loved ones heal from the inside out to release pain, stress, fatigue, trauma, depression, and anxiety, while energetically mastering their well-being so they can live more abundantly. She has facilitated the mentoring of college students who have experienced

exodus of exhausted and demoralized doctors, nurses, and other front-line workers (Levine, 2021). Prior to the pandemic, physicians were reported to be twice the risk for burnout compared to the general population. Additionally, 40% of those who were surveyed reported experiencing depression and suicidal ideation, per Dr. Victor Dzau (president of the National Academy of Medicine) (Levine, 2021). The consistent emotion physicians and patients are mainly experiencing post Covid 19 is

stress, leading to increased burnout and trauma. Stress is a state of worry or mental tension caused by a difficult situation that all experience to some degree. A natural human response triggers us to address challenges and threats. There are three types of stress: daily, chronic, and acute. Daily stress is common, which is interwoven in our livelihoods. Stress is an overarching, physiological, psychological, environmental, and sociological effect impacting individuals, organizations, businesses, and systems' overall

health. Burnout is a psychological syndrome characterized by emotional exhaustion, depersonalization, and a sense of reduced accomplishment in day-to-day work (Wood et al., 1998). Trauma can be overwhelming and pervasive due to exposure to a life-threatening or emotionally disturbing event(s) that may impede one's well-being (spiritually, emotionally, physically, socially, and mentally). This research aims to unify & sustain a healthy lifestyle with purpose using the P.U.L.S.E.® model.

Table 1

The Impact of Stress and Trauma on the Mind and Body

(Sinha, 2022), (How stress affects your health 2022), (Center et al., 2003), (Schernhammer & Colditz, 2004), (What is trauma? - trauma-informed Care Implementation Resource Center 2022)

Stress	Chronic Stress	Acute Stress	Trauma
Frequency	Consistent sense of feeling pressured and overwhelmed	Most common form of stress	Overwhelmed; pervasive
State of Being	Fight/flight	Fight/flight	Freeze
Duration	Long-term	Short-term Typically occurs within one month after experiencing, witnessing, or confronting a traumatic event(s)	Long-term if left unresolved.
Increased Risk	At increased risk of depression, anxiety, digestive problems, palpitations, muscle, tension, and pain, cardiovascular symptoms, sleep, problems, weight gain, increase glucose in the bloodstream, increase cortisol (How stress affects your health 2022)	At increased risk of posttraumatic stress disorder (ptsd), anxiety, and depression	Alcoholism, drug addiction, smoking, sexual promiscuity, suicidal ideation
General Psychological Symptoms	Weakness, less socialization, difficulty, focusing/thinking, social behavior changes, pressured and overwhelmed, emotional withdrawal, mood disorders, and anxiety disorders	Depression, anxiety, mood disorders, fatigue, difficulties with focusing and memory, hyperarousal, and social withdrawal, fearful, intense, helplessness, and horror. Suicide rate in female physicians is 2.27 times higher than that of general population. Suicide rate in male physicians is 1.41 times higher than that of general population.	Anxiety, social isolation, suicidal ideation, may feel unsafe, betrayed, or have difficulty trusting others. At times, overly sensitive, poor anger management, shame, isolative, codependency, strained relationships, challenges with school/work
General Physiological Symptoms	Aches and pains, sleepiness/insomnia, appetite changes, low energy, hypertension, heart disease, obesity, metabolic syndrome, type two diabetes, arthritis, addictive behaviors (alcohol, nicotine/prescription, drugs, internet, food, or gambling), stroke, hair loss, and cancer	Headaches, gastrointestinal disorders, rheumatic, pain, skin disorders, difficulty, sleeping, cardiovascular symptoms (Forbes et al., 2007)	Chronic diseases, sexually transmitted, infections, chronic pulmonary disease, digestive challenges, hair loss, and cancer

Risk Factors of Stress that Lead to Burnout with Doctors

Stressors include time constraints to conduct physical examinations and preventive care for patients and follow-up appointments; feeling pressured to complete electronic health records (EHR) coding and paperwork daily; pressure to add on more examinations that a patient might not need; disconnect of quality service of care between healthcare administration and physicians/practitioners, patients, and shareholders; feeling qualitative care, has now become quantitative care; and maintaining work-life balance.

Risk Factors of Stress that Lead to Burnout with Patients

Predominate stress factors impacting patients entail health and the cost of health care, financial hardship, interpersonal issues, discrimination, workplace stress, mass shootings, climate change, and loneliness, among many (Fryburg, 2021).

During the pandemic, many lost temporary or permanent connections with their jobs/businesses, homes, health, or loved ones. As a result, the desire to help people get unstuck, feel, be, and do better spiritually, emotionally, and physically was essential.

Methods

According to the American Institute of Stress, the National Institute of Health, the American Psychological Association, the Center for Disease and Control, and the World Health Organization, 75–90% of doctors visit are stress-related illnesses/diseases. Through experience and research, what is known, is what causes disease has the potential to fester and become an illness/disease if left

untreated. At Making A Difference Because You Matter, LLC, we believe the roadmap to a unified and sustainable healthy lifestyle begins with our recommended therapy focus, “Taking Your Pulse.”

P.U.L.S.E. © model

Take Your Pulse©:

Pulse is the rhythmic throbbing of an artery resulting from a heart beating typically measured in one minute. It is a vibration that causes a sound, or wave, that emits an electric current or light. Traditionally, taking someone’s pulse can be done by placing two fingers or a thumb on the wrist, below the jawline on the side of the neck, back of the

of the Body-field. In Albert Einstein’s, well-known scientific equation $E=MC^2$, we recognize that matter is and relates to energy. Bioenergetics is the study of energy and living systems. It is the concept of Chinese medicine and acupuncture applied to physics. Peter Fraser (acupuncture professor, homeopath, and Traditional Chinese Medicine-TCM practitioner) was the first to properly map the energy of the human body-field and how energy (Intelligence) flows throughout the body. “The human body-field is an intelligent, self-organizing, self-correcting, self-maintaining energetic and informational structure that, says Fraser, functions at the level of QED [quantum electro-dynamic] and quantum holography.” (Massey, 2020)

Table 2
What is the Human Body-Field?

(Massey, 2020)

The human biofield (or body-field) is a complex set of fields made up of:
Electrostatic fields set up around the charge in the nerves;
Electromagnetic charges from the nervous system;
Low frequency longitudinal waves (sound waves), particularly from the chest cavity (especially the beating of the heart), electrical brain activity, and the expansion and contractions of the lungs. More subtle sources may include the movement of the blood, compression of the bones during activity, sounds of digestion, etc.;
The presence and movement of charge throughout the body, from activity of the cells to activity of the organs;
Source energy, which is basic to survival. It can be thought of as a kind of life-force energy. In the human body-field, it is affected by the shapes of all the body’s cavities, from large ones like the head, lungs, and stomach, to small ones like microtubules throughout the body (perhaps especially inside the lungs, brain, and kidneys).

knees, top of the foot, and groin areas. Within the last century, the work of Marey in Paris and Mahomed in London has helped to advance the sensing of clinical pulse waves in the medical field. By doing so, Mahomed was able to show how the “recordings could be used to detect asymptomatic hypertension, and used them to chart the natural history of essential hypertension and to distinguish between this condition and chronic nephritis.” Since then, a new easy-to-use scanning tool NES BioenergetiX Wellness Scan (BWS) was created Harry Massey of NES Health to bioenergetically detect the condition

In this particular study, the first step to take your pulse begins with becoming unified with the mind, body, and soul to honor you (matter) in Einstein’s most quoted equation. The focus in this step is to awaken.

Take Your Pulse©

Awaken

- What are your mind, body, and soul communicating to you? What does it need or want?

- Awaken yourself by stopping, looking, and listening to your body to identify what stressors/painful symptoms are bothering you.
- Complete a detailed health intake assessment. One assessment involves comprehensive evaluation to scan the body for less than a minute to get to the cellular root of health challenges using NES Health scanning software.

P.U.L.S.E.®

The second step involves clients to Practice Unlimited Love through Self Evaluation (P.U.L.S.E.®) to help correct distortions in the body-field so they become strengthened.

Strengthen

- Express compassion to your body-field by understanding how your thinking and feeling, nutritional, environmental factors and so much more may affect your total energy and well-being - make you feel out of balance with the potential to manifest physical illnesses or emotional imbalances.
- Take steps to clear the energetic blocks by feeding correct cellular information that has been distorted. A varied number of tools (i.e.; Pulse Electromagnetic Frequency - PEMF) or methods (i.e.; hypnotherapy, sound therapy, meditation, aromatherapy infoceuticals, NLP, yoga) may be used to help optimize clients' well-being.

Eat Your Pulse®

The last major yet simplistic step with taking your pulse, is to eat your pulse. In this regard, pulse refers to vegetables & multi-grains that are naturally, genetically encoded with phytonutrients/phytochemical and fiber. A healthy, low fat plant-based diet can empower the immune system

by strengthening it to help combat infections. Research shows, "Those eating plant-based diets have been found to have better insulin sensitivity, better blood sugar levels, better insulin levels, and even significantly improved function of their beta cells—the cells in the pancreas that produce insulin in the first place." It can also help prevent it from being hyperactive or minimize pain if and when one may be impacted by illnesses to help:

- prevent disease and keep your body working properly;
- maintain a healthy body weight; eliminate excess cholesterol from the body;
- maintain or lower blood pressure; reduces risk of colon cancer;
- reduce constipation;
- improve skin conditions.

Real-life Example-life example of the interconnection nature of the body-field and body's functions:

Client A participated in a Pulse Wellness Scan with Making A Difference Because You Matter using an intake self-assessment and NES BioenergetiX Wellness Scan (BWS). Client presented herself well groomed with a full affect. She expressed feeling

tired more than usual, disconnected with life yet rates herself as a seven on scale of happiness (0 not happy at all to 10 being most happy), bloated, recently more stressed than normal on a daily basis, new food allergies and noticing hair thinning and loss of hair. Client A shared her allopathic primary care doctor met with her for approximately ten minutes to share that she was prediabetic and recommended she begin exercising, reduce eating starchy foods, and return for a follow up appointment to determine if a statin drug was needed.

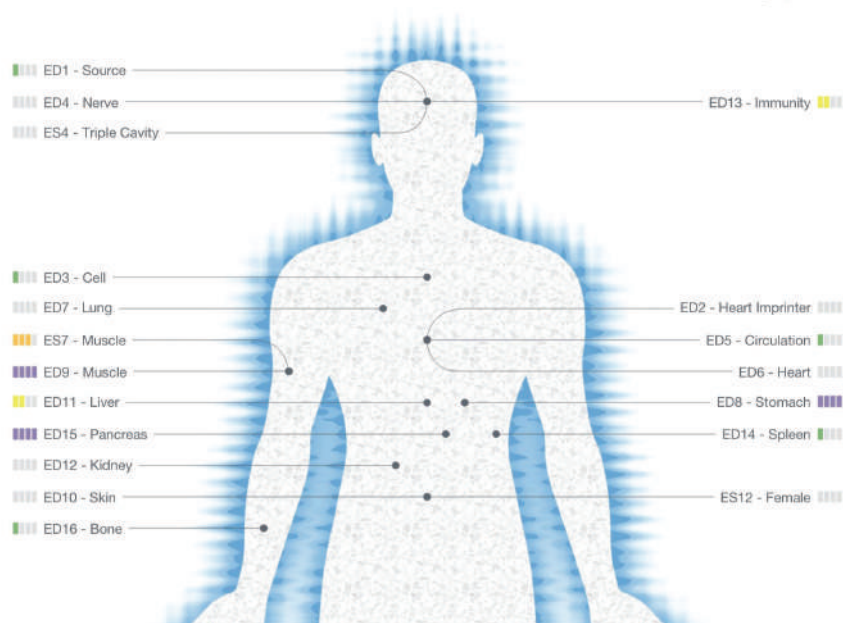
Results

Results from the NES Health BioenergetiX Wellness scan on Client A showed distress with energy flow in the following organ biofields (see areas marked with purple bars): stomach, muscles, and pancreas.

Discussion

The results from Client A wellness scan have provided opportunities for further discussion, investigation, and coaching to help strengthen her well-being. The holistic health coach gave no medical, biomedical,

Table 3
Energetic Impact of Stress on Body Cavities (Case Study)
(Massey, How NES Technology Works: NES Health)



ENERGY STRENGTH (The Energetic Drivers)

Here we are looking at how well energy is being driven through the major organ and system networks in your body. One important concept to understand is how structure influences energy. In nature we know that cavities (empty spaces surrounded by a solid structure) collect, store, amplify and tune energy. Think of how the shape of a musical instrument influences the sound it makes. The human body is full of cavities, from the major cavities of the head, chest and abdomen, to the lungs and the chambers of the heart, to the tubules in organs like the kidneys, down to the cells themselves and down further still into the microtubule structures within the cells. It is important to consider structure, therefore, when we are thinking about energy. All the activity in the body, such as all its chemical reactions, nerve impulses, the generation of heat, or of sound, and the physical movement and flow in the tissues, also generates energy. So we are considering too how well organs and systems are functioning in relation to energy. Finally, the energy of each organ or system has a particular energetic pattern and "feel" to it. We can look at the strength of our emotional and creative energies in relation to these Driver fields. There are 16 Energetic Drivers. Their development matches with stages of embryological development, with Source Driver being the first to appear and Bone Driver the last. Look at the Creative Cycle section to read about the metaphysical aspects of the Drivers.

ED8 - Stomach

- Entire digestive tract; also supports microbiome.
- Maturation of granulocytes and basophils.
- Associated with muscles, heart, lungs, brain function, and immunity, including autoimmune and allergic issues.

ED9 - Muscle

- Muscles, joints, connective tissues; not the heart.
- Muscle growth, repair, and metabolism.
- Maturation of monocytes.
- Additional link to the stomach.
- Muscles store stress and trauma.

ED15 - Pancreas

- Pancreas: digestion and blood sugar regulation.
- Also with other organs of the digestive system.
- Also with the liver, which assists with blood sugar regulation.
- Maturation of lymphocytes in the spleen.
- May help to clear infection; may stimulate the elimination of latent or chronic viral conditions.

or psychological diagnosis to justify a quantitative analysis or replace appropriate medical tests or advice. However, Client A receives more intentional holistic healthcare services and screenings to address elevated basophil count and inflammation in the large intestines from osteopathic medicine instead of allopathic medicine. Additionally, she is receiving wellness consultations from our program to strengthen her immune system, improve her nutritional intake, reduce environmental stressors by doing a metal detox, engage in N.L.P. exercise to P.U.L.S.E.® and improve internal and external communication to release repressed and grasping emotions and strategize healthier career opportunities that do not include toxic molds and other pathogens daily. The holistic coach also referred Client A to a chiropractor to help unblock shocks and traumas stored in the muscles from car accidents. Lastly, Client A now recognizes that her hair loss is possibly related to stress, nutrient deficiencies, and toxic chemicals in her work and home environments. In contrast, Client A receives 45-60 minutes

wellness sessions compared to the ten-minute visits with her previous allopathic doctor. It is unknown if Client A received more time with her allopathic doctor, that similar findings could have revealed she was still experiencing emotional and physical trauma from car accidents a couple of years ago, she is working in a toxic environment and has frequent exposure to harsh chemicals that cause her to feel exhausted with a lack of energy to engage socially and has placed a strain on her marital and social relationships.

Research has shown lifestyle medicine can help up to 80% of chronic diseases. From the biblical era to the present, taking the time to eat your pulse (vegetables & multi-grains) has shown significant improvements in health where some key markers ravaged human body-fields. "Apparently, most people who switch to a plant-based diet are happy they did. One of the reasons there's been such great compliance with plant-based dietary interventions is that people not only tend to get measurably better, they also tend to feel much better." (Gregor M, MD; Stone, G 2015)

Conclusion

Since the global pandemic and the past decades, numerous healthcare and mental health systems, practitioners, businesses, communities, patients, educational systems, and governments have recognized the need to revive, recalibrate and rejuvenate the broken healthcare system. Chronic health and noncommunicable diseases (NCDs), like heart disease, stroke, cancer, chronic respiratory diseases and diabetes, are the leading cause of death in the world. The WHO reported, "The solutions are highly cost-effective. Comprehensive and integrated action at country level, led by governments, is the means to achieve success." (World Health Organization, 2021) The roles of behavioral, nutritional, and psychosocial factors must not go unrecognized and unresolved with the impact it inflicts on human health and disease. The sustainability (economically, environmentally, and socially) of the healthcare system and the well-being of those they serve vitally begins with "taking your pulse; practicing unlimited love through self-evaluation, and eating your pulse." Breakthrough to protect your energy to further enhance your transformational journey to overcome what may be apprehending you from walking fully in your purpose. Take steps to holistically break free from emotional and belief issues that no longer serve you so you can evolve, heal and live life more abundantly using proprietary, customized bioenergetics and health and wellness coaching programs.

These statements and reports support the need to focus on health-risk behaviors for primary prevention and routine screenings (energy, mind, body, environmental, nutrition, body field, energetic immunity, terrains, and life journey.) of individuals to optimize their health to live life more abundantly and energetically. This transformational step is the first step that helps lead to living life more abundantly. In conclusion, "P.U.L.S.E.®: the love connection that unifies and sustains a healthy lifestyle

with purpose” is a recommended roadmap to implement holistic and bioenergetic models with evidence-based, groundbreaking tools that support clients to get to the root of their challenges so they can live healthy lifestyles with purpose.

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THE IMPACT OF COVID-19 ON EDUCATION AND EQUALITY



Bio

Prof. Dr. Parin Somani is Chairperson of Global Research Conferences, Chief Editor of Global Research Journal, Independent Academic Scholar, TEDx Speaker, Educator, International Motivational speaker, Author, Writer, Banker, Humanitarian, Philanthropist and Multi-International Award Winner. She has achieved Eight Doctorate degrees and has been recognised Five times in the World Book of Records, Twice in the India Book of Records, Asia Book of Records, Karnataka Book of Records and also in the Golden Book of World Records. With the aim to help global societies in the field of Education, Women Empowerment and Youth Development. Prof. Dr. Parin Somani has travelled to more than 117 countries around the world and has published 41+ educational papers, newspaper/magazine articles, 19 books and featured in 100+ videos, 177+ newspapers/ books for her amazing societal contribution. During the COVID-19 pandemic she has helped to educate 100,000+ people globally through her Humanitarian work hence, invited to deliver her research at Harvard University and

Prof. Dr. Parin Somani

Director: London Organisation of Skills Development

invited by Governors of different Indian States to discuss challenging issues to help global societies.

Research Objectives

This research paper explores the multifaceted impact of COVID-19 on education and equality. It discusses the closure of schools, the shift towards remote learning, and the challenges faced by students and educators. In addition, the study examines the consequences on academic progress, access to educational resources, and widening inequalities.

Keywords:

COVID-19, Education, Equality, Remote learning, Academic progress

Abstract

The emergence of the novel coronavirus, also known as COVID-19, has caused an unprecedented global health crisis, disrupting societies, economies, and numerous aspects of daily life. One of the areas profoundly affected by the pandemic is education, as schools and educational institutions around the world have been compelled to close their doors temporarily or transition to remote learning. The significant impact of COVID-19 on education has raised concerns about the exacerbation of existing inequalities and the potential long-term consequences for learners and societies. This research paper explores the multifaceted impact of COVID-19 on education and equality. It discusses the closure of schools, the shift towards remote learning, and the challenges faced by students

and educators. In addition, the study examines the consequences on academic progress, access to educational resources, and widening inequalities. Furthermore, it explores strategies and interventions aimed at mitigating the negative effects and promoting educational equity. The findings highlight the urgent need for innovative approaches to ensure inclusive and equitable education in times of crisis. By critically analysing the impact of COVID-19 on education and equality, this research study seeks to contribute to a better understanding of the ongoing crisis and stimulate informed discussions on the measures needed to ensure equitable access to quality education for all learners, especially during times of extraordinary challenges.

Introduction

The emergence of the novel coronavirus, also known as COVID-19, has caused an unprecedented global health crisis, disrupting societies, economies, and numerous aspects of daily life. One of the areas profoundly affected by the pandemic is education, as schools and educational institutions around the world have been compelled to close their doors temporarily or transition to remote learning. The significant impact of COVID-19 on education has raised concerns about the exacerbation of existing inequalities and the potential long-term consequences for learners and societies.

This research paper aims to explore the multifaceted impact of COVID-19 on education and its implications for equality. Education is widely recognized as a fundamental pillar

of development, a catalyst for social progress, and a key determinant of individual opportunities and outcomes. However, the pandemic has created a myriad of challenges that have disrupted the education system and jeopardized the achievement of these critical goals.

Firstly, the paper will examine the immediate effects of COVID-19 on educational systems worldwide, highlighting the abrupt closures of schools and the rapid shift to remote learning modalities. This section will delve into the challenges faced by educators, students, and parents during the transition to online education, including issues of access to technology, connectivity, and digital literacy. Furthermore, it will analyse the consequences of disrupted classroom instruction on learning outcomes, academic progress, and socio-emotional development.

For instance, a study conducted by UNESCO (2020) reported that 1.5 billion learners in 191 countries were affected by school closures due to COVID-19 (UNESCO, 2020). The study highlighted the challenges faced by students in accessing online learning platforms and the adverse effects on learning outcomes. Another research by Engzell et al. (2020) examined the impact of school closures on educational inequality using data from Sweden and found that the closures widened existing disparities in academic performance between students from different socioeconomic backgrounds (Engzell, Frey, & Verhagen, 2020).

Secondly, the research will investigate the unequal impact of the pandemic on different student populations. It will explore how pre-existing disparities based on socioeconomic status, gender, geographic location, and other factors have been exacerbated during the crisis. The paper will examine the disproportionate effects on marginalized groups, such as students from low-income backgrounds, rural areas, ethnic minorities, and individuals with disabilities. Additionally, it will

analyse the challenges faced by vulnerable populations, including refugees, displaced persons, and those lacking access to necessary support structures.

A study by Chetty et al. (2020) examined the unequal access to online learning during the pandemic in the United States and found that students from low-income communities and schools with a high proportion of minority students had less access to online platforms and experienced greater learning losses (Chetty, Friedman, Hendren, Stepner, & Team, 2020). Another study by United Nations (2021) highlighted the impact of COVID-19 on refugee education, pointing out that school closures and limited access to technology disproportionately affected refugee children, exacerbating their educational inequalities (UN, 2021).

Furthermore, the study will explore the long-term consequences of the pandemic on educational equity. It will examine how the disruptions caused by COVID-19 could lead to increased dropout rates, learning gaps, and a widening of educational inequalities. The paper will also discuss the potential effects on higher education, such as enrolment patterns, access to resources, and implications for future employment prospects.

Research by Bacher-Hicks et al. (2021) investigated the impact of school closures on student learning in the United States and projected significant learning losses, particularly for disadvantaged students (Bacher-Hicks, Goodman, & Mulhern, 2021). The study emphasized the importance of targeted interventions and resources to mitigate the long-term effects of the pandemic on educational equity. Additionally, a report by the World Bank (2021) highlighted the potential consequences of COVID-19 on higher education, including reduced enrolment rates, financial constraints, and disruptions to research activities, with a disproportionate impact on students from low-income backgrounds (WB, 2021).

By critically analysing the impact of COVID-19 on education and equality, this research paper seeks to contribute to a better understanding of the ongoing crisis and stimulate informed discussions on the measures needed to ensure equitable access to quality education for all learners, especially during times of extraordinary challenges.

Objectives

This research paper aims to explore the impact of COVID-19 on education and equality. It examines the disruptions caused by the closure of schools and the subsequent shift towards remote learning. Additionally, it investigates the consequences of these changes on students' academic progress, access to educational resources, and the exacerbation of existing inequalities. Finally, strategies and interventions are suggested that can help mitigate the negative effects and promote educational equity during times of crisis. A review of published and grey literature sources has been examined within this study.

Results and Discussion

Disruption of Learning

One of the most immediate and apparent impacts of COVID-19 on education has been the disruption of learning. According to UNESCO, at the peak of the crisis, over 1.6 billion students in more than 190 countries were affected by school closures (Somani, Post Covid-19 Effects on the Future of Students in Higher Education, 2021). The closure of schools and educational institutions has resulted in the loss of valuable instructional time, with students being unable to access face-to-face teaching and interaction with their peers. The disruption has been particularly challenging for students from disadvantaged backgrounds, who may lack access to resources and support systems outside of school.

To control the spread of the virus, many countries implemented

school closures, resulting in a shift to remote learning. However, not all students had access to the necessary technology, internet connectivity, or supportive home environments to effectively participate in online education (Somani, Information Technology Challenges Faced during the Covid-19 Pandemic in Higher Education, 2021). This digital divide disproportionately affected students from disadvantaged backgrounds, widening existing educational inequalities. The transition to remote learning during the pandemic has highlighted and exacerbated existing inequalities in access to technology and internet connectivity. This digital divide has widened educational inequalities, as students without access to online resources and support have been left at a disadvantage. The lack of equitable access to online learning has disproportionately affected marginalized and vulnerable groups, further deepening existing disparities.

Inequitable Access to Online Learning

The transition to remote learning during the pandemic has highlighted and exacerbated existing inequalities in access to technology and internet connectivity. Many students, especially those from low-income households or rural areas, lack the necessary devices, internet access, or digital skills to participate effectively in online learning (Somani, E-learning in Tomorrow's Age, 2021). This digital divide has widened educational inequalities, as students without access to online resources and support have been left at a disadvantage. The lack of equitable access to online learning has disproportionately affected marginalized and vulnerable groups, further deepening existing disparities. During educational institutional closures social inequality processes were highlighted as in figure 1. The psychological functioning of students is influenced by divides in economy, structure and digitalisation, contributing to heightened inequalities.

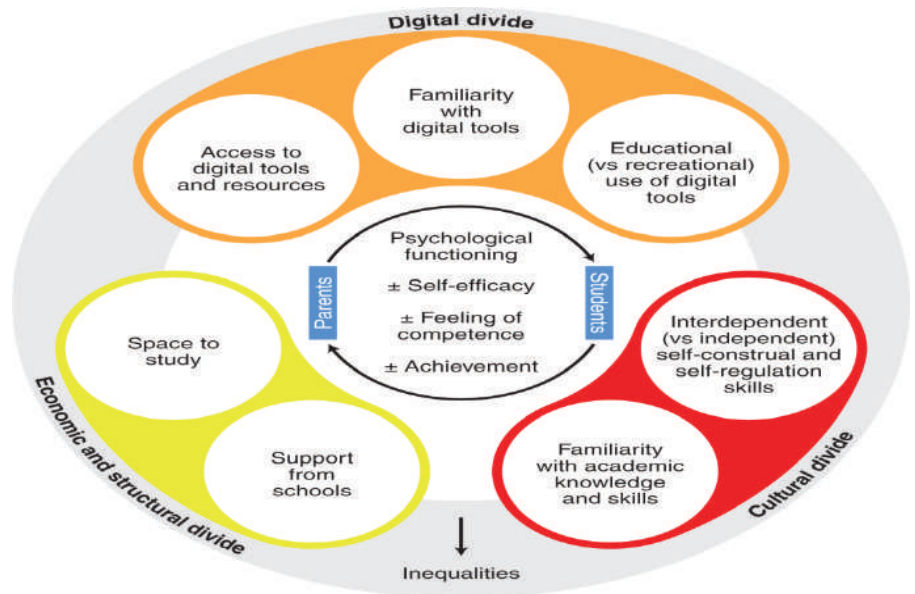
Increased Education Inequality

The COVID-19 pandemic has resulted in a significant increase in education inequality. Vulnerable and marginalized groups, such as girls,

Empowerment and Gender Equality in India, 2022).

Academic Performance

Extended periods of school closures and disrupted learning have led to



▲ Figure 1. (Goudeau, Sanrey, & Stanczak, 2021)

children with disabilities, refugees, and those from low-income families, have faced increased barriers to education. According to UNICEF, approximately 168 million children globally have been out of school for almost a year due to school closures, exacerbating inequalities in access to education (UNICEF, 2021). Girls, in particular, are at risk of being disproportionately affected, as they may face increased household chores, early marriage, or other forms of gender-based discrimination during the pandemic.

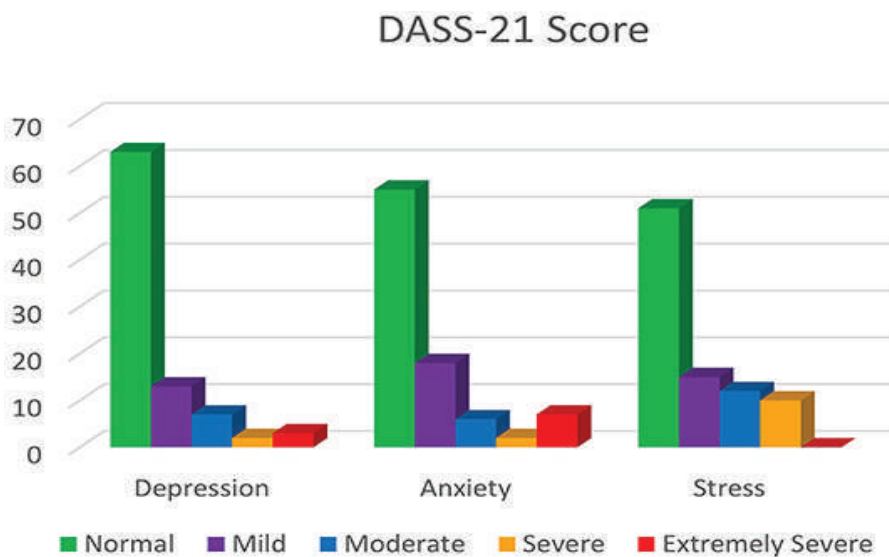
Gender disparities

COVID-19 has also highlighted gender disparities in education. In some cases, girls have faced increased barriers to education, including heightened domestic responsibilities, early marriages, and economic hardships within their families. These challenges can result in a higher dropout rate and hinder progress towards gender equality in education (Somani, Strengthening Women

learning loss and a negative impact on academic performance. Studies conducted during the pandemic have shown a decline in student learning outcomes, particularly in reading and mathematics (Kuhfeld, 2020). The consequences of learning loss are likely to be more severe for students from disadvantaged backgrounds who may have limited access to supplementary educational resources and support systems outside of school. The long-term impact of learning loss on educational equality is a cause for concern, as it may perpetuate existing disparities and hinder social mobility.

Learning loss

The disruption caused by school closures and the transition to remote learning has resulted in significant learning loss for many students. The quality of online education varied widely, and some students struggled to adapt to virtual learning environments, leading to gaps in knowledge and skills (Somani, PAVING A PATHWAY TO A 'NEW



▲ *Figure 2. (Ruzlin, et al., 2021)*

NORMAL' THROUGH EDUCATION, 2021). This learning loss has been particularly detrimental to students from marginalized communities who may have limited access to resources for catching up.

Mental Health and Well-being

The pandemic has taken a toll on the mental health and well-being of students, teachers, and parents. The abrupt shift to remote learning, social isolation, increased stress, and anxieties associated with the pandemic have affected the overall well-being of individuals, potentially impacting their ability to learn and engage effectively in educational activities (Somani, The Impact of COVID-19 on Human Psychology, , 2020). Students from disadvantaged backgrounds may face additional challenges in managing their mental health due to limited access to support services and resources. Addressing the mental health needs of students and providing adequate support is essential to ensure educational equality during and after the pandemic.

There has been a profound impact on the mental health and well-being of students. Isolation, uncertainty, and disrupted routines have led to increased stress, anxiety, and depression among many students

(Somani, COVID-19 Lockdown Impact On Education, 2021). The lack of social interaction and support systems that schools provide can further exacerbate these challenges, disproportionately affecting vulnerable students. Figure 2 highlights that within a study carried out by Ruzlin et al, the prevalence of stress within students was 37%, anxiety 33% and depression 25% respectively (Ruzlin, et al., 2021).

Increased Dropout Rates

School closures and the economic consequences of the pandemic have led to increased dropout rates, particularly among students from disadvantaged backgrounds. Many students have been forced into labour or marriage, while others have lost interest or motivation to continue their education (UN, 2021). The increased dropout rates threaten to widen educational inequalities further, as marginalized, and vulnerable students (UN, 2021). The increased dropout rates threaten to widen educational inequalities further, as marginalized, and vulnerable students are disproportionately affected. Efforts must be made to identify and support students at risk of dropping out, providing targeted interventions to ensure their continued education.

Special needs education

Students with disabilities or special needs faced unique challenges during the pandemic. The shift to online learning often posed difficulties for students requiring individualized support and accommodations. Access to specialized services, therapies, and assistive technologies was disrupted, further marginalizing these students.

Conclusion

The COVID-19 pandemic has presented significant challenges for the education sector, disrupting learning processes and deepening existing inequalities. The closure of schools and the shift towards remote learning have had profound consequences for students' academic progress and access to educational resources. Marginalized and vulnerable populations have been disproportionately affected, exacerbating educational inequities. However, strategies such as ensuring access to technology, providing support for special needs students, addressing mental health concerns, and fostering community engagement can help mitigate the negative effects. By prioritizing educational equity and implementing inclusive policies, societies can build a more resilient and equitable education system for the future.

Inequalities have been exacerbated highlighting existing educational disparities and creating new challenges for students, teachers, and communities. The disruption of learning, inequitable access to online learning, increased education inequality, learning loss, mental health concerns, and increased dropout rates are among the key areas of concern. Addressing these issues requires a multi-faceted approach that involves policy interventions, investment in technology and infrastructure, targeted support for marginalized and vulnerable groups, and collaboration between governments, educational institutions, and civil society organizations. It is essential to prioritize educational equality and ensure that the most disadvantaged students are not left further behind as we navigate

the post-pandemic era. Steps such as providing equitable access to technology and internet connectivity, offering targeted support to disadvantaged students, implementing catch-up programs, prioritizing mental health and well-being, and ensuring inclusive education for all students, including those with special needs, can help mitigate the adverse effects of the pandemic and promote educational equality.

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