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Table of Contents

Content Details:

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Abstract

This research examines the evolving role of religious institutions in enhancing ethical education, moderation, and serving humanitarian causes through digital media. These institutions provide balanced content that promotes compassion and tolerance, addresses extremist ideologies using educational methods, and corrects misconceptions within digital environments. The research adopts an Islamic methodology emphasizing ethical awareness as a foundation for addressing extremism and promoting social harmony, with a focus on gradual education using digital media. It utilizes a descriptive-analytical approach and digital discourse analysis to study the strategies of religious institutions in promoting individual reform and serving humanitarian causes while emphasizing the importance of collaboration between scholars and media professionals to enhance responsible communication and achieve societal unity.

Keywords: Religious institutions, digital media, ethical education, moderation, tolerance, extremism, humanitarian causes, Islamic discourse, media strategy, digital ethics

Introduction

In the digital age, religious institutions have become pivotal in spreading ethical education and serving humanitarian causes through digital media, contributing content that promotes moderation, tolerance, and dialogue while addressing extremism and correcting misconceptions among the public. These institutions produce digital awareness programs that support principles of social justice, solidarity, and the defense of the oppressed, leveraging the rapid reach of digital media to diverse audiences. This research aims to analyze how religious institutions contribute to building cohesive societies that uphold justice and coexistence through the provision of gradual digital content that meets community needs, while highlighting the importance of cooperation between religious and media institutions to produce balanced digital discourse that serves humanitarian causes and achieves societal peace amid contemporary intellectual challenges. The objectives of this study are as follows:

1. demonstrate the role of religious institutions in promoting ethical education and serving humanitarian causes through digital media.

2. To clarify the importance of moderation as a methodology for confronting extremist ideologies.

3. To explain how ethical content can be gradually delivered through digital media.

4. To study how digital media contributes to defending humanitarian causes with moderate religious discourse.

Significance of the Research

The significance of this research arises from the need to develop practical strategies for religious institutions to utilize digital media in promoting ethical education and serving

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humanitarian causes while instilling the values of moderation and tolerance to counter extremist ideologies, thus contributing to societal peace and security.

Research Problem

Despite the availability of digital tools, religious institutions face challenges in providing effective educational and humanitarian content. This research raises the following questions:

1. How do religious institutions contribute to spreading ethical education and human values through digital media?

2. How does digital media enhance the discourse of moderation to confront extremist ideologies?

3. How does digital media serve humanitarian causes through moderate religious discourse?

4. What challenges do religious institutions face in providing ethical digital content, and what are the possible solutions?

Methodological Approach

This study adopts a descriptive-analytical approach supported by *digital discourse analysis* to examine how religious institutions utilize digital media to promote ethical education, moderation, and humanitarian values. The theoretical foundation draws from classical and contemporary Islamic concepts such as *wasatiyyah* (moderation), gradualism, and moral discourse as articulated by Kamali (2015), Bakkar (2007), and Emara (2010). In terms of practical application, for example, Al-Azhar institutions—particularly Al-Azhar Observatory for Combating Extremism—have launched multilingual campaigns on platforms like Facebook and YouTube to counter extremist ideology and spread messages of compassion and ethical awareness (Al-Azhar

Observatory, 2021). Another initiative illustrating interfaith collaboration is led by Religions for Peace in cooperation with the United Nations Office on Drugs and Crime (UNODC). These campaigns advocate for prisoner dignity and food justice, emphasizing compassion and universal values through religious messaging in the digital sphere (Religions for Peace & UNODC, 2021). These examples underscore the potential of religious institutions to address both ideological and humanitarian challenges—such as the plight of prisoners in conflict zones—by using digital platforms to shape public awareness and promote core ethical values. A frequently cited verse in Islamic digital campaigns is: "They give food to the needy, the orphan, and the captive" (Qur'an 76:8), encapsulating the moral imperative of compassion and equitable care across all contexts

Study Limitations

This study relies on a descriptive-analytical method supported by digital discourse analysis to examine how religious institutions promote moderation and humanitarian values through online platforms. Although it does not include fieldwork, the research draws on credible digital content produced by leading institutions. Digital methodologies are increasingly recognized for their analytical depth and ability to capture real-time ethical messaging in context (Flick, 2014; Silverman, 2016).

Literature Review

This research builds upon a range of studies, including Al-Ghazali's *Ihya Ulum al-Din* on the importance of individual moral reform, Ibn Khaldun's *Muqaddimah* on the role of education in societal development, Bruner (1960) on the importance of gradual education in building moral awareness, McLuhan (1964) on the role of media in shaping awareness and values, Postman (1985) on critical views of media and the challenges of moral education, Taha Jabir Al-Alwani

(1993) on the ethics of disagreement in Islam and the importance of managing differences with mutual respect and scholarly integrity, Bakkar (2007) on gradual Islamic education, Abdurrahman (2005) on moderation and ethics in Islamic discourse, and Emara (2010) on moral education in confronting extremism.

Ethical Education, Moderation, and the Importance of Knowledge through Digital Media

Ethical education and moderation are essential foundations for building individuals and societies, and their importance has grown in the digital age to address intellectual deviations and promote a culture of dialogue and peaceIn Islamic methodology, knowledge is considered essential for both individual and societal reform. Islamic pedagogy views knowledge as a moral compass that guides individuals toward constructive and ethical participation in society. With the expansion of digital media, religious institutions can leverage these platforms to deliver moderate and educational discourse that serves communities and reinforces human values.

Ethical Education through Digital Media

Al-Ghazali emphasized in 'Ihya Ulum al-Din' that ethics are the foundation of societal stability, while William Damon (1988) in *The Moral Child* asserts that ethical education from a young age contributes to raising responsible individuals. These institutions creatively integrate ethics into engaging formats such as short videos and virtual workshops tailored to different audiences in an engaging manner, contributing to the development of ethical awareness among audiences and transforming values into daily practical behaviors.

Moderation as a Method to Confront Extremism

Moderation in Islam ensures balance and stability, as highlighted by Ibn Khaldun in 'Muqaddimah' and discussed by Taha Abdurrahman in his writings on moderation as a method to

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counter intellectual deviations. John Esposito (1998) in 'Islam: The Straight Path' and Mohammad Hashim Kamali (2015) in 'The Middle Path of Moderation in Islam' support the need to present a moderate discourse to the contemporary world. Through digital media, religious institutions contribute to promoting moderate discourse by producing educational digital content and interactive campaigns that encourage tolerance, acceptance of others, and societal unity.

The Importance of Knowledge in Islamic Educational Methodology

Knowledge is a fundamental pillar in Islamic methodology for achieving positive change. Ibn Khaldun stated that knowledge is a condition for societal development, while Tariq Ramadan (2009) in *Radical Reform*: Islamic Ethics and Liberation' emphasized the importance of integrating knowledge with ethics to build a responsible Muslim society. Digital media can be used to deliver educational programs that demonstrate the practical connection between knowledge and ethics by teaching values related to daily behavior and raising awareness to combat ignorance, which is a key cause of extremist thinking.

Gradualism in Delivering Ethical Education

Gradualism offers a pedagogical advantage by enabling values-based education to be internalized over time. As emphasized by Abdul Karim Bakkar and supported by Bruner's educational theory (1960), ethical instruction becomes more impactful when delivered in incremental stages, tailored to different cognitive levels. In the context of digital media, this translates into strategically sequenced content that nurtures ethical awareness in diverse audiences. Rather than overwhelming learners, platforms can guide them progressively from foundational moral principles to more complex ethical dilemmas. This staged approach enhances retention and fosters sustained behavioral change, making it a valuable tool for religious institutions promoting moderation and

tolerance in online environments. In Indonesia, leading religious organizations such as Nahdlatul Ulama and Muhammadiyah use digital platforms to promote tolerance and counter radical ideologies through educational content and social media campaigns (Fealy, 2020). Likewise, in Malaysia, institutions like JAKIM have launched online programs to foster moral education and interfaith understanding (Mohamad, 2021).

Comparative Examples from Christian and Hindu Institutions

To provide a broader interfaith context, this study also briefly examines efforts by Christian and Hindu religious bodies in leveraging digital media to promote ethical education and counter extremism. For instance, the Vatican's Dicastery for Communication runs a variety of digital initiatives, including social media campaigns and online content that emphasize compassion, human dignity, and interfaith dialogue. The 'Pope Video' series, distributed monthly through YouTube and social platforms, delivers succinct ethical messages addressing global issues like peace, migration, and ecological responsibility (Dicastery for Communication, 2023). In the Hindu context, organizations such as the Ramakrishna Mission have utilized digital platforms to broadcast teachings on universal values, nonviolence, and self-discipline. Their YouTube channels and online lecture series make spiritual and ethical instruction accessible globally, often framed within the Vedantic principle of unity in diversity (Ramakrishna Mission, 2022). These examples underscore how religious institutions across traditions adapt their ethical messaging to the digital era, enriching public discourse and contributing to global moral development

Digital Media as a Tool for Building a Balanced Generation

Neil Postman (1985) in *Amusing Ourselves to Death* discussed the importance of responsible media usage, while Marshall McLuhan (1964) in *Understanding Media* explained the role of

media in shaping awareness and values. Religious institutions can leverage digital media to build a generation capable of critical thinking, addressing intellectual and societal challenges, and actively contributing to building a tolerant and peaceful society.

The Role of Digital Media in Serving Humanitarian Causes – The Palestinian Case Study

Religious institutions play a pivotal role in supporting humanitarian causes worldwide through digital media by delivering messages that promote justice, compassion, and human dignity while focusing on defending the oppressed within a legal, humanitarian, and Islamic framework. The Palestinian cause serves as a significant example of joint religious and humanitarian action, reflecting the values of justice, peace, and the rejection of oppression while advocating for prisoners' rights and alleviating their suffering under difficult conditions. It also emphasizes the importance of establishing fair and peaceful coexistence among nations, aligning with Islamic values and universal human rights principles.

Advocating for the Just Causes of the Palestinian People and Prisoners

Digital media is a strategic tool for religious institutions to raise awareness about the Palestinian cause as a just humanitarian issue requiring global solidarity. These institutions produce digital awareness content, such as interactive lectures, virtual seminars, and online solidarity campaigns, to highlight the Palestinian people's right to live in dignity and the right of prisoners, both Palestinian and Israeli, to freedom, healthcare, and humane treatment, based on Islamic principles and international legal frameworks, including:

• UN General Assembly Resolution 194 (1948) on the right of return for refugees.

• UN Security Council Resolution 242 (1967) on withdrawal from occupied territories.

• The Geneva Conventions (1949) on the protection of civilians and prisoners during conflicts.

These efforts help disseminate historical truths about the Palestinian issue, building global awareness and rejecting hate speech and violence.

Challenges and Practical Solutions for Religious Institutions in Digital Media

Digital media is a strategic tool for spreading religious and ethical values and engaging with audiences in an era of rapid technological development and evolving content consumption patterns. However, religious institutions face complex challenges that require integrated practical solutions to ensure the delivery of a sound, engaging religious discourse that effectively influences digital communities.

Limited Digital Skills Among Religious Media Staff

The lack of digital content creation and marketing skills among staff can hinder effective audience engagement. Institutions should invest in training staff in digital content management, video production, design, and platform management to align content with audience expectations.

Spread of Misinformation and Extremist Interpretations

The open digital space allows the rapid spread of false news and extremist content. Religious institutions should establish specialized digital teams to monitor and respond to misinformation with clear, engaging content, using interactive videos and posts to clarify misconceptions while promoting tolerance and coexistence.

Digital Manipulation and the Targeting of Vulnerable Youth

One of the significant challenges facing religious institutions today is the digital targeting of psychologically vulnerable youth. Individuals with mental health conditions have been manipulated into participating in fabricated plots under the pretext of counterterrorism efforts. As noted by Aggarwal (2015), mental health frameworks have at times been used by state authorities

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to justify surveillance and punitive actions against those who lack full awareness or intent. A notable case involved a Canadian youth diagnosed with a mental illness who received a severe sentence following online interactions orchestrated within a counterterrorism framework (CBC News, 2021). It is significant that religious institutions should promote ethical digital awareness, while governments must ensure accountability in practices affecting vulnerable individuals.

Superficial and Short Content

Platforms like TikTok and Instagram Reels encourage fast, short content, leading at times to the oversimplification of religious discourse. To address this, religious institutions should produce short, engaging content while preserving depth through storytelling and relatable daily examples, ensuring audiences understand ethical and religious principles practically.

Need for Data Analysis for Continuous Development

Analyzing audience interaction data helps tailor content to audience needs. Institutions should use digital analytics tools like Instagram and Facebook Insights to develop content strategies that align with user engagement and feedback.

Strategic Recommendations for Enhancing Religious Digital Engagement

To enhance the impact of religious messaging in the digital age, it is essential to develop comprehensive digital strategies that align religious values with contemporary digital realities, utilizing engaging and gradual content without sacrificing scholarly depth. Religious institutions should invest in training their media personnel in digital content creation, platform management, and audience data analysis to improve both engagement and the quality of their output. Continuous digital campaigns should be launched to promote moderation, tolerance, cooperation, and support for humanitarian causes—such as the Palestinian issue—through interactive methods tailored to

diverse audiences. Additionally, establishing monitoring units within these institutions can help counter misinformation and extremist content by producing clear, accessible, and evidence-based responses. Efforts must also be made to bridge the digital divide by offering hybrid content formats and utilizing alternative communication channels to reach marginalized groups. Strengthening partnerships with national and international media platforms, as well as with moderate digital influencers, can further amplify the reach of ethical and religious messaging. Finally, the regular analysis of audience needs using digital analytics tools is vital for refining content strategies and ensuring maximum relevance, impact, and engagement.

Conclusion

This research concludes that religious institutions have become key actors in building and ethically protecting societies through digital media, promoting values of moderation, tolerance, and compassion. They foster ethical literacy and resilience against extremism by offering content that reflects Islamic values in accessible, progressive formats while addressing humanitarian causes in alignment with Islamic teachings and universal human values. Despite the vast opportunities provided by digital media, challenges such as superficiality, misinformation, limited skills, the digital divide, and the need for continuous evaluation require comprehensive strategies to ensure impactful, effective digital religious communication. Integrating Islamic educational principles with gradual content delivery through digital platforms helps build informed communities capable of promoting peace, justice, and human rights globally. To advance these efforts, the study highlights the need for further collaboration among global religious institutions to operationalize these recommendations across diverse cultural contexts.

14

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Şeyma Yılmaz(Author) *Karamanoğlu Mehmetbey University* **Ahmet Alper Sayin(Co-Author)**	**Artificial Intelligence Applications in Enhancing Customer Satisfaction in E-Commerce: A Retail Sector Review**

Abstract:

In an era where digital platforms redefine consumer habits, Artificial Intelligence (AI) is reshaping how e-commerce businesses understand and satisfy customer needs. As online retailing increasingly replaces traditional commerce, businesses seek to optimize customer experience through AI-powered solutions such as chatbots, recommendation engines, sentiment analysis, and smart logistics. These technologies enable real-time communication, personalized services, and predictive capabilities that drive operational efficiency and enhance customer loyalty. The study reviews major AI applications in global retail companies including Amazon, Alibaba, Walmart, and Starbucks, illustrating how AI transforms consumer interactions, automates processes, and supports strategic decision-making. Additionally, the paper addresses critical challenges in AI implementation, particularly concerning data privacy, cybersecurity, and ethical considerations. High-profile data breaches highlight the need for robust governance frameworks to mitigate risks associated with AI-driven personalization. The findings suggest that while AI offers considerable benefits in improving satisfaction and retention, its long-term success depends on transparent, ethical, and secure deployment. The study contributes to the literature by presenting a comprehensive view of AI's potential and limitations in digital retail, offering insights for practitioners and researchers seeking to leverage intelligent systems in customer-centered strategies.

Biography: Şeyma Yılmaz is a master's student in International Trade and Logistics Management at Karamanoğlu Mehmetbey University, Turkey. She holds a BA in English Language and Literature from Süleyman Demirel University and is currently researching international trade, logistics, and supply chain management. She is the main author of this paper. Assoc. Prof. Dr. Ahmet Alper Sayın serves as the Head of the Department of International Trade and Logistics Management at Karamanoğlu Mehmetbey University. His research areas include international trade, logistics, and sustainable practices in global supply chains. He is a co-author of this paper.

Miton Barua(Author) *Mahachulalongkornrajavidyalaya University*	**The Role of Buddhism in Promoting Global Peace and Inner Harmony**

In a world increasingly troubled by conflict, stress, and disconnection, the timeless teachings of the Buddha offer a powerful path to both inner transformation and global peace. This paper explores how fundamental Buddhist principles—such as the Four Noble Truths, the Eightfold Path, and the practice of loving-kindness (metta)—contribute to the development of inner harmony, which naturally extends outward into peaceful social engagement.

Drawing from both ancient scriptures and modern examples, the study reflects on how mindfulness, compassion, and non-attachment foster personal well-being and reduce tendencies toward violence and hatred. It also highlights how Buddhist monastic communities, lay practitioners, and international organizations have promoted peacebuilding, reconciliation, and humanitarian action across cultures and conflict zones.

By promoting ethical living, emotional regulation, and wisdom, Buddhism remains not only a personal spiritual path but a potential framework for peaceful co-existence in today's diverse and divided world. This paper seeks to contribute to the ongoing dialogue on how religious and philosophical traditions can actively support the creation of a more peaceful global society.

Tapas Chowdhury(Author) *Kunjaban Buddha Vihar*	The Buddhist Perspective on Peace in the Present World

Introduction

In an era marked by geopolitical conflicts, environmental crises, and societal fragmentation, the quest for peace has become a global imperative. Buddhism, with its deep philosophical roots and emphasis on inner transformation, offers a timeless and practical approach to peace—both internal and external. This article explores the Buddhist perspective on peace and its relevance in addressing contemporary global challenges.

The Concept of Peace in Buddhism

In Buddhism, peace is not merely the absence of conflict, but the presence of inner calm, ethical living, and wisdom. Known as *shanti* (Sanskrit) or *santi* (Pali), peace is considered both a personal state of mind and a collective social goal. It arises from the cessation of suffering (*dukkha*) and the elimination of its causes—ignorance, craving, and aversion.

The Buddha taught that true peace is attained through the practice of the *Noble Eightfold Path*, which includes:

1. Right View

2. Right Intention

3. Right Speech

4. Right Action

5. Right Livelihood

6. Right Effort

7. Right Mindfulness

8.   Right Concentration

(*Dhammacakkappavattana Sutta*, Samyutta Nikaya 56.11)

These steps serve as a guide not only for personal development but also for fostering harmonious relationships and just societies.

Inner Peace as the Foundation of World Peace

Buddhism emphasizes that world peace begins with the transformation of the individual. As the *Dhammapada* states:

"Hatred does not cease by hatred, but only by love; this is the eternal rule."
(*Dhammapada*, Verse 5)
By cultivating qualities such as loving-kindness (*metta*), compassion (*karuna*), sympathetic joy (*mudita*), and equanimity (*upekkha*), individuals can overcome inner turmoil and contribute to a more peaceful world. Meditation practices, particularly *metta bhavana* (loving-kindness meditation), are designed to extend goodwill to all beings, thereby reducing aggression and fostering empathy.

Social and Political Dimensions of Buddhist Peace

Though often seen as introspective, Buddhism also speaks to societal peace. The *Cakkavatti Sihanada Sutta* (Digha Nikaya 26) outlines the responsibilities of a righteous ruler, highlighting the importance of economic justice, moral governance, and care for the poor. According to this sutta, social harmony arises when leaders uphold *dhamma* (righteousness) and citizens practice ethical conduct.

Modern Buddhist thinkers have expanded on this. Thich Nhat Hanh, a prominent Vietnamese monk and peace activist, emphasized "engaged Buddhism"—the application of Buddhist principles to social, political, and environmental issues. He wrote:

"Peace in the world starts with peace in oneself. If we are peaceful, we can smile and blossom like a flower, and everyone in our family, our society, will benefit from our peace." (*Being Peace*, Thich Nhat Hanh, 1987)

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Application in the Modern World

In today's polarized and often violent world, Buddhist teachings offer tools for reconciliation and sustainable peace:

1. **Nonviolence (Ahimsa):** Rooted in compassion, ahimsa promotes non-harming in thought, word, and deed.

2. **Mindfulness:** Practicing awareness can help reduce impulsive reactions that lead to conflict.

3. **Ethical Living:** By adhering to the Five Precepts—abstaining from killing, stealing, sexual misconduct, lying, and intoxicants—individuals contribute to a morally responsible society.

4. **Conflict Resolution:** Buddhist methods of dialogue and consensus can be applied to community and international disputes, emphasizing understanding over victory.

Challenges and Criticisms

While the Buddhist path to peace is compelling, critics point out that Buddhist-majority countries have not always lived up to these ideals. For instance, communal violence in Myanmar and Sri Lanka has involved groups identifying as Buddhist. Such contradictions highlight the importance of distinguishing between authentic teachings and cultural or political distortions of the religion.

Conclusion

Buddhism offers a profound and multi-layered vision of peace—rooted in personal transformation, ethical conduct, and social responsibility. In a world struggling with war, injustice, and ecological decline, the Buddhist perspective encourages a shift from outer conquest to inner awakening. As the Buddha wisely stated:

"Better than a thousand hollow words is one word that brings peace." (*Dhammapada*, Verse 100)

In this spirit, peace becomes not just a distant goal, but a daily practice.

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