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Table of Contents

Name and Affiliation	Title	Page Number
Sampath Praneetha Ahangama Dikkumburage (Author) <i>Storyline</i>	The Role of Social Media Influencer Marketing in Building Brand Loyalty	03
Athar Hameed Butt (Author) <i>Westminster International University in Tashkent</i>	Transforming episodic individual and collective employee gratitude into persistent gratitude: challenges and strategies	04-19
Ameer Hamza Khan (Author) <i>Transcend Global Trading L.L.C</i>	The introduction of 5% VAT in 2018 in the United Arab Emirates impacts the General Public, Accounting Professionals, and Economy in the United Arab Emirates.	20-26
Chandrakumar Iyavu (Author) <i>International College of Cambridge (Pvt) Ltd</i>	The challenges faced by developing countries in the realm of education, teaching, and learning: A comparative analysis with developed nations to overcome the challenges.	26-28
Milion Kejela Eba (Author) <i>Silesian University of Technology</i>	Designing of hybrid renewable energy resources for smart villages for sustainable economy, using fuzzy and Artificial Neural Network.	28-39
Sena Begna Deressa (Author) <i>Silesian University of Technology</i>	Artificial Intelligence, Internet of Things, and Hydrogen Fuel Cells-Based Uninterrupted Hybrid Renewable Energy for Real-Time Implementation in the Remote/Desert Houses	39-50
Mohamed Hashi Dore (Author) <i>Ministry of Education, Galmudug State of Somalia</i>	Cultural Preservation and Promotion within African Contexts	50-56

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Content Details:

<p>Sampath Praneetha Ahangama Dikkumburage (Author)</p> <p><i>Storyline</i></p>	<p style="text-align: center;">The Role of Social Media Influencer Marketing in Building Brand Loyalty</p>
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Abstract

This research examines the importance of influencer marketing in fostering brand loyalty, with a specific emphasis on the L'Oréal Paris Shampoo Brand. In order to get a deeper comprehension of the manner in which various demographic segments of consumers establish connections with businesses, this study investigates factors like the age and marital status of the respondents. The findings indicate a favorable correlation between brand loyalty and both influencer collaboration strategies and the selection of social media platforms. When influencer collaboration strategies are effectively implemented and appropriate social media platforms are used for promotional efforts, there is an increased likelihood of customers exhibiting brand loyalty. A positive correlation exists between the kind of content and the effectiveness of influencer marketing efforts. In this particular context, the effect of influencer authenticity on customer loyalty seems to be minimal, despite its inherent importance. The regression analysis reveals that differences in brand loyalty for the L'Oréal Paris Shampoo Brand may be significantly explained by the strategies used for influencer collaboration, the choice of social media platform, and the kind of material utilized. The factors under consideration have a substantial influence on the development of brand loyalty, as they account for about 95.4% of the observed variability in this phenomenon.

Keywords: Influencer Marketing, Brand Loyalty, L'Oréal Paris Shampoo Brand, Social Media Platforms and Consumer Engagement

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<p>Athar Hameed Butt (Author) <i>Westminster International University in Tashkent</i></p>	<p>Transforming episodic individual and collective employee gratitude into persistent gratitude: challenges and strategies</p>
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Gratitude is a universally experienced cognitive-affective phenomenon, which is considered to have significant mental and physical health benefits at the workplace. Episodic gratitude is a momentary and transient feeling that people experience in response to a kindness, favor or benefit. Employees can experience episodic gratitude at individual and collective (group) levels in response to various organizational policies and practices. Scholars suggest that if such episodic gratitude is experienced persistently by the employees, it can become part of the organizational essence or character at the institutional level. The present paper suggests while the experience of episodic gratitude may be commonplace at the individual level and possibly more difficult at the collective level, transforming such transient gratitude into a persistent experience which becomes embedded in the organizational character can be quite challenging. The article focuses on policies and practices that arise episodic individual and collective employee gratitude; the barriers and challenges are discussed that a). hinder attempts to engender employee gratitude at episodic levels, and b). thwart efforts to transform episodic (individual and collective) gratitude into a persistent experience which becomes embedded in the organizational character. The paper also discusses strategies to deal with such challenges. A model of such issues is also presented which can inform future research and practice.

Keywords: employee gratitude, episodic gratitude, collective gratitude, persistent gratitude, institutional gratitude, employee well-being.

Background

The future of work is employee well-being (Meister, 2021), which is a timely proclamation as well-being at work requires special attention. A global well-being report suggests that burnout levels are rising; 56% of the employees are struggling at work, 9% are actively suffering, and only 24% believe that their organization actually cares about their well-being (Gallup, 2024). The newest work cohort (GenZ), appear to have more mental health concerns than prior generations. According to the American Psychological Association (APA), 91% of the GenZ reported experiencing physical and psychological symptoms due to stress, 70% say their mental health needs the most attention or improvement right now (Bethune, 2019), 68% are stressed at work (O’Boyle, 2021), 72% are thinking of quitting their job (Smith, 2023). Majority of Gen Z and millennials want their employer to take an active role in helping improve employee well-being. It is not just from the employee standpoint that well-being needs attention. Employee well-being related problems cost organizations hundreds of billions of dollars every year in sick leaves, medical costs and lost productivity (Gallup, 2024a). Main contributors to deterioration in employee well-being are toxic emotions, stress and burnout.

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Scholarly literature suggests various personal (employee-level) and institutional strategies and interventions to bolster employee well-being. The present paper focuses on policies and practices which invoke employee gratitude, as it is a valuable psychological, emotional and social coping resource to deal to improve worker well-being. Gratitude can simply be defined as being conscious of and thankful for the good things in life (McCullough, Kilpatrick, Emmons, & Larson, 2001). Gratitude is also linked with a variety of psychological, emotional and physical well-being indicators (Emmons & McCullough, 2003; Emmons & Stern, 2013; Froh et al., 2014; Froh et al., 2011). Different theories are deployed to explain the positive effect of gratitude on well-being including coping theory (Lazarus & Folkman, 1984), and broaden and build theory of emotions (Fredrickson, 2001). Gratitude helps people develop healthy and positive coping styles to deal with issues, leads to positive thoughts and emotions, builds enduring psychological resources, reduces negative emotions, and creates positive upwards spirals (Fredrickson, 2004; Fredrickson & Levenson, 1998).

Emmons (2003) suggest that gratitude can improve employee wellbeing and lower toxic emotions in the workplace. In their seminal article, Fehr, Fulmer, Awtrey, and Miller (2017) introduced a multilevel framework for gratitude in organizations. The authors impressed upon the need to build a grateful organization at various levels of analysis, to cultivate and improve employee gratitude at an episodic level, persistent and collective level; “By making gratitude a fundamental part of the experience, leaders and managers can leverage the benefits of gratitude for employees and the organization as a whole” (p. 376). Di Fabio, Palazzeschi, and Bucci (2017) also recommend that gratitude should be cultivated at the individual, relational and organizational levels as it can enhance employee well-being, individual and organizational performance, build positive relationships, and create healthy organizations.

People are grateful when they feel that they have received a valuable gift/favor/blessing/goodness and the provider (or benefactor) of favor or good is someone or something else (Emmons, 2016). People can feel grateful to a person, a supernatural being, nature (grateful for trees, a gentle breeze), for abstract concepts like good fortune, kindness, good intention of the benefactor etc., In employment contexts, when employers are seen as kind, caring and compassionate, it can arise gratitude among employees. For instance, Fehr et al. (2017) suggest employee appreciation programs and developmental feedback can give rise to employee gratitude; However, these events in organizational life may create an episodic (and transient) rather than persistent gratitude. The question is, how can episodic gratitude be converted into generalized persistent gratitude be sustained in a collective manner, which permeates in the organization and becomes embedded in the institutional character.

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1. Transforming episodic individual and collective gratitude into persistent employee gratitude: challenges and strategies

Type of gratitude experienced by employees	Explanation
Episodic gratitude	A momentary feeling (emotional state) of gratitude which is experienced by an employee.
Collective gratitude	Gratitude experienced collectively by members of the organization
Persistent gratitude	Durable and long-term feelings of gratitude, experienced more frequently and intensely by an employee
Institutional gratitude	Gratitude becomes embedded in institutional essence and character.

Table 1: Gratitude in Organizations based on Fehr et al. (2017)

Fehr et al. (2017) suggest that organizational policies and practices can arouse episodic gratitude (a momentary, transient feeling) among individual employees and at the collective (group, team) level. They further argue that employee appreciation programs and developmental feedback can give rise to employee gratitude; However, these events may create an episodic (and transient) rather than persistent gratitude. When episodic gratitude becomes a frequent experience for employees, it can transform into persistent gratitude. Collective persistent gratitude can be embedded within the durable institutional character and essence. This paper argues that while it is relatively easy and possibly commonplace to engender episodic gratitude among employees at the individual level, it is slightly more complex to transform individual episodic gratitude into collective gratitude. Moreover, converting episodic gratitude into persistent gratitude at both levels (individual and collective) is even more challenging. Finally, embedding gratitude at an institutional level, so that it becomes a stable and permanent character of the organization is possibly most challenging. The following sections focus on how episodic gratitude can be transformed into persistent gratitude. The challenges which may hinder the arousal of episodic, collective and persistent gratitude are mentioned. The present paper also discusses some strategies to deal with such challenges as well. A framework of these issues presented along with recommendations for future research.

Policies and practice that arouse employee gratitude

Gratitude can be aroused in employees by the nature of work, gratitude interventions (GIs), leadership, culture and the Institution itself. The paper presents the gratitude antecedents with a discussion on how employee gratitude at the individual level be transformed into persistent gratitude within the collective and institutional context.

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The nature of work

Gratitude can be experienced for doing something which is intrinsically rewarding and meaningful, without expectation of an extrinsic reward from someone else (Carr, Morgan, & Gulliford, 2015). The job characteristics model (JCM) (Hackman & Oldham, 1980) suggests that certain inherent features of the job are instrumental in contributing to employee satisfaction. Job characteristics e.g., an employees' task identity, skill variety and significance, and level of autonomy have an impact on the meaningfulness of the work. Such meaningful work can be a primary antecedent of employee gratitude (Cain et al., 2019; Youssef-Morgan, van Zyl, & Ahrens, 2022).

Collective and Institutional context: challenges and strategies for persistent gratitude

The experience of meaningful work is a highly subjective and personalized phenomenon, but it can also be experienced at collective levels (although possibly not as persistently). If the meaningful work involves working in teams and groups then it can also be experienced as a shared and collective emotion (Fehr et al., 2017). Prosocial acts from others such as sharing, helping, comforting and supporting behaviors arouse gratitude (Spinrad & Eisenberg, 2019). Gratitude is a gift that keeps on giving, and such grateful people create more gratitude by exhibiting more prosocial behaviors towards other people e.g., kindness, care, generosity, empathy, support and helpfulness, and social support (Dutton, Roberts, & Bednar, 2020; Grant & Gino, 2010; Ma, Tunney, & Ferguson, 2017; Sawyer et al., 2022). When employees work in teams and exhibit supportive, kind, caring, empathic and generous behaviors towards each other, gratitude can emerge as a shared and collective emotion. If employees are provided with organizational support to perform meaningful work on a persistent basis, they can also feel grateful to the institution. If the employees perceive that the organization has provided them with meaningful work, the organization can become the target of such employee gratitude (Guzzo, Wang, & Abbott, 2020; Madrigal, 2020).

The work itself is quite robust in invoking persistent gratitude among employees. However, in the long term, work may become repetitive and tedious, causing the meaning attached to it to dissipate. People can become disillusioned with their work, which they once found meaningful, and must be constantly challenged to keep them in a state of flow (Chickentmihalyi, 1990). Employees must be consulted by managers regularly to discuss their work content and find ways to enrich their jobs to sustain the sense of meaning in their work. Sustaining work-related collective gratitude is possible through effective collaboration, communication, and teamwork. Appreciation programs based on collective rather than individual effort, can encourage supportive and helping behaviors among groups.

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Gratitude Interventions

Gratitude interventions (GIs) include simple activities such as writing gratitude journals/lists, gratitude letters, and verbal expressions. GIs stimulate a state of gratitude among people by asking them to focus on blessings and positive aspects of life (Emmons & McCullough, 2003). These blessings are simple things to be grateful for in life that are often taken for granted. While GI studies in the workplace are scarce, some researchers have successfully deployed GIs to arouse employee gratitude (Komase et al., 2021; Locklear et al., 2021).

Collective and Institutional context: challenges and strategies for persistent gratitude

GIs typically occur for a few weeks and thus usually create short-term and episodic feelings of gratitude in individuals. Long-term gratitude may become tedious and lead to gratitude fatigue, akin to overdosing in medicine. Gratitude fatigue can render gratitude-eliciting stimuli a neutral or negative experience (Dickens, 2019). To address this issue, GIs can be made a regular feature of the organization to instil persistent gratitude by employing various methods such as intermittent gratitude interventions (2 to 3 times a year) and using different methods to arouse gratitude, such as gratitude mobile applications, trainings, and recreational trips with yoga and meditation (Ivtzan & Papantoniou, 2014).

Gratitude interventions, such as gratitude journaling and diaries, are very subjective and personal in nature and thus invoke gratitude in individuals. However, there are certain GIs that can increase collective gratitude among members of the organization. These include expressing appreciation to people (simple thank-you) and writing letters of appreciation and gratitude. Employees' helping and supportive behaviors toward each other, along with expressions of gratitude at work, can make people feel socially valued and increase prosocial behaviors, thereby creating more gratitude (Grant & Gino, 2010). This can make the experience of gratitude a more durable and persistent phenomenon.

Another issue with GIs is that some people exhibit high levels of certain personality traits, such as narcissism, cynicism, materialism (Solom et al., 2017), and entitlement (McCullough et al., 2001), which make them comparatively more cynical and less grateful. Cynicism is a negative appraisal of people's nature and the conviction that most human actions are motivated by self-interest (Stavrova & Ehlebracht, 2019). Narcissism is defined as self-centeredness, a sense of entitlement, and lack of empathy, and tendency to demand special privileges and treatment (McAleer, 2012). These issues can be addressed with intermittent trainings on mindfulness, self-awareness, and emotional intelligence (Ivtzan & Papantoniou, 2014). Employees can also be trained in humility as "humility may be the rich soil in which gratitude can grow" (Solom, Watkins, McCurrach, & Scheibe, 2017, p. 7).

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Leadership and gratitude

Research has shown that supervisors, managers, and leaders are valuable antecedents to individual and collective employee gratitude. In particular, family-supportive supervisor behavior (Qing et al., 2021), benevolent leadership (Huang, 2022), paternalistic leadership, servant leadership (Sun et al., 2019), and expressions of gratitude by supervisors/leaders, as well as informal managerial recognition (Beck, 2016), are linked with the rise of gratitude among employees. The psychological mechanisms that arise gratitude among employees are the perceived kindness, support, benevolence, and selflessness of the authority figure.

Collective and Institutional context: challenges and strategies for persistent gratitude

Managers and leaders not only influence individuals but can also engender gratitude among teams, departments, and entire organizations through their personality and policies. The first challenge for the arousal of persistent gratitude is that managers/supervisors may be replaced by others who adopt a more authoritarian leadership style. Also, since a leader's influence is partly based on their personality, a new leader may not have the same influence on people. Managers who are authoritarian, withhold information, and are seen by employees as unfair, lacking personal relationships, insincere, or rewarding undeserving employees, can lower employee gratitude.

Supervisors must be trained to manage employees in a fair, impartial, and personalized manner. Managers who provide sincere, specific, and timely developmental feedback and guidance, personalized care and attention, arouse higher levels of employee gratitude. Drawing on the social distance theory of power, Anicich, Lee, and Liu (2021) showed that high-power people express less gratitude because they feel more entitled to benefits and favors. Managers must become role models for behaviors they wish to instill in employees and express regular appreciation and gratitude to their employees. 65% of employees do not receive even informal recognition, such as a simple thank-you or good job, from their managers during an entire year (Gallup, 2022). Leaders should build an optimized, recognition-rich environment where employees are simply appreciated by their managers or colleagues every 7-10 days (Gallup, 2024a). A simple "thank you" and informal appreciation can easily invoke gratitude among employees (Grant & Gino, 2010), which can encourage them to also express recognition and gratitude to each other on a consistent basis.

Culture and gratitude

If gratitude becomes a stable feature of the organizational culture, it can be permanently embedded at the collective and institutional levels. Culture is the collection of underlying shared beliefs, values and ways of interacting and behaving that formulate the unique psychological and social environment of the organization (Marker, 2009). Schein (1983) presented a seminal model of organizational culture, divided into Artifacts, Espoused Values and Basis Assumptions (see figure 1).

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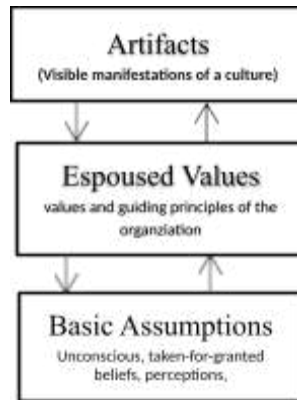


Figure 1: Schein’s (1983) model of Culture

Artifacts are the visible manifestations of the organization's visual culture, including buildings, offices, parking spaces, logos, company reports and newsletters, language and jargon, technology, products, dress code, behavioral displays, rites, and ceremonies, and stories circulating within the organization. Values are the "guiding principles" of the organization that most modern organizations encourage their employees to adhere to. They are publicly displayed on organizational walls, reports, and websites, and considerable investment goes into embedding them within the organization. Organizational policies and investment to make "gratitude" part of the organizational values can be very useful toward this goal. Basic assumptions are the deeply held, non-confrontable, non-negotiable, taken-for-granted, time-honored, and tested values and beliefs of a culture (More on this in the next section under institutional gratitude).

Collective and Institutional context: challenges and strategies for persistent gratitude

A gratitude culture can engender individual employee gratitude, and help invoke and sustain collective and persistent gratitude in the organization. Since Positive emotions can have social origins and are contagious (Fredrickson, 2004; Hatfield, Cacioppo, & Rapson, 1993), gratitude can spread in and become part of the cultural fabric of the organization. Also, there is a mutually reinforcing relationship between collective and individual gratitude.

The first challenge is the gap between espoused values (what organizations claim to be their cherished values) and values that are actually practiced throughout the organization. A recent report in the MIT Sloan Management Review showed that corporate values do not matter to employees. In 562 top American corporations, no correlation was found between an organization's officially stated/espoused values and the culture of the organization (Sull et al., 2020). This is known as the espoused-actual values gap, which is quite troublesome for organizations as they invest millions of dollars toward

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creating a desired culture. Another issue is the existence of informal organization. The Hawthorne studies, which were conducted in the 1920s and 30s, provided the first glimpse into how employees can develop informal groups and alliances to thwart organizational official policies and practices (Sundstrom, McIntyre, Halfhill, & Richards, 2000). The existence of informal groups, alliances, malicious exchanges among co-workers, and influential employees can spread cynicism, a sense of entitlement, and dissatisfaction (Chiaburu, Peng, Oh, Banks, & Lomeli, 2013). This can foil the organizational attempts to cultivate gratitude at a collective level and make it a part of the organizational values. When employees see themselves as in-group and the organization as the outgroup, they can resist displaying deviant, resistant, and recalcitrant behaviors to oppose organizational policies.

In most organizations, values are ornamental, proudly displayed on the website, in company communications, and on the office walls. Organizations can deploy a consistent and concerted effort to make gratitude a non-negotiable value. Values should be actionable, distinctive, linked to results, and made part of the performance appraisal to be embedded into the culture (Sull et al., 2020). The value-congruence theory suggests that employees are more likely to respond positively to organizational ideals if they believe their own values are congruent with the ones suggested by the company (Amos & Weathington, 2008). The Japanese management philosophy Kaizen or continuous improvement is mostly seen as employees working in groups to improve product quality and lower costs. However, Kaizen as a "management philosophy" also formulates the foundations underlying the values and culture of organizations (Suárez- Barraza, Ramis-Pujol, & Kerbache, 2011). Value-Kaizen teams can meet once every quarter to examine the state of employee value-congruence, the barriers to value-congruence, and what can be done to embed gratitude at the collective level. The culture of supporting colleagues, expressing gratitude through deeds and actions, and mindful gratitude can be reinforced through regular trainings, group discussions, and various rituals and ceremonies.

Leaders must act as role models to instill any value, and gratitude is no different. Social learning theory (Bandura, 1977) suggests that people will imitate the behaviors of their more powerful role models. Ethical and moral leadership is linked with a myriad of positive employee values and behaviors (Bao & Li, 2019; Guo, 2022). Recently, Jeff Bezos paid up to \$5000 to his employees to quit the organization if they were dissatisfied with their career at the company. Dubbed the "pay to quit" program, Bezos wanted a more "dedicated and enthusiastic workforce," instead of people who were unhappy, resentful, or possibly ungrateful with their employment. If gratitude is to become part of the organizational culture, character, and climate, then leaders must display the attitudes and behaviors they wish their employees to emulate.

2.3 Institutional context and gratitude

If gratitude becomes embedded in the character of the organization, people can be grateful without needing frequent acts of benevolence to engender gratitude. Sull et al. (2020) argue that in order for

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organizational values to be institutionally embedded, they should capture its unique identity and its enduring essence. Schein (1983) calls such enduring and distinctive essence of the organization its basic assumptions or unconscious beliefs. Basic assumptions ultimately guide conscious values and behaviors. Can gratitude be embedded in the organizational essence to the point that employees become grateful for having an opportunity just to be a part of it?

The institutional context: challenges and strategies for persistent gratitude

There are fundamental challenges that must be addressed in order to make gratitude a part of the institutional character. People experience gratitude as a four-step process: a) A person receives a valuable gift, blessing, or favor from someone else. b) The favor is seen as effort-intensive and costly. c) The effort is based on a genuine intention to benefit the person. d) The effort is seen as altruistically intended, not based on a transactional, quid-pro-quo relationship, and has no ulterior motives that benefit the benefactor (McCullough et al., 2001). Can employees think of their organizations as kind benefactors who intend to benefit them? It is possible because employees can perceive their organizations as living entities, having a motive, purpose, and intent; “People project upon organizations human qualities and then relate to them as if the organizations did in fact have human qualities” (Levinson, 1965, p. 377). Thus, organizations can be perceived by their employees as ruthless, manipulative, generous, kind, or benevolent, etc. (Ashforth, Schinoff, & Brickson, 2018).

Some research suggests that HRM practices can be seen as a manifestation of the organization’s manipulative or benevolent intent towards the employee (Nishii et al., 2008). When the organization initiates certain HRM practices, employees try to interpret the organizational intention behind enacting such HR practices. If employees feel that HRM practices were enacted by the organization to care for them, support their performance, and improve their well-being, such interpretations are called Benevolent HRM attributions. Research has shown that Benevolent HRM attributions can engender improved levels of consistent gratitude among employees (Hameed, Khwaja, & Zaman, 2023).

Gratitude Engendering Phenomena	The Experiential Context of Gratitude		Barriers and Challenges to Persistent Gratitude	Strategies to Transform Episodic Gratitude into Persistent Gratitude
	Individual	Collective		
The Nature of work	Yes	Yes, if teams and groups support each other in performing meaningful work.	People can become illusioned with work overtime, work may become tedious and repetitive.	The content of employee work must be enriched overtime to sustain meaning.

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Gratitude Trainings and Intervention	Yes	Yes, if gratitude interventions involve sharing, supporting encouraging each other.	<ul style="list-style-type: none"> - GIs are designed to generate episodic gratitude. - Individual personality traits e.g., trait entitlement, cynicism can act as barriers to episodic and collective gratitude and consequently, persistent gratitude 	<ul style="list-style-type: none"> - Intermittent gratitude interventions (2 to 3 times a year), using different methods to arouse gratitude e.g., gratitude mobile applications, trainings, recreational trips with yoga and meditation. - Training people in humility and self-awareness can reduce cynicism and entitlement.
Leadership/Supervision Style	Yes	Yes, if leaders generate a positive collective buzz and are a source for collective performance, bonding and positive team spirit.	Supervisors/managers may be replaced with people who have authoritarian styles, managers who withhold information and are seen by employees as unfair, lacking personal relationships and insincere.	<ul style="list-style-type: none"> - Training managers to become ethical and moral leaders who empower and value employees and build an optimized employee appreciation and recognition-rich environment. - Training managers to provide consistent, developmental and encouraging feedback to employees.
Culture	Yes	Yes, by building a gratitude culture and making gratitude a core organizational value.	Employee culture and values are usually ornamental without being actually practiced	<ul style="list-style-type: none"> - Building a culture and value system that is value congruent, actionable, distinctive, linked to results. - Making gratitude a part of employee appraisal and performance management
Institution (organizational promise to provide employment that contributes meaningfully to the society, a promise of organizational care and generosity)	Yes, If the above gratitude engendering phenomena is consistently experienced	Yes, If the above gratitude engendering phenomena is consistently experienced	Boundary Condition For Employee Gratitude: Psychological Contract Employees may feel “entitled” to organization’s kindness and benevolence, which can deteriorate gratitude.	Optimizing employer-employee psychological contract.

Figure 2: A framework to transform episodic gratitude into persistent and institutional gratitude

Challenge: Psychological Contract and transactional nature of employer-employee relationship

The nature of the employer-employee relationship is quite transactional in nature, where employees offer their services to the organization in exchange for pay and rewards. Psychological contract theory provides the boundary conditions within which employee gratitude can arise, as it explains how employer and employee relationship operates at the psychological level. The psychological contract is different from the legal employment contract, as it explains the mutual expectations that arise between employers and employees (Rousseau, 1995). Rousseau (1995) suggests that the psychological contract between the employer and employee can be transactional or relational. When employers and

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employees view their relationship as transactional, it is based on an economic exchange. However, a relational employer-employee contract involves both economic and socioemotional aspects of the employment relationship. In relational contracts, the organization provides security, development, good treatment, and respect to the employee, whereas the employee responds with commitment, loyalty, organizational citizenship behaviors, and possibly gratitude. Thus, a relational psychological contract which makes employees believe that their employers are kind and caring can make them grateful to the organization.

However, even relational employment contracts are problematic because the rise of gratitude among employees (according to gratitude theory) requires employees to perceive that the employer's efforts towards them are altruistically intended, not based on a transactional relationship, and bearing no ulterior motives that benefit the employer. Organizational efforts to engender persistent gratitude among employees may be thwarted when the employee continues to view the relationship as transactional. Employees innately know that organizational praise, rewards, and kindness are temporary and conditional to their performance. Employees also understand that employers treat them well because it is beneficial for the bottom line and growth of the company. Persistent gratitude can only arise when the kind treatment of employers is seen as unconditional, without employees thinking that the employer also benefits from the kindness bestowed upon them.

Convincing employees that the employer is a kind benefactor, and fostering persistent employee gratitude, is especially challenging in a shrinking economy. The current wave of layoffs in tech companies, particularly at "Google," underscores this challenge. Since 2009, Google has consistently been recognized with numerous "best company to work for" awards in the United States¹. Google's unparalleled workplace perks, such as free gyms, onsite doctors, laundry facilities, complimentary restaurants and coffee shops, sleeping pods, and sports facilities, along with its quirky organizational design and values promoting creativity, excellence, and inclusivity, have often been lauded. Once heralded as the premier employer in the US and an archetype of a benevolent and caring organizational culture, Google recently terminated 12,000 employees via email in a single day². When such examples become commonplace, it is easy for employees to perceive that the employer views their relationship as relational only as long as it is convenient.

Optimizing the psychological contract and nature of employer-employee expectations

Convincing employees that their employer genuinely wants to bestow them with favors and kindness without expecting anything in return is challenging. Employers often make extravagant promises to employees about their identity, values, and the meaning of employment, portraying the organization as more altruistic and benevolent than it truly is. When employers fail to fulfil these obligations and promises adequately, the psychological contract between employee and employer is breached

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(Rousseau, 1995). Instead of feeling grateful, employees may experience disappointment when their expectations are not met, as explained by the expectancy disconfirmation theory (Oliver, 1980). To foster persistent gratitude among employees, the nature of employer-employee expectations and responsibilities must be carefully optimized.

Google's issues began before downsizing and stem from the lofty expectations it instilled in its employees. In 2020, a Financial Times article highlighted Google's struggle with widespread unrest, including employees spying on one another, rebelling against organizational policies, engaging in trolling and name-calling, and sabotaging plans (Waters, 2020). The article noted, "The freedom given to workers has turned into a liability as tension between management and staff has grown." The dissatisfaction, rebellion, and unrest at what was once considered the most rewarding and generous organization in the world shows that in matters of gratitude, promising people more does not necessarily yield better results. Wealthier and more privileged societies are not inherently more grateful than impoverished ones (Tong et al., 2021). At the heart of gratitude lies the notion of undeserved merit, where individuals receive something for which they did nothing to warrant (Emmons, 2003). Grateful individuals acknowledge that they did nothing special to deserve a gift or benefit (Bertocci & Millard, 1963).

Simply being associated with an organization that offers more privileges and perks does not necessarily invoke gratitude among employees. Instead, employees may come to view these privileges as rights or entitlements, which do not elicit feelings of gratitude. While gratitude arises from the recognition of undeserved benefits, entitlement emerges from the belief that one is owed special privileges and treatment, which diminishes gratitude (Solom et al., 2017). Peterson and Seligman (2004) suggest that when employers fulfill their obligations, it does not engender gratitude; instead, employees may feel grateful when they are praised, receive unexpected benefits and feel valued. How often can regular benefits and perks be considered "unexpected" before employees start taking them for granted.

This paper does not suggest that organizations should roll back employee freedom, empowerment or perks. The empowerment/perks contemporary organizations offer are commendable and more desirable than the authoritarian and despotic management styles based on classical school principles. Weiner (1985) suggests that for gratitude to arise, the beneficial act needs to be seen by the beneficiary as solely benefiting them, instead of being used as a device to enhance the reputation of the benefactor. Even concepts like sustainability, green HRM, and corporate social responsibility drives are known to enhance the reputation of organizations. The current societal zeitgeist requires organizations, either by law or social pressures (especially online reviews), to adhere to such practices. However, to ensure persistent gratitude that becomes embedded on an institutional level, future scholarly research must address the following questions regarding the psychological contract between employer and employee:

1. What is the nature of expectations employees have from their employers and to what extent

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- can employers persistently meet and exceed those expectations?
2. How can an optimal mix of employee-employer expectations be achieved to sustain persistent and institutional gratitude in the organization? How can employee feelings of entitlement be reduced and feelings of organizational benevolence and kindness be instilled?
 3. What kind of organizations have more grateful employees: organizations that promise less and deliver more, or organizations that promise more and try to deliver more?
 4. What makes employees in generous organizations ungrateful?

Conclusion

Gratitude can be experienced by employees as an episodic (individual and collective transient feeling of gratitude), or persistent (a durable phenomena). This paper delves into the transformation of gratitude from a transient experience into a persistent phenomenon embedded in the organization's essence. The framework outlines various challenges and strategies associated with fostering persistent gratitude among employees. It acknowledges the importance of individual interventions, such as gratitude trainings, as well as collective efforts, such as creating a gratitude culture and effective leadership practices. Additionally, it addresses the role of the organizational context, including the psychological contract between employers and employees, in shaping gratitude experiences.

The paper emphasizes the need to optimize the nature of employee expectations and employer policies to sustain persistent gratitude. It warns against the pitfalls of overpromising and entitlement, suggesting that genuine acts of kindness and benevolence are essential for cultivating gratitude. Furthermore, it calls for future research to explore the complexities of the employer-employee relationship and its impact on gratitude in organizations. In conclusion, the framework presented in the paper offers valuable insights into the multifaceted nature of gratitude within organizational settings. By addressing the challenges and nuances associated with fostering persistent gratitude, organizations can create environments that promote employee well-being, engagement, and success.

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<p>Ameer Hamza Khan (Author) <i>Transcend Global Trading L.L.C</i></p>	<p>The introduction of 5% VAT in 2018 in the United Arab Emirates impacts the General Public, Accounting Professionals, and Economy in the United Arab Emirates.</p>
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Abstract

The introduction of Value Added Tax (VAT) in the United Arab Emirates has significantly impacted the general public, Accounting Profession, and economy in various ways. While initially met with mixed reactions, VAT implementation has led to a more diversified revenue stream for the government, enabling the UAE to reduce its reliance on oil revenues. This has also facilitated the country's efforts towards economic diversification and sustainability. On the flip side, the general public has had to adjust to higher prices of goods and services, leading to increased cost of living. However, VAT has also paved the way for improved infrastructure, public services, and social welfare programs, benefiting the public at large. In essence, the introduction of VAT in the UAE has brought about a blend of challenges and opportunities for the general public and accounting professionals, ultimately shaping the economic landscape of the nation.

Keywords: VAT, accountant, UAE, perceptions, economy, qualitative, General Public, skilled and Non skilled.

Introduction

Value-added tax is a vital source of revenue for nations all over the world. Apart from its significant impacts on the GDP, it is one of the most widely accepted means of indirect taxation. VAT can help the UAE government diversify its revenues so that it may reduce its dependency on the oil sector. From 1st January 2018, the United Arab Emirates (UAE) Government has imposed a VAT of 5% (Ministry of Finance, 2017). This paper aims to understand the impacts of the introduction of VAT on the Accounting profession, General Public in the UAE as well as the economy as a whole. VAT is the first form of taxation being adopted by the UAE thus making it an interesting research topic.

Role of IMF The IMF played a significant role in advising and supporting the UAE government to implement VAT as part of its fiscal reforms. The introduction of VAT was a big step for the UAE, enhancing its fiscal sustainability and reducing dependency on oil revenues. By broadening the tax base, VAT has helped diversify the country's revenue streams and support the government in providing quality public services. The IMF's guidance and expertise in tax policy and administration were invaluable in ensuring a smooth transition to this new taxation system.

Overall, the introduction of VAT in the UAE was a positive move that has benefited both the government and its residents.

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Literature Review VAT Definition

VAT is generally considered to be an efficient and effective form of indirect taxation. It is often praised for its simplicity compared to other forms of taxation, such as income tax, and its ability to generate a stable source of revenue for governments.

Value Added Tax (VAT) is a consumption tax imposed on the value added to goods and services at each stage of the production and distribution process. VAT is a widely used form of taxation across the world, including in Europe, Africa, Asia, and the Americas.

VAT Impact on General Public

VAT is often criticized for being regressive, as lower-income individuals may end up paying a larger proportion of their income in VAT compared to higher-income individuals. Additionally, VAT exemptions and loopholes can lead to reduced tax revenue and distortions in the economy.

VAT Impact on consumption and economic growth

introduction of VAT can lead to a decrease in consumption, as consumers face higher prices for goods and services. However, other studies have found that VAT may not have a significant impact on consumption and can even lead to increased economic growth by providing a stable source of revenue for governments.

Regarding administrative and compliance costs, VAT can be costly for businesses to comply with, particularly for small and medium-sized enterprises. Issues such as tax fraud, evasion, and avoidance are also common challenges associated with VAT systems.

Overall, the literature on VAT highlights both the benefits and challenges of this form of taxation. While VAT is generally considered to be an efficient and effective way for governments to raise revenue, policymakers should carefully consider the potential drawbacks and design their VAT systems in a way that minimizes these negative effects

Research methodology and methods

Research Methodology:

This paper falls under the case study design which includes a detailed and rigorous analysis of a single case (Bryman & Bell, 2011). It is a very popular approach adopted in business research this paper we are adopting a qualitative approach.

Qualitative methods focus on context and provide a more holistic account of the reality. This means that the outcomes will differ from person to person which results in a wide range of answers, thus enabling the researcher to look at the larger picture. The key advantage of the qualitative method is that it discloses the “natural, interactive and personal” side of human attitude.

A total of Twelve interviews have been conducted using both traditional as well as modern techniques of interviewing which are face-to-face (10) WhatsApp (1) and Google Meet (2) respectively. The majority of the interviews were conducted face-to-face. However, to suit the convenience of some of the interviewees, WhatsApp interviews and electronic interviews via Google Meet have also been used.

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Since the interviews were conducted during the Russian-Ukrainian war season in March 2022, many found the face-to-face easier. The time frame for conducting all the interviews is one month. WhatsApp interviews are considered convenient, and speedy.

The first four questions of the interview are related to the impact on accounting professionals and the remaining Two relate to the economy and general Public.

For the face-to-face and Google Meet interviews, each one would last between 10-15 minutes as mentioned in the information sheet provided to each interviewee. The consent of the interviewees will be obtained before the interviews so that the sample size remains unaffected.

Overall, the number of male interviewees was slightly higher than that of female interviewees. Similarly, the number of Skilled Public interviewees was marginally more than the number of Unskilled Public interviewees. The qualifications held by most of the accountants were ACCA and CA Inter (ICAP) Pakistan. The majority of the interviewees have 5-7 years of experience in the Accounting and Taxation profession.

Table 1 Summarised the interviewees’ demographic information.

Skilled	Code	Gender	Experience	Qualification
AN	S1	Male	5-7 Years	ACCA & (CA Inter) & others
US	S2	Female	3-4 Years	ACCA & (CA Inter)

Skilled Public

Skilled	Code	Gender	Experience	Qualification
SA	S1	Male	5-7 Years	ACCA
FS	S2	Male	5-7 Years	ACCA
NK	S3	Male	5-7 Years	ACCA
AM	S4	Male	5-7 Years	ACCA
MK	S5	Male	5-7 Years	CA Inter (ICAP)
NH	S6	Male	5-7 Years	ACCA
AN	S7	Male	5-7 Years	ACCA
AF	S8	Male	5-7 Years	ACCA
MS	S9	Female	5-7 Years	CA Inter (ICAP)
NA	S10	Female	3-4 Years	ACCA

Unskilled Public

Unskilled	Code	Gender	Experience	Qualification
AM	US11	Male	5-7 Years	Other
SL	US12	Male	3-4 Years	Other

An essential note while progressing through the current research is that the names of the interviewees will be kept confidential throughout this study. References to the Skilled Public interviewees will be done using codes beginning with ‘S’ while ‘US’ will be used for the Unskilled interviewees throughout this paper

Data analysis and findings

The data analysis technique that will be employed in this paper is thematic analysis. Thematic analysis is a “method for identifying, analyzing, and reporting patterns (themes) within data” (Braun & Clarke, 2006).

Theme Question 1 Will the accounting work be impacted by the implementation of VAT in UAE? It also questioned, for instance, whether it would result in any additional tax Accountant responsibility and Issuance of Sales Tax Invoices, almost 80% of the interviewees believed that the implementation of VAT would affect the accountant role. Interviewee S1 emphasized that VAT falls within the scope of a Tax Accountant's work.

Interviewee S3 said that VAT being the first tax in this region would significantly impact the accountant's work as:

“VAT is a new terminology for this market where there are no taxes. So definitely there needs to be a lot of focus emphasized in the Sales Invoice preparation. Once it becomes a routine practice for everyone, the quantum of risk might reduce but initially, since the law isn’t very clear, there isn’t much to rely upon, unlike India where there is GST for example, which can be related to VAT. Due to this, there is a lot of confusion going on. All in all, there is a significant increase in work burden by Filling Returns

On the other hand, Interviewee S5 says It is just an additional area to be considered by the accountant: “VAT is just a new step which we need to consider, just as other type of steps such as debtors, expenses etc.”

Interviewee S7 said that the quantum of additional work burden depends on the types of transactions the businesses deal with: “I think it becomes a bit more challenging when you have import-export, transfers within free trade zones, and certain specific items such as free samples.

Overall, the responses about the impact on the accountant role are mixed. The most common

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response was that rather than a significant impact on the accountant role, it would only result in additional Duty

Issues Regarding VAT Implementation

Theme The second Question is about the Implementation of VAT, As mentioned by Interviewee S9, this is because the Retail FMCG shops small size is usually linked with a high no of transactions as compared to the other Multinational Companies “Having less exposure of seminars We don’t usually do the implementation for the company than we hire consultants to help us. The big companies started preparing almost 6-9 months before the implementation date... It depended on the nature of the client, their size, complexity, and confidence regarding implementation.”

Impact on Accounting Profession

Our Third Question is about the Impact on the Accounting Profession, Similar to the previous question, the responses were varied. Ten out of Twelve Skilled interviewees said that the accounting job market would improve. On the other hand, Three out of thirteen skilled interviewees said that there would be no impact. Their rationale was that rather than the accountant market, job creation would focus on tax specialists and other tax professionals.

Contrary to such views, the interviewees said that the job market would cater to finance professionals and tax specialists as mentioned earlier. Interviewee S3 says that the impact would:

“Not on the Accounting job market but yes for Tax professionals it will. There is a huge market out there for experienced professionals who come from an economy where VAT is prevalent. They can use their expertise and guidance, and in particular, has opened up jobs for people with an interest/expertise in tax matters. The inflow is mainly from any developed economy which has VAT.”

Relocation of businesses

Relocation of businesses refers to the likelihood of businesses moving out of the UAE and pursuing trade in non- VAT nations, which forms Question 4 of the interview Seven of the Skilled accountants were of the view that it would not result in any relocation attributable to VAT. The underlying reasoning is that a VAT of 5% is very minimal as compared to other developed countries. Moreover, the tax burden ultimately falls on the consumer, and businesses are simply the middlemen. However, Interviewee S6 gives an insight into the impacts on small businesses and free-zones saying:

“To an extent, that’s true because we’ve seen a lot of small businesses have already started shutting

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down and they've already started moving out of UAE. Only time will tell how significant it is and how far this trend continues. However, initial evidence is that small businesses have started moving out. Free zones may not be impacted significantly as they are VAT-exempt. They just have to be careful with business with onshore companies where they have to levy VAT and claim the credit just as any other company."

Overall, the introduction of VAT in the UAE has had a positive impact on tax accounting quality by emphasizing the importance of accuracy, compliance, and professionalism in tax accounting practices. Businesses are now more focused on maintaining high-quality tax records and systems to meet the demands of the new VAT regime and avoid potential penalties for non-compliance.

Relocation of people

Our Question 5 of the interview asked whether the interviewees thought that the introduction of VAT would cause people to quit their jobs and relocate to other countries, under the premise that salaries have not increased commensurately. Nine of the Twelve respondents said that they do not expect people to leave their jobs and move to another country, solely because of VAT. It may be the case that they were considering moving out and VAT just gave them the necessary push.

Moreover, as mentioned in the previous question, VAT in the UAE stands at the lowest rate globally. Most nations have a tax of 20%-30% and may even have corporate and income taxes. In light of these factors, it is highly unlikely for people to shift due to a VAT of 5%. Interviewee S12 said that:

"...the basic requirements of rent, school fees, and medicines is still kept out of the scope of VAT. These three are the major outflows in any individual's budget. So, if these three aren't impacted, the rest won't impact much considering that there are no individual/corporate taxes in the economy."

Interviewee S10 said that currently only around one-third of an individual budget is subject to a 5% increase. However, if the VAT rate increases to around 10% for instance, people may move out of the UAE. The likely impact on the economy would be in the form of cautious spending by the public as stated by Interviewee S5:

"Before 2008, no one bothered about the costs as the potential of the city was quite high. After the financial crisis, everyone was at risk of losing their job, so people started thinking of their costs. Now when VAT came into the picture, people are even more cautious about costs."

Overall outlook on the economy

Lastly, Question 6 of the interview attempts to gauge the overall perception of the interviewees regarding the implications of VAT implementation on the UAE economy. Ten of the Twelve interviewees said that VAT would have a positive impact on the economy. They said that it was the need of the hour and a measure that which UAE had to take to ensure sustainable growth. None of the Skilled Professionals interviewees felt that there would be any negative impact on the economy.

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Conclusion

This paper aimed to analyze the perceptions of Accountant Professionals about the impacts of VAT implementation on the accounting profession as well as the economy in the UAE. The overall perception of the First Question was that there isn't a material impact on the profession. However, Accountants as a whole are being valued more, particularly by small enterprises. Most of the respondents agreed to the fact that VAT would not result in an increase or decrease in the accountant job market. VAT is just an additional area of work that increases the accountant's responsibilities and timeline. The role of the accountant is to ensure that VAT amounts are computed correctly and that the VAT requirements are complied with.

Limitations and further research

Limitations and further research One of the limitations faced while conducting this research is the shortage of literature regarding the impact of VAT on the accounting profession. Even concerning the UAE, previous studies have looked at it from a consumer/ business perspective. Secondly, the sample size was limited to only Twelve Skilled and unskilled People due to time constraints. Purposive sampling requires the researcher to use his/her judgment which may lead to bias.

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<p>Chandrakumar Iyavu (Author) <i>International College of Cambridge (Pvt) Ltd</i></p>	<p>The challenges faced by developing countries in the realm of education, teaching, and learning: A comparative analysis with developed nations to overcome the challenges.</p>
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ABSTRACT

Introduction

Developing nations encounter (multifaceted) challenges in the realm of education, teaching, and learning. The challenges obstruct the advancement and the excellence of education. This abstract investigates into a comparative analysis aimed at identifying and addressing the challenges faced by developing countries and the possible solutions compared with the developed nations.

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Literature Review

The existing literature reveals that inadequate infrastructure, insufficient resources, and socio-economic disparities impact the educational landscape and causes a plethora of negative impacts on education, teaching and learning. Many developing nations struggle with inadequate school buildings, lack of technology, insufficient learning resources, shortage of qualified teachers equipped with necessary skills and knowledge and outdated curricula, that limit the ability of students to compete globally, whereas developed countries have advanced educational infrastructure, and adopted the latest technology with modern classroom facilities to effective teaching and learning in order for learners to face future challenges in self-attainment. The developed nations (retain) high qualified teachers who possess required knowledge with current technology to teach in the 21st century smart classrooms. The teachers in developed countries are highly paid and given adequate training, as per the competitive era, and the developed nations frequently update their curricula with international standards and develop the critical thinking and creativity to meet the current and future challenges in terms of employment needs of the learners. Poverty is another factor that affects acquiring continuous education in schools and it forces children to drop out of school. As a result, the children become hopeless and are forced to commit crimes. But, in developed countries the social support system facilitates to avoid drop out and ensures education remains accessible to all. For example, they provide with scholarships and subsidies. Similar initiatives can lessen the effect of socioeconomic discrepancies in developing countries.

Research methodology

The researcher used a combination of qualitative and quantitative methods, open-ended and closed-ended questions to achieve the objectives of the research, scholarly literatures, Google Scholars, References and comprised data and interviews. The methodology aims to provide a holistic understanding of the challenges faced by developing countries in education, learning and teaching.

Findings and recommendations

A solution involves curriculum reform, incorporating modern academic approaches and appropriate content to meet current educational needs. Inadequate funding poses persistent challenge, hindering the development of educational systems in many developing nations. To overcome this challenge, developing countries must prioritize education in their budgets and explore innovative financing mechanisms to ensure sustainable funding to ensure providing required needs to mitigate challenges in education. This will enable to provide teacher training, technology integration, curriculum reform, and targeted socio-economic interventions. By developing successful strategies and collaborative efforts, it is possible to overcome the challenges in education, teaching and learning, and it will pave path for a brighter future through accessible, equitable, and high-quality education.

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Conclusion

Addressing the challenges in education, teaching, and learning requires a concerted effort involving policymakers, educators, and communities. By implementing the outlined recommendations, developing countries can make significant steps towards creating a comprehensive, operative, and unbiased educational environment.

Key words: Education, teaching, learning

<p>Milion Kejela Eba (Author) <i>Silesian University of Technology</i></p>	<p>Designing of hybrid renewable energy resources for smart villages for sustainable economy, using fuzzy and Artificial Neural Network.</p>
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Abstract

It has become permanent imperative for the power engineers to look out for the renewable energy sources such as sun, wind, geothermal and biomass as sustainable, cost-effective and environment friendly alternatives for conventional energy sources. Combining these renewable energy sources with back-up units to form a hybrid system can provide a more economic, environment friendly and reliable supply of electricity in all load demand conditions compared to single-use of such systems. However, the non-availability of these renewable energy resources all the time throughout the year has led to research in the area of hybrid renewable energy systems by implementing smart villages in the wordas of major cities, towns, villages and institutions. In the past few years, a lot of research has taken place in the design, optimization, operation and control of the renewable hybrid energy systems. It is indeed evident that this area is still emerging and vast in scope. The main aim of this research work is to implement various advanced tools and intelligent techniques in the effective use of Hybrid Renewable energy through the maximum power tracking Nano PV Solar panels, Wind generator and Battery backup. In the effective utilization these non-conventional energy sources, Nano PV solar panels, induction generators, microcontrollers, batteries, buck/boost converter circuits, power inverter circuits, has played a vital role. From stimulation result, under any variation of atmospheric conditions, point of maximum power is specified fast and precisely by using neural network and fuzzy logic. Both techniques in PV and wind maximum power-point tracking have a better dynamic performance in comparison with the other methods. Also the maximum power point is tracked by dc-dc boost converter. So the maximum power and the best efficiency of solar Wind battery hybrid system energy are obtained.

Keywords: Hybrid Renewable Energy, Microcontrollers, Sensors, Artificial Intelligent Techniques, Converters, Inverters, etc

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Introduction

Artificial intelligent based techniques cover various algorithms from machine intelligence to expert systems. This kind of socio-technical platform and integration needs an initial definition of the domain and a well-grounded specification of the research problem. Robotics and machine learning has enhanced the workplace and economies of many developed countries by improving productivity. Artificial intelligence has advanced quickly into finance, transportation and defense industries. Adoption of AI and machine learning are common in start-ups and are being adopted slowly by enterprises. The initial use of AI in developing countries has been at a micro level solving small, specific problems in a defined industry. When duly adopted, AI can positively impact our everyday lives not just in disaster intervention, education, health care and agriculture but can also help in mitigating poverty, malnutrition and pollution.

The evolution of Smart village research accommodates multidisciplinary articles. Artificialized disruptive technologies set new challenges for the investigation of sustainable models of economic development. The research issue of Energy management is one of the core application areas for both smart cities research and disruptive technologies adoption. The driving motivation behind the concept of “Smart Village” is that the technology should acts as a means for development, enabling education and local business opportunities, improving health and welfare, enhancing democratic engagement and overall enhancement of rural village dwellers. In order to make an efficiently use of renewable energy sources for smart village, becomes critical an optimal design of the hybrid system to be implemented for sustainable economy of a country. Oversizing the system and other operations involves high investment costs and additional difficulties as the area occupied by the system. Otherwise, under-sizing the system can involve little investment costs but a high cost of operating limitations and therefore possible deficiencies in energy consumption. Thus, an optimum Artificial intelligence based system for smart village can guarantee lower investment costs with an efficient and full use of different energy sources that have being evaluated. In our country, Ethiopia, there is an increasing interest for renewable energy sector. The analysis of economic facts can lead to significant conclusions related to the necessity to support further the RE sector with incentives and additional allocation of funding. Furthermore, the direct connection of RE sector with Sustainability and Economic Development requires an analysis of factors that promote the efficiency and the social impact, especially in the context of Smart Cities Research. The Artificial intelligence domain, with advanced machine learning and cognitive computing capabilities, seems to be a key enabler of unforeseen efficiency capabilities in the context of smart energy grids.

According to the Ethiopian Electric Power Corporation (EEPCo), Ethiopia has a final energy consumption of around 65,000 GWh. Most of the energy supply thereby is covered by bioenergy, which in case of domestic use is usually stemming from unsustainable sources. The produced electricity of 9000 GWh/a is mainly generated by hydro energy (96 %) followed by wind energy (4 %), where of in total 11 % get exported.

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This is where the wind turbine comes into the picture, the main feature being its cheap cost as compared to the PV cells. Battery system is needed to store solar and wind energy produced during the day time. During night time, the presence of wind is an added advantage, which increases the reliability of the system. In the monsoon seasons, the effect of sun is less at the site and thus it is apt to use a hybrid wind solar system. All these points commonly discussed, but these are not discussed the usage of intelligent techniques with respect to the smart village concepts. This proposed research work will effectively utilizes the hybrid renewable energy with modeling and control parameters of intelligent techniques.

Statement of the problem

Against the above background one notes that the electrical energy usage has been rising at a value greater than 10% annually. Renewable energy sources are unlimitable energy in nature, and renewable energy from the single source is not continues. So, to get reliable and uninterrupted power they should be combined or hybrid. In Ethiopia there is

limited hybrid based energy sources, mostly they are conventional/single power sources either hydro or wind or solar or others. Most of the villages are away from the power stations; which leads power engineer to transfer electrical power by means of uneconomical transmission lines. All villages are having more space, more wind speeds and biomass sources. Therefore, villages are suitable to use hybrid renewable smart villages with many significant advantages such as reduced power loss, continuous availability of power, etc. Although, Ethiopia is endowed with abundant renewable energy resources and has a potential to generate over 45 GW of electric power from hydroelectric, 10GW from wind, 4.5 kWh/m²/day to 7.5 kWh/m²/day from solar, 492.5MW from Biomass and geothermal 5GW, currently it only has approximately 4.5GW of installed generation capacity to serve a population of over 105 million people based on a report presented on 2019. The Government of Ethiopia, under its current Growth and Transformation Plan (GTP) has a new target to increase generation capacity with an overall potential by 25,000 MW by 2030, which would help sustain Ethiopia's continued economic growth and enable it to become a regional renewable energy hub in East Africa. This is where our research will come into the picture with the solutions of establishing smart villages, implementing latest concepts in the effective utilization of hybrid renewable energy in an intelligent way.

Objective

- Improve the technical performance evaluation of maximum power tracking PV systems, wind generators and effective utilization wood waste through Biomass plant.
- Evaluate the design of the new green building for improved energy efficiency
- To perform the feasibility of energy sources and design hybrid RE sources.

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- To reduce the risk of variability of RE sources, by performing predictive analysis, identifying patterns.
- For better connectivity between grids and users, thus conducting to grid stability, reliability and sustainability.
- To perform the cost-benefit analysis. In this sector in order to win the fight against the degradation and depletion of internal resources and also to successfully face competition on a global basis.

Methodology

Data Gathering

The Data used in design of the hybrid system are collected directly from the site and also from NASA. The international Solar Radiation Database provided by the NASA Power access viewer estimates weather conditions at a given point in the Ethiopia using the Physical Solar Model (PSM). For wind power Data were extracted from NASA Power access viewer estimates weather conditions at a given point in the Ethiopia, Gelan Area. Gelan/AASTU area is located at latitude of 8.8670N and longitude of 37.7830E.

System description

The PV-Wind-Biomass hybrid system is carried out using MATLAB Simulink in an intelligent way. Hybrid Power system in this research is the combined power generating system by 2kW PV solar energy panels and 2kW Wind Turbines. It also includes a battery which is used to store the energy generated from these three sources when there is no consumption of load. Using mentioned system, the reliability of power supply is possible by providing the battery when all the sources unavailable for the limited period. Figure 1 shows the functional block diagram of our proposed project implementation of hybrid wind-solar-biomass energy system. The power generated from wind mill is of AC voltage which is converted through AC-DC rectifier. A special type of converter is used to step up or step down through MOSFET (IRF 540) switching called “SEPIC” converter for wind mill, after that the wind produced energy directly fed to load through inverter, if the load is not available then that energy will be stored in the battery.

Fuzzy Logic controller is used to control the power generated by PV sources, wind sources, Biomass and dump load. Depending on the load demand and available power, The FLC selects individual source or combination of source that would meet available load demand.

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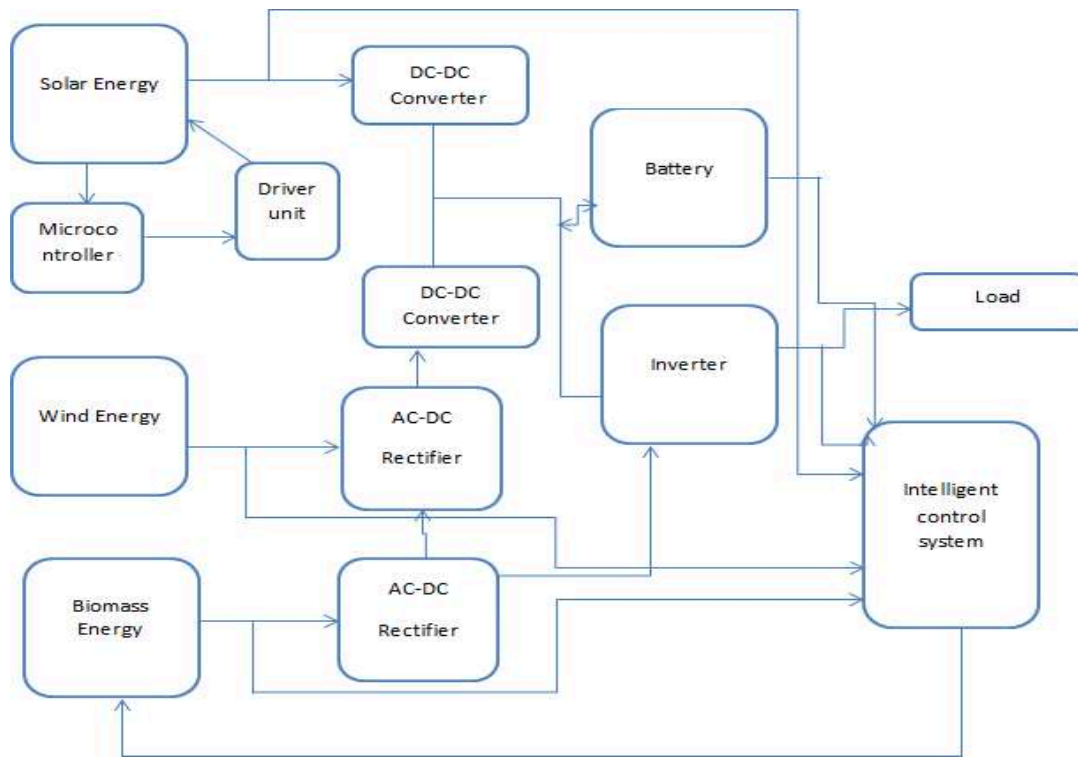


Figure 1. Block diagram of system conceptual framework

SOLAR PANEL SIMULATION RESULTS

Simulation is done in three states with three different temperatures and irradiances. Three different temperatures and irradiances, which are applied in simulation, are shown in Figure 2 the outputs in which that reference voltage of maximum power point ($V_{ref, mpp}$) for these three pairs of T and G is shown below. By specification of $V_{ref, mpp}$ reference current of power point ($I_{ref, mpp}$) is obtained from control unit. Initially Input irradiances (1000, 500, 500, 1000) w/m² and they are going to be changed every 3 seconds.

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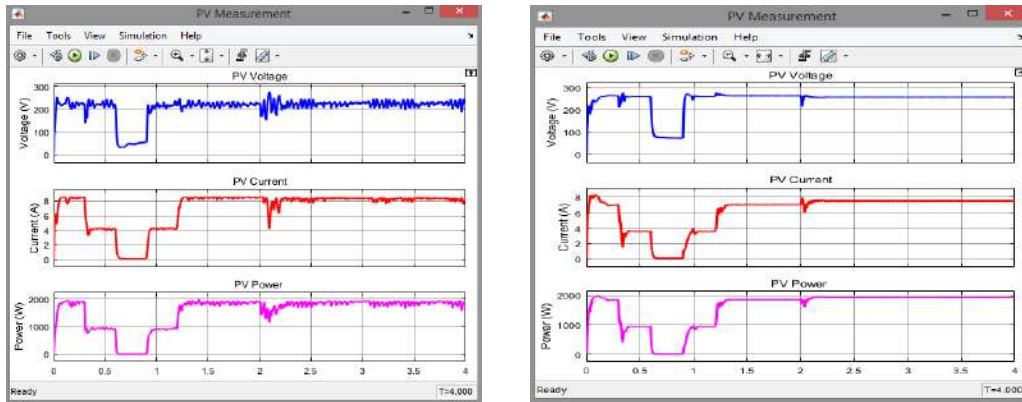


Figure 2 V-I and P-V characteristics curve of the solar generated power based FLC and NN

WIND POWER SIMULATION RESULTS

The Matlab simulation power generated from the proposed wind turbines is around 2KW. Considering the wind speed of the area a synchronous generator is proposed or selected by considering the market availability of the generator, and its ability to operate very low. Unlike Fuzzy logic inputs of Neural network controller are collected Data from NASA.

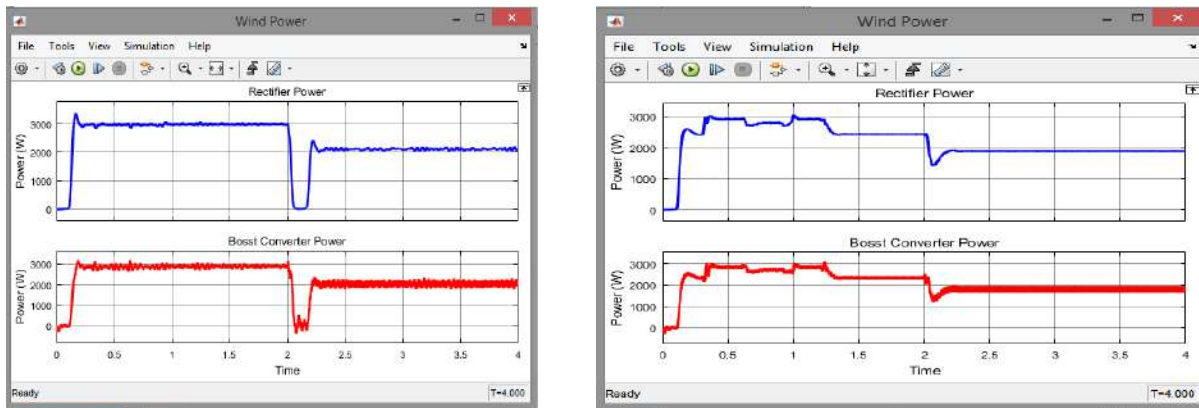


Figure 3 Wind turbine power output based NN and Fuzzy

AC and DC load Measurement

To connect a photovoltaic or wind turbine to an external power system (AC and DC loads), it is necessary to boost their voltage. Very suitable when AC power tools or appliances are used.

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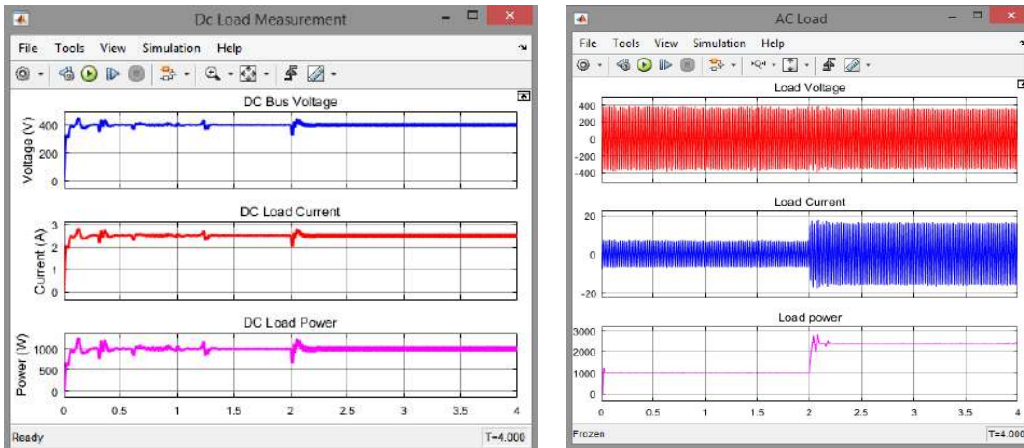


Figure 4: AC and DC load measurements Based Fuzzy

Inverter Measurement

Used to convert the DC generated power from renewable energy sources to feed the load with the required AC power.

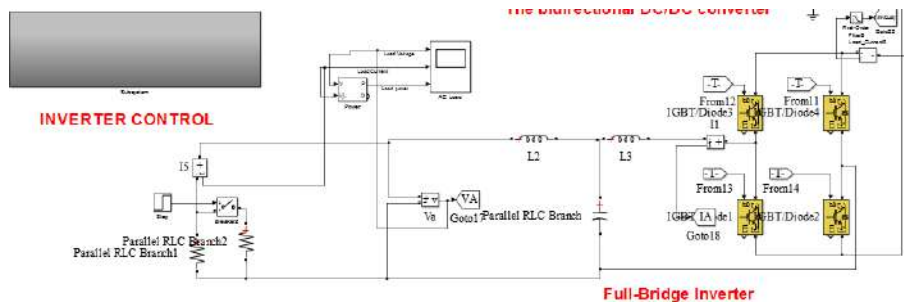


Figure 5 Inverter Simulink.

Overall PV-Wind-Battery hybrid power system model

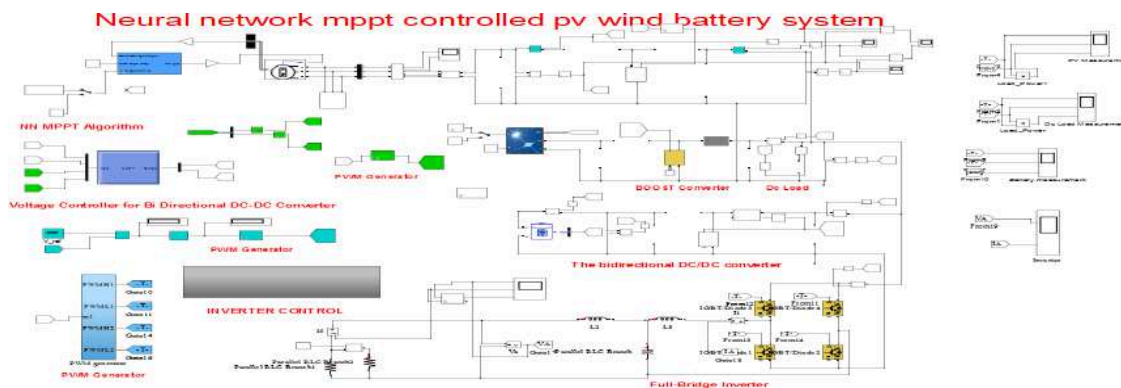


Figure 6 The schematic of the overall PV-Wind hybrid power system model using NN and Fuzzy Controller

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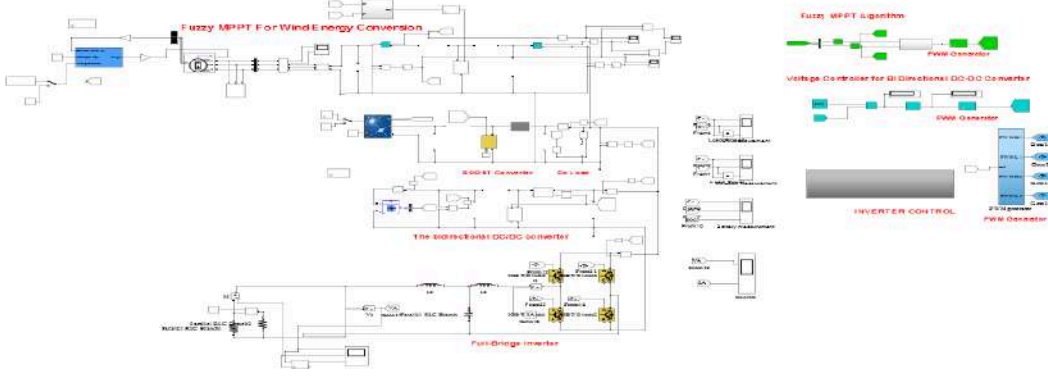
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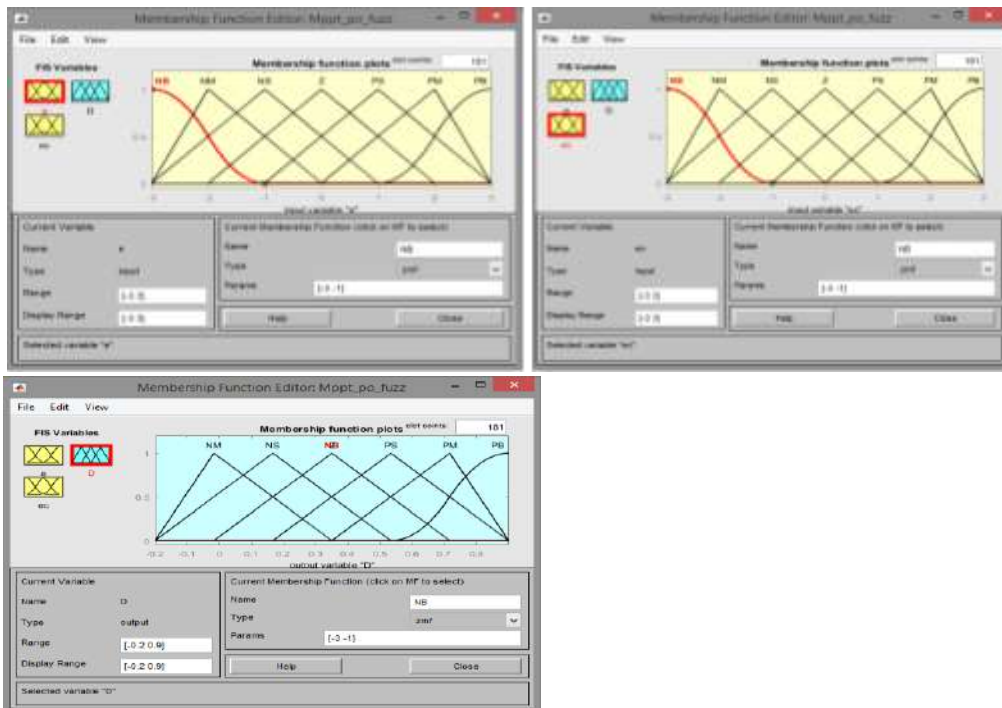


PV Wind Battery with DC and AC Load



Membership Functions of Error

Error Function is one input linguistic variable having seven linguistic variables ranging from -3 to 3 as shown below:



Neural Network controller

Neural network needs input data from the site extracted from NASA. By inserting the input Data NN will training the combination of training process by iterations. In order to validate the test the R value should be equal to one, mean that the data is trained with right input and output data and shows that there is no problem, trained well as shown below:

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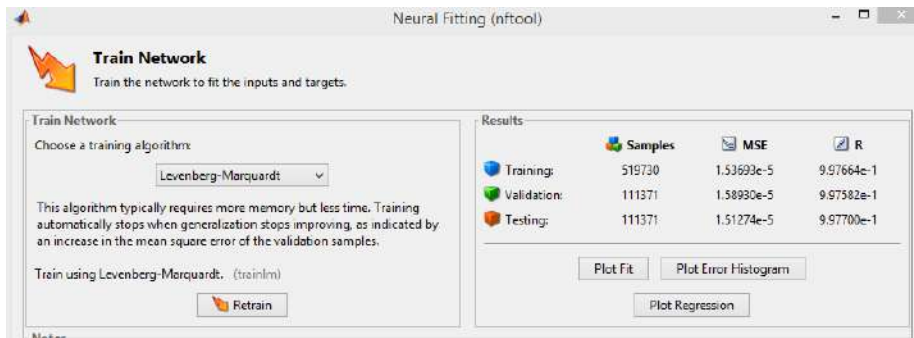


Figure 8 Neural Network Fitting Validation

Conclusion

In this study, the block model for the hybrid renewable energy resources for smart villages for sustainable economy, using fuzzy and artificial neural network were developed and presented. Combining these renewable energy sources with back-up units to form a hybrid system can provide a more economic, environment friendly and reliable supply of electricity in all load demand conditions compared to single-use of such systems. However, the non-availability of these renewable energy resources all the time throughout the year has led to research in the area of hybrid renewable energy systems by implementing smart villages in the woredas of major cities, towns, villages and institutions. In the past few years, a lot of research has taken place in the design, optimization, operation and control of the renewable hybrid energy systems. It is indeed evident that this area is still emerging and vast in scope. This research work is to implement various advanced tools and intelligent techniques in the effective use of Hybrid Renewable energy through the maximum power tracking Nano PV Solar panels, Wind generator, Biomass plants and Fuel Cells. In the effective utilization these non-conventional energy sources, Nano PV solar panels, induction generators with flywheels, batteries, buck/boost converter circuits, power inverter circuits, played a vital role. The artificial intelligent techniques such as neural networks, fuzzy logic and adaptive neuro fuzzy controllers are used in this research to have precise control and the simulation environment for proper energy flow management, modeling of power flow. Under any variation in atmospheric conditions, by using neural network, point of maximum power is specified fast and precisely. Another advantage of the neural network in PV maximum power-point tracking is its better dynamic performance in comparison with the other methods. Also the maximum power point is tracked by dc- dc boost chopper. So the maximum power solar energy and the best efficiency are obtained. The wind turbine was modeled using the mathematical equations in this model, the inputs are the wind speed, pitch angle, and generator speed, the output is the torque applied to the generator shaft. The FLC for attracting the maximum power was included in the model. This control strategy is comparatively easy, and has high practical value. From simulation results it is concluded that in any atmospheric conditions such as wind speed changes, the wind turbine system can run stable, and can track the maximum power. The neural network controller was employed to achieve the MPP for PV

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panels. The fuzzy logic controller and Neural network were used to manage the power flow between the hybrid power system and energy storage elements in order to satisfy the load requirements. The controller operates in 6 possible modes: single source mode, hybrid mode, battery mode, dump load mode and off state mode. It can be concluded that the proposed controller provides uninterrupted power, gives effective utilization of sources and minimizing usage of battery hence improves its life time.

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<p>Sena Begna Deressa (Author)</p> <p><i>Silesian University of Technology</i></p>	<p>Artificial Intelligence, Internet of Things, and Hydrogen Fuel Cells- Based Uninterrupted Hybrid Renewable Energy for Real-Time Implementation in the Remote/Desert Houses</p>
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ABSTRACT

This research presents an innovative approach to address the critical need for reliable and sustainable energy solutions in remote and desert regions. By exploring the combinations of advanced technologies including Artificial Intelligence (AI), Internet of Things (IoT), and an array of renewable energy sources solar, wind, hydrogen fuel cells, a bicycle-based electric generator, and a hand-driven generator an uninterrupted hybrid renewable energy system has developed. This system is designed to provide a stable and sustainable green energy to remote (desert houses where limited) no access to conventional energy sources. The installed energy system uniquely integrates renewable sources of Solar Energy, Wind Energy, and latest Hydrogen Fuel Cells Energy with novel human- powered generators to ensure uninterrupted energy availability. The bicycle-based generator and hand-driven generator are not only innovative solutions to energy generation but also promote physical activity and self- sufficiency among residents. These sources are especially critical during periods when solar, wind, and hydrogen fuel cells cannot meet the energy demand, thus ensuring a 24/7 power supply. In this work AI algorithms predicts energy availability and demand, enabling the system to dynamically select the most efficient energy source in real- time. The IoT framework facilitates seamless communication between system components, allowing for real time monitoring, control, and optimization of energy production, storage and distribution. The implementation of this hybrid renewable energy system aims to demonstrate a scalable and replicable model for energy independence in desert areas, reducing dependence on non-renewable energy sources and minimizing environmental impact. Moreover, the system is designed with a view towards scalability, ensuring that it can be adapted for broader applications beyond desert

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areas, potentially transforming energy access in remote communities worldwide thereby showcasing the model as the best in order to generate and use Uninterrupted Green Energy. The project realized the development of 5 KW installed capacity prototypes with integration of existing renewable energy technologies along with Hydrogen Fuel Cells (Green Hydrogen), bicycle-based and hand-driven generators. Through rigorous testing and optimization, this innovation validated the feasibility, efficiency, and impact of utilized system, showing the way for wider implementation across desert areas. This work represents a significant step forward in achieving energy security, stimulating local innovation, environmental sustainability, and economic development in desert areas and beyond.

Keywords: Artificial Intelligence, Internet of Things, uninterrupted

INTRODUCTION

Desert regions characterized by sparse populations and challenging geographic conditions, face significant hurdles in accessing reliable and sustainable energy. This research introduces an innovative solution to surmount these obstacles by harnessing a combination of cutting-edge technologies and renewable energy sources. Integrating Artificial Intelligence (AI), the Internet of Things (IoT), solar, wind, hydrogen fuel cells, and human-powered generators, the initiative has developed an uninterrupted hybrid renewable energy system for a 5 KW installed capacity and delivers stable and green energy to areas with limited or no access to conventional power grids, setting a precedent for energy independence, sustainability and similar environments globally. AI and IoT has utilized for the intelligent management and optimization of the various energy to make the entire process automatic and without more involvement of human interference. Use of areas natural resources to ensure a sustainable and uninterrupted power supply for communities living in a remote and desert areas.

Renewable Energy Technologies and Hybrid Systems

Renewable energy technologies have witnessed significant advancements, promising to address the challenges of energy access and sustainability. The development and optimization of photovoltaic cells, including novel materials like perovskites, have enhanced solar energy efficiency and reduced costs (Zhu et al., similarly, wind energy has seen innovations in turbine design, making it more adaptable to low-wind conditions (Singh et al., 2022). These advancements underscore the potential of hybrid renewable energy systems (HRES) in providing reliable and continuous power supply, as demonstrated by Mishra et al. (2020), who also highlight the role of IoT in optimizing these systems' efficiency and operational performance.

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Distributed Generation and Energy Storage

The paradigm shift towards distributed generation (DG) underscores a move from centralized to localized energy production, reducing transmission losses and enhancing grid resilience (Almas et al., 2018). Energy storage plays a pivotal role in addressing renewable sources' intermittency. Recent breakthroughs in battery technology and the exploration of green hydrogen as an energy carrier underscore the evolving landscape of energy storage solutions, offering higher energy densities and safety profiles (Kumar et al., 2022; Zhao et al., 2023).

Artificial Intelligence and IoT in Smart Energy Management

AI and IoT are revolutionizing energy management, providing tools for precise forecasting, decision-making, and system control. The application of machine learning algorithms for intelligent control of renewable energy sources is shown to optimize energy generation and consumption (Ding et al., 2016; Barrero et al., 2018). These technologies facilitate the creation of self-adaptive systems, crucial for managing the complexities of HRES.

Human-Powered Energy Generation

Innovative approaches to energy generation, such as human-powered generators, offer sustainable solutions that complement traditional renewable sources. Incorporating bicycle-based and hand-driven generators not only diversifies the energy mix but also fosters community involvement and promotes physical health (Gupta et al., 2019).

Smart Villages: A Model for Sustainable Development

The smart village concept, leveraging renewable energy, IoT, and AI, presents a comprehensive model for enhancing living standards and economic opportunities in rural settings (Khadem et al., 2020).

Statement of the Problem

Remote and desert households are predominantly relying on non-renewable energy sources, which are both environmentally detrimental and economically unsustainable. The challenges of energy insecurity are exacerbated by the intermittent nature of renewable energy and the high costs and maintenance requirements of traditional power infrastructures. Furthermore, desert areas unique climatic conditions characterized by prolonged periods of sunlight and significant wind potential present untapped opportunities for renewable energy generation, yet have not been fully leveraged due to existing technological and logistical limitations. The absence of a reliable and continuous energy supply in these regions poses critical challenges to local development, hindering socio-economic progress and efforts towards environmental conservation. There is a pressing need for an innovative and multifaceted energy solution that transcends conventional limitations,

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optimizing the use of areas natural resources to ensure a sustainable and uninterrupted power supply for communities living in a remote and desert area.

Objectives

The objectives of a research focusing on implementing a hybrid renewable energy system in remote and desert regions, incorporating advanced technologies like Artificial Intelligence (AI), the Internet of Things (IoT), and human-powered generation mechanisms, would be meticulously designed to address the specific challenges and goals of the research. Here are the objectives, articulated in a structured manner:

1.1 To Design and Implement a Hybrid Renewable Energy System

Develop a scalable and efficient hybrid renewable energy system that combines solar, wind, hydrogen fuel cells, and innovative human-powered generators.

1.2 To Integrate Advanced AI and IoT Technologies for Energy Management Utilize AI algorithms for predictive analytics, optimization, and intelligent control of the energy system. Incorporate IoT devices for real-time monitoring, control, and maintenance of the energy infrastructure, ensuring optimal performance and energy distribution.

1.3 To Enhance Energy Storage and Distribution

Implement cutting-edge energy storage solutions, including advanced battery technologies and green hydrogen, to ensure energy availability during periods of low generation. Develop a distributed generation model that reduces transmission losses and enhances the resilience of the energy supply.

1.4 To Promote Sustainable Development and Energy Independence

Facilitate socio-economic development in remote and desert communities through access to clean and affordable energy. Aim to reduce dependence on non-renewable energy sources and minimize environmental impact, contributing sustainability goals and energy security.

To Foster Innovation and Community Engagement

Encourage local innovation and entrepreneurship in renewable energy technologies. Involve communities in the energy generation process, particularly through human-powered energy solutions, to promote awareness, participation, and sustainable practices.

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1.5 To Conduct a Comprehensive Feasibility and Impact Assessment

Evaluate the technical, economic, and environmental feasibility of the proposed hybrid renewable energy system. Assess the project's impact on improving energy access, reducing carbon emissions, and enhancing the quality of life for residents in targeted areas.

2. Research Methodology

The implementation of a hybrid renewable energy system in remote and desert regions, employing Artificial Intelligence (AI), the Internet of Things (IoT), and human-powered generators, a detailed research methodology and implementation ways are crucial.

Preliminary Research and Feasibility Study:

- Conducting a comprehensive literature review to gather insights on the latest technologies in hybrid renewable energy systems, AI, IoT, and human-powered energy generation.
- Performing a feasibility study to assess the technical, economic, and environmental viability of implementing such a system.

System Design and Technology Selection:

- Designing the hybrid renewable energy system architecture, integrating solar, wind, hydrogen fuel cells, and human-powered generators.
- Selecting appropriate AI algorithms for energy management and IoT devices for system monitoring and control.

Development and Testing of AI and IoT Framework:

- Developing the AI-based predictive analytics and optimization algorithms tailored to the hybrid system.
- Implementing the IoT framework for real-time data collection, monitoring, and remote control of the energy system.
- Conducting laboratory tests to validate the AI algorithms and IoT integration, ensuring system compatibility and efficiency.

Evaluation and Optimization:

- Collecting and analyzing data on energy generation, consumption, storage, and distribution metrics.
- Evaluating the system's impact on energy access, reliability, and sustainability in the target community.
- Optimizing the system based on performance data, refining the AI algorithms and adjusting the IoT settings to enhance efficiency and reliability.

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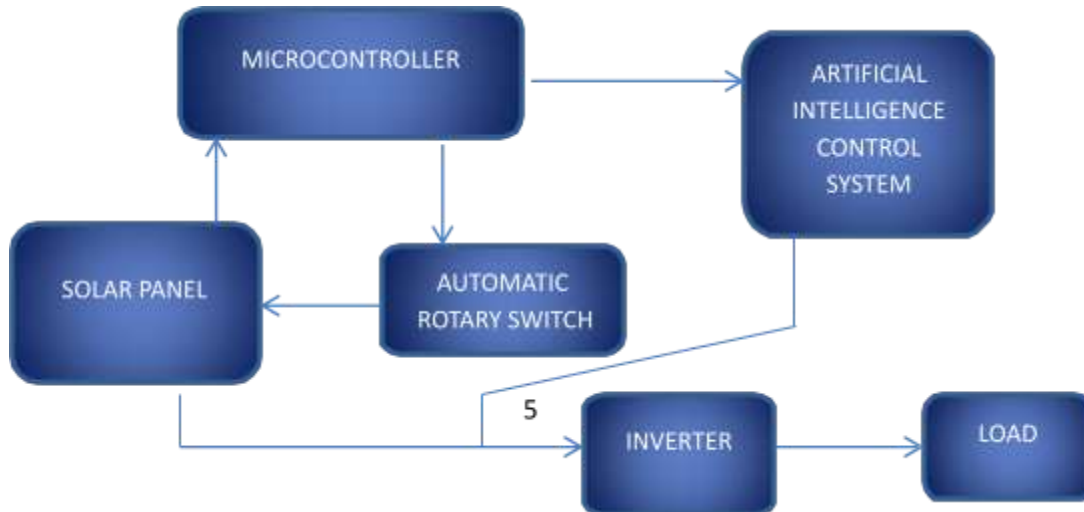


Figure 1. Conceptual Block diagram of intelligent solar power.

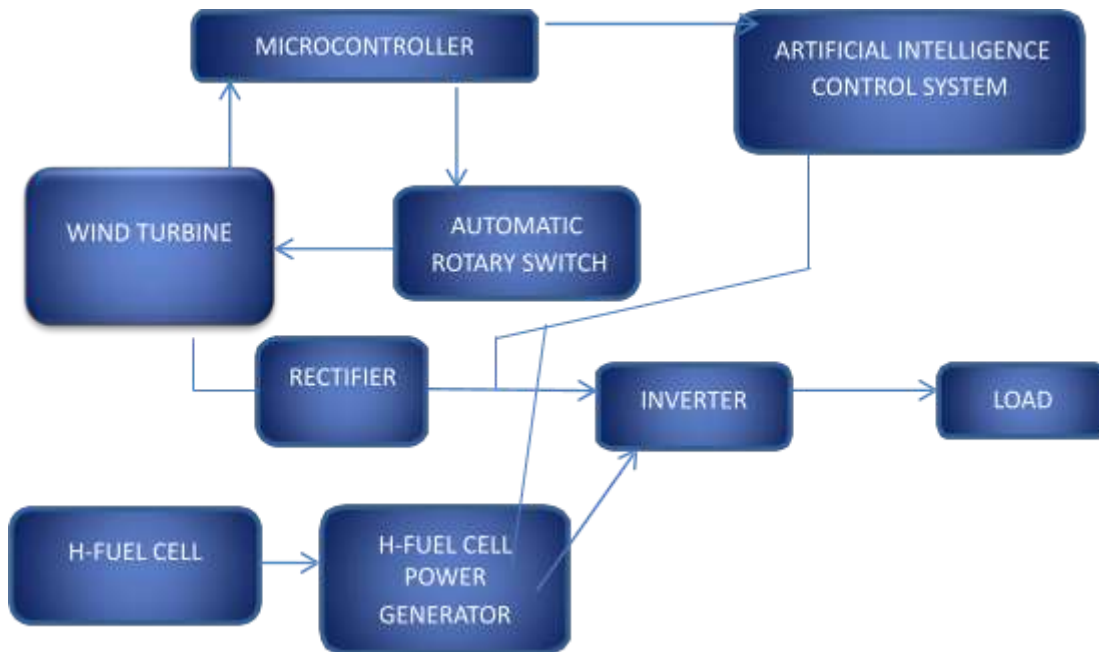


Figure 2. Conceptual Block diagram of intelligent Wind and H-fuel energy system

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Figure 3. conceptual diagram of IoT and data processing control

Developments of the system

Artificial intelligence, IoT based uninterrupted green energy generation developed consisting of solar panel, wind, hydrogen fuel cell. All of these three energy sources together we calling as a hybrid renewable energy. The real time implementation of these is the latest model with respect to hydrogen fuel cell charge controller directing to the inverter. All these things are controlled by Artificial IoT mobile. To verify theoretical analysis mentioned in last sections, all system which is connected to a boost dc-dc converter is simulated by using MATLAB/SIMULINK. The data generated from Neural network will be generated in order to control the boost converter of wind and solar PV energy system conversion All data parameters, solar panels, fuel cell, how much power is coming all these details is given to the artificial neural network program. NN processes online data from IoT by random programming, every time to time update data processed automatically by Artificial intelligence NN. The other point in order to stimulate whenever the battery becomes low automatically it takes power supply from other. The overall system is stimulated on MATLAB/SIMULINK successfully and also the prototype demonstration has successfully developed, Figure 7.

Major Components used for prototype implantation.

Table 1. some components used during prototypes

Item	Specifications and Reference	Quantity
PV Solar Panel with inverter and charger circuit	2KW, Power output: AC and DC	2
Wind Turbine Generator	2KW, 48V, 3m/s to 10 m/s	2

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Hydrogen fuel cell	Power output: 1kW , Voltage range: 30-50 volts , Current range: 40-70 amps, Efficiency: 50-60%, Operating temperature:70-90°C, Fuel type: Hydrogen gas (H2), Fuel consumption rate: 0.5-1.0 kg/h, Stack size: 5-10 cells, Weight: 20-30 kg	1
Bicycle Generator		
Hand driven Generator		
Battery		
DC/AC Inverter	12 kW, Input voltage:48 V/78V, Input Current: 35- 50 A Output voltage: 220 V AC pure sine, output current: 36-55 A,	1
Arduino Mega micro controller	MEGA 2560 R3 Board ATmega2560-16AU CH340G + USB Cable for Arduino	2
Intelligent Charger Module	12V , Starting Voltage: 10.5V- 11.5V, .Blocking Voltage: 14.4V-14.8V	10

Result Discussion and Implementation

The power generated from the hybrid components, and Artificial neural network are simulated and discussed in the section below

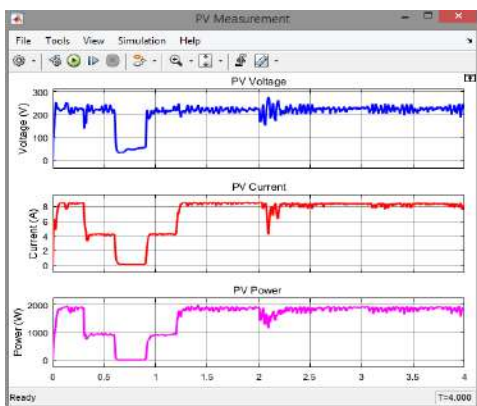


Figure 4. V-I and P-V characteristics curve of solar generated power based A/Neural network



Figure 5. Wind turbine power output based Neural Network

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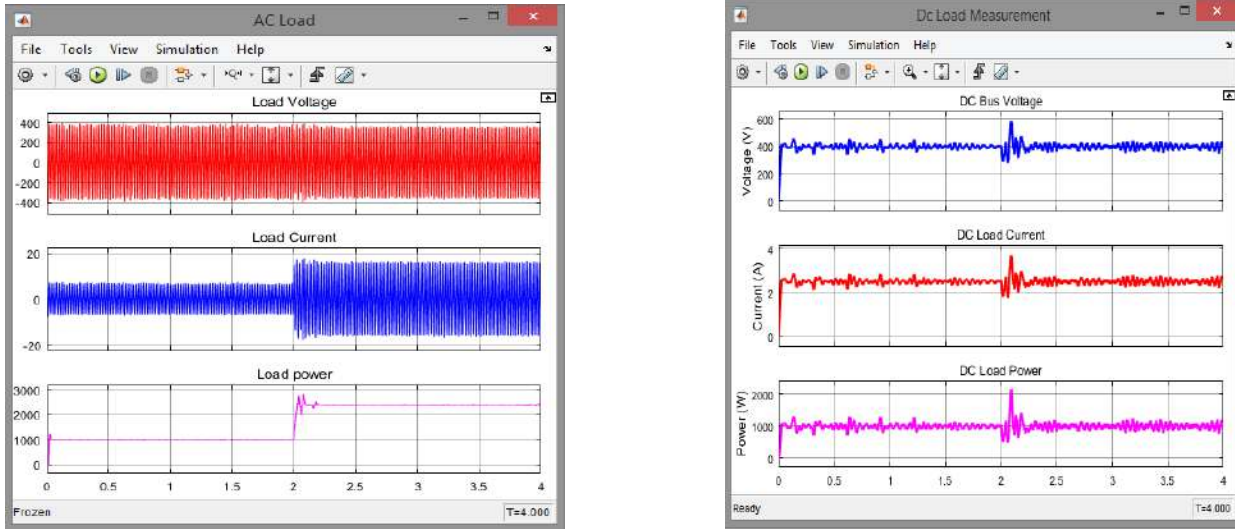


Figure 6. AC and DC load measurements Based Artificial Neural Network.

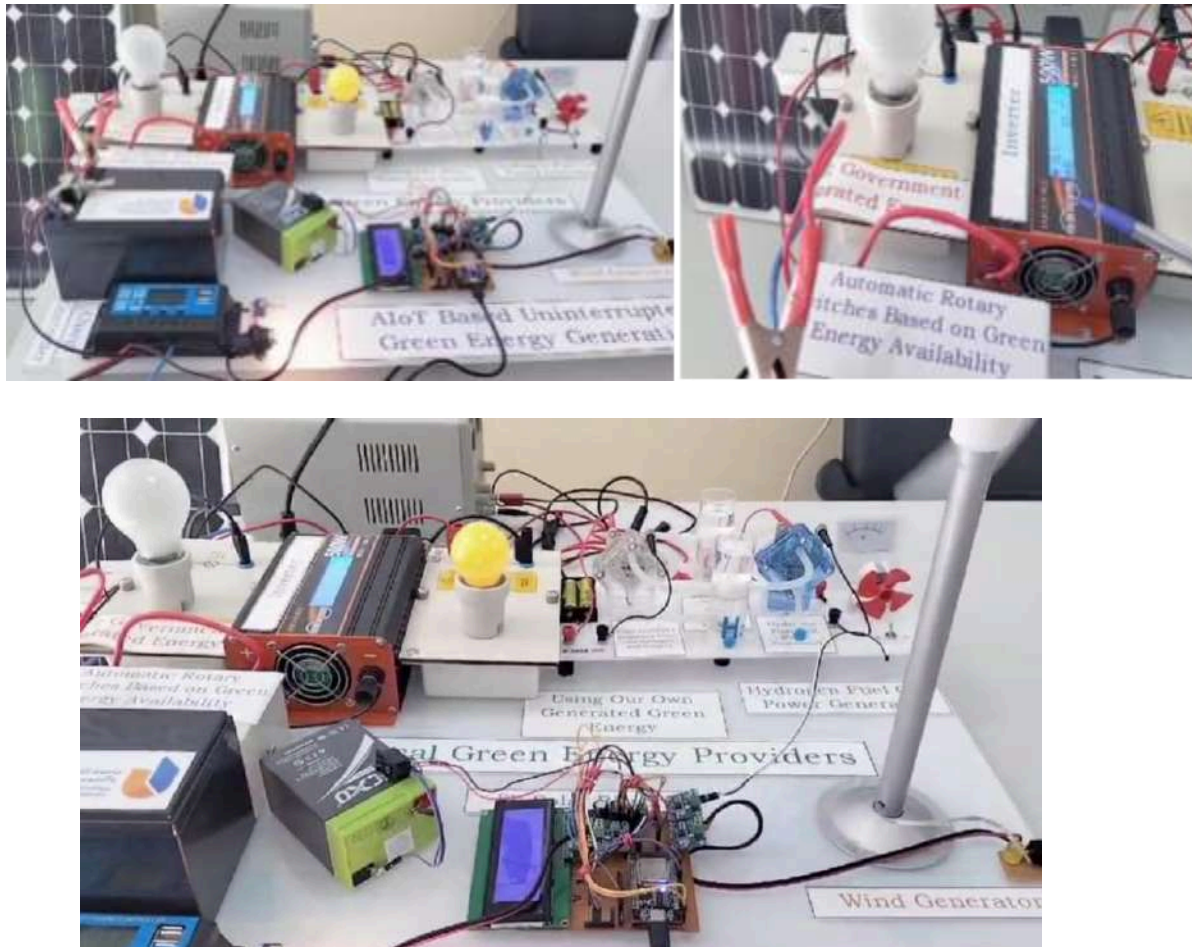


Figure 7. Implementation of the Artificial Intelligence, Internet of Things, and Hydrogen Fuel Cells- Based Uninterrupted Hybrid Renewable Energy for Real-Time

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Conclusion

Generally AI and IoT has utilized for the intelligent management and optimization of the various energy installing solar panels, wind, hydrogen fuel cells, and human- powered generators to make the entire process automatic and without more involvement of human interference. The viability and innovative potential of implementing a hybrid renewable energy system in remote areas and desert regions has profound academic, scientific, and innovation significance. It advances knowledge in renewable energy technologies, promotes interdisciplinary. By capitalizing on advancements in renewable technologies, distributed generation, energy storage, and smart energy management, the research aims to deliver a scalable, sustainable, and efficient solution to energy challenges. This endeavor contributes significantly to global efforts toward energy security, environmental sustainability, and socio-economic development in underserved communities, marking a step forward in the quest for universal access to clean energy. The work provided a reliable and continuous power supply to remote and desert houses, addressing the inherent intermittency issues of renewable energy sources, leveraging technology and innovation to achieve sustainable energy solutions, economic development, and environmental preservation. The successful execution of this research could serve as a blueprint for similar initiatives globally, contributing to the advancement of renewable energy and sustainable development. For the future this research may lead to the development of new software algorithms, hardware configurations, and operational models that can be patented and commercialized.

Acknowledgment

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<p>Mohamed Hashi Dore (Author)</p> <p><i>Ministry of Education, Galmudug State of Somalia</i></p>	<p>Cultural Preservation and Promotion within African Contexts</p>
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Abstract

The 6th Global Conference on African Economy and Culture (GCAEC) in Toronto, Canada, scheduled for August 9-11, 2024, focuses on "Cultural Preservation and Promotion within African Contexts." This paper delves into the rich tapestry of African cultural heritage and the challenges it faces in contemporary times, particularly in the wake of globalization. It highlights the importance of cultural preservation and promotion, discussing the critical role culture plays in societal cohesion, individual well-being, and identity formation. Furthermore, it examines the various challenges impeding cultural preservation and promotion within African contexts, including lack of funding and the impact of rapid globalization. The paper also presents strategies for addressing these challenges, such as community engagement, education and awareness programs, and digital preservation initiatives.

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Author Summary

In this paper, we explore the intricate nuances of African cultural heritage and the pressing need for its preservation and promotion. Drawing on insights from various scholars and researchers, we elucidate the significance of culture in shaping individual and societal identities, fostering social cohesion, and enhancing overall well-being. We also shed light on the formidable challenges facing African cultures today, ranging from financial constraints to the pervasive influence of globalization. However, amidst these challenges, we identify promising strategies for safeguarding and promoting African cultural heritage, including community involvement, educational initiatives, and leveraging digital technologies for preservation efforts. By elucidating the importance of cultural preservation and proposing actionable strategies, we aim to contribute to the ongoing discourse on preserving Africa's rich cultural legacy for future generations.

Keywords

African culture, cultural heritage, literature, arts, music, cultural preservation, cultural promotion, globalization, funding challenges, community engagement, education programs, digital preservation initiatives, cultural diversity, traditional practices, oral tradition, cultural identity, social justice, indigenous knowledge, cultural sustainability, UNESCO, traditional arts and crafts, cultural centers, heritage preservation, indigenous cultures, language preservation, cultural integration, Pan Africanism, cultural festivals, identity politics, social inclusion, cultural exchange, educational curriculum, intangible cultural heritage, digital archives, National Library Complex, Nigeria Deposit Library, Center for Black and African Arts and Civilization, Pan African University, cultural exchange processes, social networking tools.

1. Introduction

While it is unquestionable that African traditional culture is saturated with values, beliefs, and workable systems, which preserve values, norms, customs, and traditions characteristic of a society, literature, music, and other forms of arts and creative works continuously strengthen and preserve this richness as they reflect the human feelings and outlooks of cultures. Despite its richness, African cultural heritage, seen through literature, arts, and music, is constantly challenged in contemporary Africa where the English language and the oral tradition stand opposed, replacing unique culture. This situation prevails in Africa as in the rest of the developing world, as these cultures represent the only corroborating reference that societies can shape. African cultural heritage is constantly disrupted, compressed, and undermined by an intrusive aggressive culture eager to dominate, thereby igniting disquiet and antipathy among the traditional peoples of Africa.

It seems proper at the start to state robustly that Africa is rich in cultural heritage, history, literature, arts, music, and many other creative works. Throughout the centuries, Africans preserved their heritage through oral and written traditions. In many parts of Africa, the formal instrumental organs of culture, particularly literature and folklore, were dependent on oral transmission, reflecting the concepts of education and entertainment. Forms of entertainment were transmitted through theatre, music, dance, and narratives. These elements often integrated both educational and moral dimensions in their fabric. Moreover, literature, arts, and music depicted the common day-to-day practices and outlooks of life, illustrating a wide range of belief systems and traditions that clustered

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a society and reiterated and strengthened cultural values, ensuring that they uniformly defined the people of the area where they were appreciated.

2. Importance of Cultural Preservation and Promotion

Promotion of cultural interactions within various societies and communities brings people into a nation, ensuring interaction between various communities through sharing and exchange in ideas, opinions, and the manner of doing certain things. Through culture, people make use of significant elements in their lives to contribute to their experiences, and in these ways, a culturally active country ensures the establishment of meaningful expectations in society. With its role as a unique feature within the world's societies, culture continues to play a critical, polemical role in shaping, maintaining, and to a great extent directing human undertakings. Societies are able to identify their own significance through cultural differentiation, with a society known by its culture. Components of culture involve language, traditional dress code, music and song, dances, food and drink, and other traditional practices.

Cultural preservation and promotion is a highly important concept that offers several benefits. Cultures are important in the facilitation of social harmony, providing people with means of solving personal problems, helping in the reinforcement of economic, physical and mental well-being, and supporting varied lifestyles. Considered as distinct and unique characteristics and conditions associated with a society and the manner in which that culture shapes affect individual standards of living, a people's view of the world, creeds, and dedication to social progress, culture is rather important in the facilitation of diverse societies that boast of varied heritages.

3. Challenges in Cultural Preservation and Promotion

In the Kenyan coast, the Lamu are reported to be making relentless strides to protect their heritage in the Lamu Old Town, which is a UNESCO World Heritage Site. The Asian culture has persisted to present day and a joint Kenya-UAE (the United Arab Emirates) long-term culture preservation program is underway. Of concern is the current loss in the African continent where the African culture is threatened by several factors, which in itself has attracted the UN plan of action for resolutions to address culture when faced with challenges by the UN General Assembly in 2006. This resolution (61/185) was a "call for action in reinforcing efforts to protect cultural diversity, as a condition for sustainable development for the plan of action for cultural policies for development". The plan of action was drafted to defend and expose the agents that threaten the cultural diversity. To emphasize the challenge of culture, the UN states, "culture is under threat by the forces of globalization".

The identity and cultural heritage of the Ongenzwa individuals of the Transkei region have long been disputed by the current Xhosa administrators, who deny that this community belongs to the Xhosa nation and cannot be allowed to continue practicing their rites as practiced by the rest of the AmaXhosa community. They have been forced to recognize the Xhosa traditions while at the same time recognizing only the Xhosa King as the supreme ritual head. At present, the Ongenzwa individuals do not have a king because the late Xhosa king denied them access to the kingdom to practice their so-called "masked dancing" and other traditions like the slaughtering of the bull. This emphasizes the tension and conflict that exists within the African communities, which in many cases has reached scores of violence and in some instances threats of subjugation. Despite these challenges

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that threaten the survival of culture, several communities from around the world have worked zealously and are making great strides to preserve their culture.

3.1 Challenges in Cultural Preservation and Promotion within African Contexts

3.1. Lack of Funding

In support of this observation, Rassool (2003: 16 – 25 in Moswete, 2006) discusses the politics of cultural preservation and promotion raised with the National Museum and Monuments of Zimbabwe (NMMZ). Rassool's view is that no matter how much Zimbabweans commit themselves to cultural preservation and promotion efforts, "in all structures of power which constitute 'the real people' who count in contemporary Zimbabwe, the bureaucratic apparatuses of culture are invariably marginalized" (2003: 22). Therefore, since 1980, NMMZ has been hollow in terms of capacity to sustain corporative programmes largely because the 'powers that be' have other priorities. Similarly, the UCT Museums has been faced with harsh budget constraints since entering the new millennium. The present statutory funding formula, which puts 'heritage outside of the cultural mainstream' also discriminates the institution since it gets relatively less to run all its diverse museum properties: "this is alarming given the surge of interest globally on culture as a sustainable sector.

Although AGNMI is seen to be a committed and valuable organisation, even though it is not well funded, it appears to be an exception. Moreover, AGNMI's beginnings were not rosy; there was some media coverage, the usual euphoria, handshakes and expectations. But all this was short-lived, as the donor community, and even the government, shunned it. Vinama Moyo started meeting some men who were trying to have their own clubs, talking about AGNMI. "How can you be thinking along those wasteful lines when there is no money, even for your families?" – was what he was frequently asked at meetings. Initially, it would have been easier to start a poverty alleviation programme with the same focus as the Vision and Mission.

3.2. Rapid Globalization

It is a goal and objective of the African community, therefore, to ensure cultural preservation and promotion regardless of such situational settings where other cultures are seen to have tremendous traits over the indigenous ones, like it has been said about the 'Umunthu' culture.

On the African continent, social justice and ethical values were initially articulated through the society's indigenous environment. The African culture, on the other hand, stands as a resource rich in contextual and indigenous forms of solutions to the endless waves of problems affecting societies. Because many values are infused in the African culture, cultural attitudes of individuals and communities shape the way in which societies perceive, adapt, and respond to such values.

The role of communication in articulating, preserving, and promoting social justice and common values is clearly established by communication scholars. As a result, most societies would wish to be on the stage where their unique identities are given an opportunity to be promoted and preserved on a serious note.

Intradisciplinary and interdisciplinary literature review brought this issue into a good course, with an outcome indicating that cultural promotion and preservation within African contexts can be harbored, directed, resuscitated, and turned well-rounded if African communities ensure that foreign cultures do not replace the role of the 'Umunthu' culture.

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This paper seeks to criticize the vigorous globalization because of its accentuated negative and eroding effects on the African culture. By following a step-by-step approach to establish the explosive objectives, a theoretical approach is employed to argue the evident effects of high foreign cultural intermarriages, coupled with multiple sources of communication. These effects can be witnessed in the matter of soap, among students, within institutions, and on ordinary people who are responsible for preserving and promoting African values.

The rapid globalization, information advances, and technologies, coupled with films, videos, the internet, and other strong forms of communication, have exposed the young and old of the African community to foreign cultures. This has caused a gradual erosion of the African culture, which initially predicated the preservation and promotion of values, including subsistence, equity, and social justice.

4. Strategies for Cultural Preservation and Promotion

In the case of Igbo Ukwu, there are traditional smelting and casting waste among the displayed items, following the discovery of very early period of metallurgy in the area. Similarly, the Igbo Ukwu treasure including artisans' tools, crucibles, and furnace wall of a pottery kiln, funnel and other materials associated with the practice of early ironworks as well as musical instruments, domestic utensils and artifacts. However, while the over-reliance on government by the Ute Okpu people has adverse effect on the employment and security of artifacts, the lack of government support by the people of Nsukka and Awka have equally affected the expansion of the cultural centers in the communities. It needs emphasis that each of these reasons has the potential to abridge and systematize the cultural development and unity of the people as emphasized by Okolli. He says, "In other words, through the promotion of traditional cultures, they (traditional art centers) cultivate human beings who develop life and knowledge".

In order to sustain the culture of the people and promote it for the benefit of younger generations, various strategies are adopted. In some instances, morals and values are passed on to younger and even future generations through some symbolic acts and activities, initially rented for storage, restoration and exhibition of the material culture of the people. Villages like Nsukka, Awka, Ute Okpu and Igbo Ukwu have gone ahead to establish cultural centers or museums in their communities. In these centers, materials and artifacts relating to the culture of the people are preserved, restored and displayed. Such materials include traditional architectural/cultural artifacts, rare traditional attires of the people, traditional carved pammaskin wardrobes, musical instruments, nkwu-oka bowls, grinders, manyacho, and ceremonial stools among others.

4.1. Community Engagement

La Politique Culturelle Du Sénégal highlights the efforts Senegal is portraying in preserving and promoting its culture. The government has put in place various mechanisms to ensure their cultural sustainability and development. Their approaches include culture integration into education, supporting research and establishing laws geared towards their language's sustainability. Senegal also funds their various festivals at both the local and international levels. Such festivals include the highly publicized FESTA Africa, which is hosted by Senegal itself. The promotion of African culture is also a key feature in the 'Agenda 2063' which is a 50-year plan aimed at promoting 'a united and strong Africa'. This 2063 plan is used to foster an integrated continent, "politically united

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and based on the ideals of Pan Africanism and the vision of Africa's Renaissance. Such approaches have been vital particularly in training and endowing the community with an African identity centered on ethics and moral values that define them as a people.

Mooney and Yancy reveal how identity politics are pragmatically important to the very existence of an identity group. Identity politics are understood by Mooney and Yancy as the manner in which individuals and the facilitation of relationships among individuals craft individual and group's social lives based on similar cultural traits. Seeing Africa in this light, cultural promotion is not just done to preserve cultural practices as mentioned previously. It is also a very important approach to community engagement as it is used to "enhance processes of social inclusion and citizenship". Like Mooney and Yancy, Jenkins revealed how culture was a strong foundation for community building at Ugandan/Catholic community.

4.2. Education and Awareness Programs

Auboin (2011) submits that traditional arts and crafts constitute a vehicle for identification and learning for young people, providing opportunities for contemporary creation, as well as for the recognition of the cultural wealth they are heirs of, in an era of globalization and the international market. As such, schools are well-placed platforms through which to move forward the current global debate on immaterial cultural heritage. A means to raise awareness and expand communication between generations in a local or national social structure, traditional arts and crafts also express the cultural identity of African peoples. Hence, Auboin (2011) notes that education systems can play an important role in this vision aimed at the safeguarding of diverse expressive forms and foster the appreciation of manifold types of cultural activities. Engaging local social actors in such educational projects is crucial in order to better apply the philosophies and pedagogies of liberal education as the UNESCO's Education for the 21st Century (Dewey in Martin, 2003) perspective.

Educational programs have proven to be effective culturally sensitive treatments with sustainable improvements in outcomes. Nonetheless, with regard to cultural preservation, education systems still bear a significant potential to play an enabling role, particularly in Africa. In preserving and promoting cultural practices and traditional knowledge, two possibilities come to the fore: the inclusion of cultural knowledge in the school curriculum and the inculcation of culture through the school systems. Sultan-Barrie et al. (2013) assert that education plays an important role in the protection of intangible cultural heritage and the development of awareness of its value to society. Similarly, Auboin (2014) opines that it is crucial to integrate intangible cultural heritage knowledge and understanding into appropriate curricula for education in this area. In the same vein, Martin (2003) states that educational programs facilitate the desirable development – from a risk perspective – of cultural heritage.

4.3. Digital Preservation Initiatives

Initiatives such as the Scanning Technology have made scholarly publications available to everyone during the last century – mainly Western library resources like the million thus: British newspaper archives and newspaper digitization projects. Google Books, Hathi, Europeana, Gallica, EOD, African Collection in the Asian collections, and Pro-Quest and the Internet Archive have filled the libraries. Digital archives such as the International Institute for Social History (IISN, 2009) and the

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Library of Congress are filling up with copies of the "dead" web pages. Despite these enormous infrastructures engineered by many countries for cultural preservation purposes, there clearly exists a huge void in the use of these infrastructures to send a message back home – Africa. Today, very minimal quantities of cultural materials harvested in different parts of Africa are found in these digital archives largely dominated by Western infrastructural providers. In a one-month promise kept by Google as an arrangement for the continuation of the service provided by Kreeti – World Digital Libraries of Cultural Heritage available at: avid Digital Library software apart from being loaded with much appreciable Western digital textbooks, audio files, and the like, INA (Ina-Making, 2009) data– cancerous Lady Di newspaper images, Ghana high life pictures, and old African pornographic photographs are found on YouTube. During the same period, a number of Nigerian motion picture magnifiers have put into Vimeo, identifiable Nigerian cultural workshops internationally (populist Nollywood "#parties" – Ukpabio, 2011) available at: and sourced Miagbenga from Paris-based African Journalist-The LP Pictures. Abali (Benin City, Nigeria) during the same period (October 14–22nd, 2011) promised to take carefully selected video clips about the ancestors of the modern Benin people into the Vimeo online storage. On conducting all the analysis discussed above, the Ten principles of the Open Data and Open Government Nigerian roll-out were considered. The analyses were conducted between February and August 2011.

This section gives an overview of some of the initiatives towards digital preservation that are currently in operation in some countries in Africa.

Nigeria has had its storage silos built to preserve cultural artifacts using digital tools— notably the multi-billion state-of-the-art National Library Complex in Abuja, which was completed and opened to the public in May 1999. The Centre has since its completion been gathering materials particularly across Nigeria to populate the silos. The Nigeria Deposit Library (NDL) Act of 1999 mandates the center to collect, preserve, and protect national intellectual output (NDL, 1999). Unfortunately, the data gathering has been static with no new strategies for the acquisition and preservation of the far escalated explosive cultural materials. It is in view of these that non-governmental organizations such as the Centre for Black and African Arts and Civilization (CBAAC) and the Pan African University (Lagos), as well as individuals who are concerned about the Bantu, Malo-Noni (a Biafra group), and the movie industries, have taken initiatives at least in interactive conversations with the authors to establish digital heritage physical archives in Nigeria. These physical heritage archives are aimed at promoting and communicating Nigerian, West and Central African, and global cultures. These archive centers are associated with e-communities and e-scholarly resources for the enhancement of local cultural exchange processes. These include blogs, tweets, videos, podcasts, and social networking tools like YouTube, Wikipedia, MySpace, and Facebook. This is a typical reflection of currently existing practices for archive structured and unstructured digital data life-cycle management.

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