



TheSustainImpact International Online Conference 2025

Date: 6 November 2025 | **Time Zones:** Lisbon (UTC+0) / Kuala Lumpur (UTC+8)

Lisbon Time	Kuala Lumpur Time	Session Details
09:30 – 09:35	17:30 – 17:35	Opening & Welcome Shervin Hamedani – <i>TheSustainImpact</i>
09:35 – 09:50	17:35 – 17:50	Keynote 1 – Dr. Sharareh Shahidi <i>Circular Economy and Societal Transformation</i>
09:50 – 10:05	17:50 – 18:05	Keynote 2 – Dr. Sarfraz Aslam <i>Education for Sustainable Futures</i>
10:05 – 10:35	18:05 – 18:35	Presentation Session I 10:05 – 10:15 / 18:05 – 18:15, Elika Rezaie <i>Building Sustainable Trust: The Role of Google Street View and Satellite Imagery in Malaysia’s Real Estate Transparency</i> 10:15 – 10:25 / 18:15 – 18:25, Li Fan <i>Public Cultural Perception and Evaluation of the San Su Shrine Based on Big Data Analysis</i> 10:25 – 10:35 / 18:25 – 18:35, Dr. Sana Javaid <i>Postgraduate Students’ Engagement with Sustainable Development Practices in Lahore</i>
10:35 – 10:50	18:35 – 18:50	Keynote 3 – Dr. Miguel Cerna <i>The Geopolitical Reordering of Sustainability</i>
10:50 – 11:20	18:50 – 19:20	Presentation Session II 10:50 – 11:00 / 18:50 – 19:00, Dr. Anahita Ghanad <i>AI for Engagement and Sustainable Education</i> 11:00 – 11:10 / 19:00 – 19:10, Amanina Binti Mohamad Rozi <i>Building a Sustainable Mobility Future: Insights into Electric Vehicle Adoption Drivers</i> 11:10 – 11:20 / 19:10 – 19:20, Zhang YingYing <i>Innovation and Entrepreneurship Education for Sustainable Development</i>
11:20 – 11:35	19:20 – 19:35	Break (15 min)



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11:35 – 12:20	19:35 – 20:20	<p>Panel Discussion Theme: <i>Sustainability as Strategy: Financial, Entrepreneurial and Digital Pathways to Impact</i></p> <p>Moderator: Shervin Hamedani</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Dr. António José Monteiro de Oliveira – Financial Integration of Sustainability • Dr. Marco Bagheri – Entrepreneurship and Sustainable Business Innovation • Mr. Miguel Cardoso – Digital Transformation and AI for Sustainable Impact
12:20 – 13:30	20:20 – 21:30	<p>Presentation Session III</p> <p>12:20 – 12:30 / 20:20 – 20:30, Liu Xiaocui <i>Crafting “Real Men”: Dilemma of Masculinity in Chinese Education and the Rise of “Little Fresh Meat” Popular Culture</i></p> <p>12:30 – 12:40 / 20:30 – 20:40, Dr. Ramesh Kumar & Dr. Shafi Mohamad <i>The Impact of Artificial Intelligence on Students’ Learning Experience and Career Readiness</i></p> <p>12:40 – 12:50 / 20:40 – 20:50, Paranjothi Nishan <i>Work Environment and Operational Safety in Sustainable Aviation Organizations in Malaysia</i></p> <p>12:50 – 13:00 / 20:50 – 21:00, Mengmu Ruan <i>Exploring the Application of ESG Concepts in Enterprise Financial Management</i></p> <p>13:00 – 13:10 / 21:00 – 21:10, Melvinder Singh <i>From EV to Energy Storage: The Emerging Role of Second-Life Batteries</i></p> <p>13:10 – 13:20 / 21:10 – 21:20, Yu Yun Qi <i>Building Trust Online: How Social Media Marketing Shapes Consumer Purchase Behaviour</i></p> <p>13:20 – 13:30 / 21:20 – 21:30, Nanthakumaran Muniandy & Dr. Shafi Mohamad <i>Building a Resilient Future: Sustainable Growth Journey</i></p>
13:30 – 13:35	21:30 – 21:35	<p>Wrap-Up Remarks Dr. Sarfraz Aslam</p>
13:35 – 13:40	21:35 – 21:40	<p>Closing Remarks Shervin Hamedani</p>