Preface

In the year 2024, which is full of academic flavor and innovative thinking, a much-anticipated event, the 2024 International Conference on Educational Development and Social Sciences (EDSS 2024), was held in Shanghai, China from January 26th to 28th, 2024. The conference brought together experts, scholars, representatives of research institutions and business people from all over the world to discuss the latest achievements and trends in the field of education and social sciences.

During the conference, the participants discussed various topics such as Educational Psychology, Teaching Practice, Educational Technology Studies, Health Affairs and Services, Business, Finance and Tourism Management, International Relations and Cooperation, etc., and shared their research results and practical experiences.

It is worth mentioning that the keynote speech part was particularly exciting. In this part, Prof. Jincheng Wang (Shanghai University of Engineering Science, China) delivered a keynote speech titled “Exploration of Talent Training Models in Local Universities under the Background of New Engineering”. He has been engaged in the research of nano-insertion and functional polymer materials for many years. And he has undertaken 19 scientific research projects, presided over 10 scientific research projects, applied for 17 national invention patents, of which 8 have been authorized. Their speeches aroused a warm response from the participants, who expressed their intention to actively respond to the call to contribute to the global development of education and social sciences.

In addition to the keynote speeches, EDSS 2024 also held several oral presentations and poster display covering various fields of education and social sciences. Participants had in-depth exchanges and discussions, and jointly promoted the research progress in related fields. Meanwhile, the conference also organized a rich variety of academic investigation, which provided participants with more opportunities for communication and learning.

The proceedings of EDSS 2024 is also a highlight. After rigorous review, many excellent academic papers were included. These papers cover many aspects of education and social sciences, both theoretical discussions and empirical studies, fully demonstrating the research level and innovative achievements in related fields. The publication of the proceedings provides participants with valuable academic resources and important references for follow-up research.

We would like to thank all the organizers, speakers, authors and all the staff involved in EDSS 2024 for their dedication and efforts. It is thanks to your hard work and selfless dedication that this conference could be successfully held and achieved fruitful results.

Looking ahead, we expect that EDSS 2024 will continue to play its leading role in the field of education and social sciences, and provide a broader academic exchange platform for scholars around the world. At the same time, we also expect that all experts and scholars will continue to conduct in-depth research and exploration of cutting-edge issues in related fields, and make greater contributions to promoting the development of education and social sciences.

The Committee of EDSS 2024
Committee Member

Conference General Chair
Prof. Dr. Kamisah Osman, Universiti Kebangsaan Malaysia, Malaysia

Technical Program Committee Chair
Prof. Madya Dr. Abu Yazid Abu Bakar TLDM, Universiti Kebangsaan Malaysia, Malaysia
Prof. Dr. Norasmah Othman, Universiti Kebangsaan Malaysia, Malaysia

Publication Chair
Prof. Madya Dr. Nurfaradiilla Mohamad Nasri, Universiti Kebangsaan Malaysia, Malaysia
Prof. Madya Dr. Salleh Amat, Universiti Kebangsaan Malaysia, Malaysia
Prof. Youbin Chen, Sichuan University of Science and Engineering, China

Local Organizing Chair
Prof. Zehui Zhan, South China Normal University, China
Prof. Chaoqun Shen, Sanda University, China

Technical Program Committee
Prof. J. Jose Prabhu, UTEL University, Mexico
Prof. Gary I. Lilienthal, Tashkent State University of Law, India
Prof. Rasha Khalil, Sichuan International Studies University, China
Prof. Yu Huang, Hong Kong Baptist University, Hong Kong, China
Prof. Dr. Laxman Kumar Tripathy, Saibalaji Education Society, India
Prof. Dr. Intakhab Alam Khan, King Abdulaziz university, Saudi Arabia
Prof. Mohd Fauzi bin Sedon, Universiti Pendidikan Sultan Idris, Malaysia
Prof. Madya Dr. Nor Fariza Mohd Nor, Universiti Kebangsaan Malaysia, Malaysia
Prof. Xiuling Yang, Universidade da Cidade de Macau, Macau, China
Assoc. Prof. Joanna Rak, Adam Mickiewicz University, Poland
Assoc. Prof. Changiz Valmohammadi, Islamic Azad University, Iran
Assoc. Prof. Farzaneh Haratyan, Huaiyin Institute of Technology, China
Assoc. Prof. Deepanjali Mishra, KIIT University, India
Assoc. Prof. Mehmet CÜNEYT BİRİKÖK, Sakarya University, The Republic of Turkey
Asst. Prof. Dr. Fitsume Brhanu, Wollo University, Ethiopia