



6th International Conference on Management, Education, Social Sciences and Innovation 2025. (ICMESSI2025)



Conference Proceedings & Program Book

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Preface

Dear Distinguished Guests and Conference Participants,

Greetings from Asian Scholars Network (ASNet)!

First of all, we would like to convey our appreciation to all participants, both presenters and non-presenters, for their contribution to the success of the 6th International Conference on Management, Education, Social Sciences and Innovation 2025 (ICMESSI2025).

The objective of this multidisciplinary international conference is to gather global leading academicians, scholars and researchers to share their knowledge and new ideas as well as to discuss current development in their respective fields. In addition, the conference also offers opportunities for academicians and industry experts to meet and interact with local and international participants.

We also would like to extend our sincere thanks to the organizing committee, partners, and participants for your relentless effort and continuous support through out this event.

Finally, it is a great privilege for us to present the proceedings to the authors and delegates of the conference. We hope that you will find it useful, exciting and inspiring.

We are looking forward to seeing you in our upcoming conferences. Stay Active, Healthy and Happy

Thank you.

Ts. Dr. Zahari Abu Bakar
Chairman





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Conference Proceedings

These proceedings contain all papers presented at the 6th International Conference on Management, Education, Social Sciences and Innovation 2025 (ICMESSI2025) that was successfully held on 12 July 2025, virtually in Kuala Lumpur, Malaysia.