

BSAP 2025

4th International Conference on Behavioral Sciences and
Applied Psychology

Conference Program



Kuala Lumpur, Malaysia (Online) | VooV Meeting
September 19-20, 2025

Introduction

4th International Conference on Behavioral Sciences and Applied Psychology

Building on the success of previous sessions, the 4th International Conference on Behavioral Sciences and Applied Psychology (BSAP 2025) will be held during September 19-20, 2025 in Kuala Lumpur, Malaysia by online mode.

As an annual conference, it will provide a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Behavioral Sciences and Applied Psychology.

We look forward to seeing you at BSAP 2025!

4th International Conference on Behavioral Sciences and Applied Psychology

General Chair



Mimi Fitriana, HELP University, Malaysia

Dr. Mimi Fitriana is an Associate Professor at the Faculty of Behavioural Science, Help University Malaysia. Her research interests include Cognitive and Behavioural assessment, Trauma recovery and resilience, Mental health and well-being, Family functioning and Cyber Psychology. She has been contributing

to the academia for more than 15 years and has published papers in many indexed-journals. Her commitment in research succeeded with fifteen grants to complete in the past 5 years, where she received seven international grants collaborated with other International Universities, and eight other University grants collaborated with the local Universities in Malaysia. Dr Mimi was also the recipient of two Malaysia Government grants in 2020 and in 2022. She also has received several best paper awards, best presenter awards and research innovation awards. Dr Mimi also currently serves as the Clinical Psychologist for Malaysia Relief Agency (MRA), a Non-Governmental Organization in Malaysia where she serves as the Head, MHPSS project, and during the COVID-19 pandemic, she had led the team of psychologists and Counselors of MRA to succeed the Project of Mental Health and Psychosocial Supports for the society through online counseling and psychotherapy. She also collaborates with a few other International and Local NGOs in mental health and education programs. Dr Mimi has recently received the award of Greater Klang Valley Frontliners from the Ministry of Health, Malaysia for her contribution in the MHPSS project, along with the team. She contributes in many conferences, seminars, webinars, forums and talks as the keynote and invited speaker. She also serves as the trainer for a few Corporates, Universities, NGOs and Offices' trainings.

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Chew Fong Peng, University of Malaya, Malaysia

Crystal Reeck, Temple University, USA

Daniela Litan, Hyperion University, Romania

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Keynote Speaker

4th International Conference on Behavioral Sciences and Applied Psychology



Mimi Fitriana

Associate Professor, HELP University, Malaysia.

Dr. Mimi Fitriana is an Associate Professor at the Faculty of Behavioural Science, Help University Malaysia. Her research interests include Cognitive and Behavioural assessment, Trauma recovery and resilience, Mental health and well-being, Family functioning and Cyber Psychology. She has been contributing to the academia for more than 15 years and has published papers in many indexed-journals. Her commitment in research succeeded with fifteen grants to complete in the past 5 years, where she received seven international grants collaborated with other International Universities, and eight other University grants collaborated with the local Universities in Malaysia. Dr Mimi was also the recipient of two Malaysia Government grants in 2020 and in 2022. She also has received several best paper awards, best presenter awards and research innovation awards. Dr Mimi also currently serves as the Clinical Psychologist for Malaysia Relief Agency (MRA), a Non-Governmental Organization in Malaysia where she serves as the Head, MHPSS project, and during the COVID-19 pandemic, she had led the team of psychologists and Counselors of MRA to succeed the Project of Mental Health and Psychosocial Supports for the society through online counseling and psychotherapy. She also collaborates with a few other International and Local NGOs in mental health and education programs. Dr Mimi has recently received the award of Greater Klang Valley Frontliners from the Ministry of Health, Malaysia for her contribution in the MHPSS project, along with the team. She contributes in many conferences, seminars, webinars, forums and talks as the keynote and invited speaker. She also serves as the trainer for a few Corporates, Universities, NGOs and Offices' trainings.



Chew Fong Peng

Associate Professor, University of Malaya, Malaysia.

Assoc. Prof. Dr. Chew Fong Peng is a lecturer at Faculty of Education, University of Malaya (UM), Malaysia. She presented approximately 160 working papers international and international seminars and conferences in Malaysia and foreign

countries include United States of America, United Kingdom, France, Switzerland, Greece, Japan, South Korea, China, Taiwan, Singapore, Thailand, Philippine and Indonesia. Chew is article reviewer for some established international journals, namely Asia-Pacific Education Researcher, Asia Pacific Journal of Education, SAGE Open, International Journal of English & Literature (IJEL), British Journal of Medicine and Medical Research, British Journal of Education, Society and Behavioral Science (BJESBS), International Journal of Psychology and Counselling (IJPC), Educational Research and Reviews (ERR) and African Journal of Pharmacy and Pharmacology (AJPP) besides some local established journals included Pertanika: Journal of Social Sciences and Humanities, GEMA Online and Kemanusiaan. Besides that, Chew recites Malay poem invited at state and national level. Chew was invited as visiting professor at Peking University from October, 2011 to June, 2012 during her sabbatical leave. Chew won the “The World Outstanding Researcher” award (2013).



Fonny Dameaty Hutagalung

Associate Professor, University of Malaya, Malaysia.

Fonny Dameaty Hutagalung (Bachelor of Psychology (UMA), Master and PhD of Psychology (UKM) are Associate Professor in Department of Educational Psychology and Counselling, Faculty of Education, Universiti Malaya, Malaysia.

She is also Editor Guest, Advanced Science Letter Journal, Editor Guest, Education and Information Technology (Springer). Her name is very well-known in CRC Balkema Taylor & Francis Publisher as Editor Books of Economics, Social Sciences and Informational Management (2015), The Role of Service in Tourism & Hospitality Industry (2015), Social Sciences and Interdisciplinary Behaviour (2016) and Knowledge, Service, Tourism & Hospitality (2016), Managing Service, Education and Knowledge Management in the Knowledge Economic Era (2017), Social Interactions and Networking in Cyber Society (Springer) (2017), Trends and Issues in Interdisciplinary Behaviour and Social Sciences (2017, 2018), Early Childhood Education in 21st century (2019), The Social Science Empowered (2020). She has more than 100 research articles that has been published in ISI, ESCI, Scopus Journals and Proceeding Indexing and 50 research was conduct by her focus on wellbeing, developing instruments and educational psychology field.



Varalakshmi Manchana

Assistant Professor, University of Hyderabad, India.

Dr. Varalakshmi Manchana, in teaching at higher education institutions for graduate and master nursing programs since 2007, worked in various capacities like Assistant Professor, Vice Principal and Principal before joining at University of Hyderabad (2010). Her specific research focus is Socio- behavioural health; and socio-behavioural interventions for healthy, cognitive ageing and mental wellbeing. Dr. Manchana developed age sensitive physical exercise (HAAEP-PACE) program for functional health and fall prevention in ageing population. She is recipient of the International fellowship for senior Biomedical Scientists, by the Indian Council of Medical Research (ICMR) (2022-2023), in the area of Ageing and social change and she is awarded with international faculty mobility program to Canada and received international program development grant (2018) to conduct, “India Ageing Study” pilot research. She developed an ‘Active and Healthy Ageing Research Lab’ procuring equipment grant from UoH and DST FIST and started the ‘Healthy Ageing Initiative’ with scientific social responsibility extending her research to rural and urban communities to promote and sensitize population towards active aging and wellbeing. She has organized national and international conferences in the area of Ageing, Gender and Ethics. She is a reviewer in several indexed journal review boards, has published 24 research papers, three book chapters in indexed journals and ten other articles. She published 28 research papers, 10 articles and three book chapters in impact journals and presented papers in various international conferences in US, Canada, Sweden, Singapore, Malaysia and India, Scientific reviewers for journals from Springer Nature, Taylor and Francis, Elsevier, Dove Press, Frontiers in Nutrition, BMC Public health, Bentham Science Publishers etc.



Guneet Inder Jit Kaur

Assistant Professor, Central University of Rajasthan, India.

Dr. Guneet Inder Jit Kaur is Assistant Professor in the Department of Sports Psychology, School of Sports Sciences, Central University of Rajasthan. She is the Associate Editor of UGC Care listed journal- Indian Journal of Psychology and the Associate Editor of Asian Journal of Psychology and Education. As a Sports Psychologist, she has worked with athletes in the areas of mental training for performance enhancement. She has published 27 research

articles and has presented 36+ research presentations at 66 International and National Conferences/Seminars and has recently been awarded Prof. Deepak Bhat Award for Best Paper Presentation in the session at the 56th National and 25th International conference of IAAP (2021). She has guided 4 M.Phil, 28 M.Sc. and 31 PGD sports psychology projects.



Crystal Reeck

Associate Professor, Temple University, USA.

Dr. Crystal Reeck is a tenured Associate Professor at the Fox School of Business, where she also serves as the Associate Director of the Center for Applied Research in Decision Making. She completed both her Bachelor's and Master's degrees at Stanford University, and she holds a Ph.D. in psychology and neuroscience from Duke University. She joined the faculty from Columbia Business School, where she served as a Postdoctoral Research Scholar and Adjunct Assistant Professor in the Decision Making and Negotiations Cross Disciplinary area. To trace the processes underlying consumer behavior and decision making, her research uses a range of methods including traditional behavioral approaches, psychophysiological measures, eye-tracking and MouselabWeb, and functional magnetic resonance imaging. Her research investigates a number of topics, including self-control, emotion and emotion regulation, social processes, and choice architecture interventions. She has published her research in peer-reviewed journals that span multiple fields, including Science, Proceedings of the National Academy of Sciences, Journal of Marketing, Nature Human Behavior, and Trends in Cognitive Sciences. Dr. Reeck has won several awards for her research as well as her teaching. In addition to awards from Temple, she has also been honored by the Behavioral Science and Policy Association, the Social and Affective Neuroscience Society, and the Association for Psychological Science. Her work has been featured in media outlets, such as Bloomberg Businessweek, and funded by various foundations and national granting agencies, including the National Science Foundation and the Environmental Defense Fund.



Alaa Zuhir Abduljawad AlRawashdeh

Professor, AJMAN University, United Arab Emirates.

Professor Alaa Al-Rawashdeh is a distinguished academic specializing in sociology, social work, and community development. He holds a PhD in Sociology and has extensive teaching experience at universities in the UAE, Jordan, and

Saudi Arabia, as well as experience in research and consultancy in social sciences. He is an academic, researcher, expert, consultant, and accredited judge for the Scientific Research Award of the Gulf Cooperation Council, the UAE Ministry of Interior's Scientific Research Award, and the Sheikh Humaid bin Rashid Al Nuaimi Award. His administrative experience in universities includes positions as Department Head, Assistant Dean for Student Affairs, Assistant Dean for Planning, Development, and Quality, and Chair of the International Accreditation Committee. He won first place in the Sheikh Rashid bin Humaid Award. His research focuses on digital transformation, sustainable development, the role of social work in contemporary society, and futures studies. Dr. Al-Rewashed has numerous publications in prestigious academic journals and has participated in various international conferences, scientific promotions, and serves as a recognized peer reviewer for multiple research awards and specialized academic journals, both Arabic and international. He also contributes to developing training programs to enhance digital competencies for social workers and is an expert in accrediting academic programs locally, regionally, and internationally. He currently serves in the Department of Sociology at Ajman University in the United Arab Emirates.

Program

4th International Conference on Behavioral Sciences and Applied Psychology

Time Zone: UTC+8:00, September 19, 2025 (Friday) / 2025 年 09 月 19 日 (周五)	
VooV Meeting Room: https://meeting.tencent.com/dm/CtpzUK6UCdEY	
Room ID: 444-896-774	
09:00-09:05	Opening
09:05-09:35	Keynote Speech 1: Mimi Fitriana, Associate Professor, HELP University, Malaysia
09:35-10:05	Keynote Speech 2: Chew Fong Peng, Associate Professor, University of Malaya, Malaysia
10:05-10:35	Keynote Speech 3: Fonny Dameaty Hutagalung, Associate Professor, University of Malaya, Malaysia
10:35-11:05	Keynote Speech 4: Varalakshmi Manchana, Assistant Professor, University of Hyderabad, India
11:05-11:35	Keynote Speech 5: Guneet Inder Jit Kaur, Assistant Professor, Central University of Rajasthan, India
11:35-12:05	Keynote Speech 6: Crystal Reeck, Associate Professor, Temple University, USA
12:05-12:35	Keynote Speech 7: Alaa Zuhir Abduljawad AlRawashdeh, Professor, AJMAN University, United Arab Emirates
12:35-12:40	Closing
14:00-18:00	Oral Presentation

Time Zone: UTC+8:00, September 20, 2025 (Saturday)/2025 年 09 月 20 日(周六)

09:00-18:00

Oral Presentation