**JAN25-SHR-123**

**Title: Reimagining Fashion Aesthetics: Leveraging Artificial Intelligence for Culturally-Inspired Design Innovation**

**ABSTRACT**

The fashion industry is undergoing a rapid transformation, making way for new technologies and artificial intelligence (AI), which are redefining how designers approach design, drawing inspiration from culture and contemporary practice. Designers can utilize AI as a mechanism to further explore and engage with cultural archives, generating new and meaningful contemporary designs using principles of machine learning, pattern recognition, and generative design. This study aims to investigate how AI-enabled tools are being used to develop culturally inspired, yet contemporary, fashion products to enhance creative processes and meaningful consumer relationships. A mixed-methods research design was implemented to gather data from 474 different fashion professionals and consumers on their views of AI's ability to facilitate cultural authenticity and design creativity. Different analytical tools, including SPSS and SEM, were incorporated to confirm the proposed conceptual model that is based on the Unified Theory of Acceptance and Use of Technology (UTAUT). The study demonstrates that AI supports cross-cultural innovation and creativity, supports sustainable design choices, and works to ensure deeper engagement with consumers. The study is novel because it expands the discussion on ways that AI preserves cultural identity while exploring new futuristic fashion narratives.

**JAN25-SHR-124**

**Title: Digital Craftsmanship: Leveraging Artificial Intelligence for Sustainable Preservation of Traditional Ceramic Art**

**ABSTRACT**

This study examines the application and innovative approaches of early intervention or accelerated recovery for sports-related injuries using technology, which will contribute to athlete-centered care. This study explored the ideal intervention methods that were time-sensitive to support recovery, including monitoring, AI-based diagnostics, and rehabilitation equipment. This study used a mixed methods design to investigate this question, including survey data and an experimental trial where the study sample consisted of 478 participants across a number of different sports. Participants were separated into subsequent experimental groups, which engaged in a different form of tech-enabled intervention. Quantitative data were analysed with SPSS through inferential statistical testing, and the data were collated to interpret the qualitative data using NVivo to identify themes in the data. The findings suggest that early and/or timely intervention, when complemented with personal digital health tools and mental health tips, can have a meaningful impact on recovery time. Athletes who participated in the blended physical and psychological recovery program reported higher athlete engagement and motivation to adhere to specific programs. The results offer applied implications and recommendations for practicing athletics and training professionals, and signal the need to combine athlete welfare, innovation, and science into injury management and prevention.

**JAN25-SHR-125**

### **Title: Artificial Intelligence-Driven Aesthetics in Ceramics: Revitalizing Heritage through Algorithmic Design Fusion**

**Abstract**Artificial intelligence is transforming ceramic art design by allowing a traditional craft to coincide with a higher level of technology-enabled innovation. This research focuses on the role of AI in cultural identity preservation and innovation within the ceramic design field. It considers the potential for AI and AI algorithms to address historical motifs, offer hybrid motifs, promote personalization, and engage with tradition and artistic development. A quantitative research design was used, which gained data from 412 respondents, consisting of AI experts, ceramic designers, artists, and humanities scholars. Data were collected through structured questionnaires and systematic surveys, and regression analysis was performed using SPSS to examine the innovation and cultural preservation factors from the AI data. Results find AI and technology to be extreme opportunities without dichotomizing the ways automation and AI can enhance the already increased collaboration of digital tools and human creativity and sustainable design through using the least amount of material through optimized resources and automated craftsmanship. This research study aims to be one of the first to produce empirical data on AI effectiveness in the ceramic art category and provide the next step to form practices for digital forms as preservation and to develop contemporary art.

**JAN25-SHR-127**

**Title: Digital Influence and Decision-Making Among Elderly Travelers: Exploring the Interplay Between Social Connectivity, Perceived Risk, and Travel Intent**

**ABSTRACT**

Tourism research has given more attention to the tourism behavior of older adults because of delays in tourism. This research study explores the influence of digitalities, including specifically social networking sites (SNS), on the travel-related decisions of seniors. This study was based on digitally active seniors in order to understand the relationship between being engaged with digitalities that generally incurred perceived travel risks related to destination engagement, which would act as travel purchase intentions. A mixed-method study was employed using qualitative in-depth interviews and an online survey of 584 senior travelers from primary tourist destinations in the US and Canada. All data were examined using SPSS to understand digital behaviors and travel planning. Results discovered that those seniors who regularly use a social networking site (SNS) have a much higher propensity to being able to be comfortable going to an unfamiliar travel destination and are more likely to reference peer-generated content when making travel-related decisions. Seniors also have high perceived risks associated with travel cognitions, including health, accessibility, and safety. This study argues that travel marketers will need to provide inclusive and human-relevant tech-based solutions in campaign design, and create marketing messages that have senior travelers' experience needs in mind.

**JAN25-SHR-128**

**Title: Neuroaesthetic Integration of Royal Textile Motifs in Human-Computer Interaction: Bridging Intangible Heritage and Modern Interface Design**

**ABSTRACT**

Incorporating elements of ancient art culture and modern-day digital design gives rise to exciting and memorable user experiences. The study examined how visual elements of royal palace clothing complex motifs, versus symmetry composition, and first-order and acculturated symbols and meanings can be adapted for the realm of interaction design. Informed by neuroaesthetics, this research has a focus on how these traditional patterns can affect user cognition, connectedness, and visual engagement in an interface environment. The study used a Quantitative experimental research methodology. This study surveyed a total of 308 professional-expert UX/UI (User Experience and User Interface) designers and 257 students in creative fields, combining statistical modeling with perceptual analysis to determine how some of the traditional garment-based design features affect user perception. The results indicated that users' involvement and interaction in response to interface-related components with cultural depth and level-symmetrical ornamentation came manifest in heightened levels of aesthetic pleasure and emotional connectedness. This research demonstrates the latent potential of intangible cultural heritage as a means to enhance digital interfaces both functionally and visually. This research has framed traditional palace-designed patterns with reference to neuroaesthetic principles that offer insights into the place of cultural continuity in contemporary interface design.

**JAN25-SHR-129**

**Title: Reviving Cultural Identity Through Smart Fashion: Interaction Design and Ancient Motifs in Consumer Experience**

**ABSTRACT**

In an age of digital transformation, the art of fashion design is becoming more prominent as a vehicle for culture and the retention of its local heritage. This research study investigates how ancient palace clothing patterns may be reinvigorated and designed using interaction design in smart fashion to foster culture integration and engagement. This research study used a mixed methods approach. The large sample from a survey of 466 participants who reside in Beijing enabled structural equation modelling and SPSS analysis to be used. The objective was to measure the brand's ability to connect and transform user experience into purchasing behaviour based on culturally aesthetic values. The result showed that embedding cultural heritage into interactive clothing created emotional associations that stimulated purchase intention, specifically for younger digitally fluent Chinese consumers. The novelty of the study perceived user preference, cultural experience, and digital fluency as mediating effects. By combining the topic of tradition with the topic of innovation, we created a potential design framework in order to promote cultural sustainability while providing useful and strategic information for fashion brands' potential for moderating heritage brands to carry on their heritage appeal while underpinning evolving consumer expectations and consumption contexts.

**JAN25-SHR-130**

**Title: Recreational Team Sports as a Remedy for Social Isolation in Youth**

**Abstract**The challenge of social isolation among young people is a deepening challenge that erodes mental and emotional health. The study explored how involvement in organized, team-based sports could be a therapeutic intervention for young people who self-identify as socially isolated. The study intertwines both a psychological and physical health paradigm to investigate how group sports are capable of building resilience, social skills, and cognitive capacity. A total of 643 participants completed structured questionnaires, while a pilot study with 24 individuals refined the research tool. After the main survey, 183 participants voluntarily participated in post survey interviews, which provided personal stories of participants' experiences in team sports. A mixed-methods approach was used to collect data utilizing SPSS and Structural Equation Modeling (SEM) to test the research hypotheses. Findings indicate that participation in team sports increased participants' emotional exertion, verbal expression, mental focus, and social connection, and found improvements with their problem-solving, adaptability, and self-regulation in their group's environment related to sports. This study suggested that recreational sports have therapeutic potential to ease feelings of isolation and build social confidence. This research adds to the expanding literature on sport-based interventions for mental health by providing substantial evidence of cognitive, emotional, and social benefits.

**JAN25-SHR-131**

**Title: Psychographic and Behavioral Factors Influencing Online Sports Consumption: A Quantitative Approach**

**ABSTRACT**

The growth potential of the digital sports sector establishes the necessity of knowing how to harness the underlying psychological and behavioral dynamics that facilitate online sports consumption. This study aims to examine how psychographic elements such as consumer interests, values, lifestyle orientation, attitudes to digital, in conjunction with behavioral elements such as frequency of online engagement, preference of online platform, and purchasing behavior, influence online sports consumption. This quantitative research study used questionnaires and a structured approach to test the concept with 540 active online sports consumers. The data was analyzed using SPSS 26.0, with factor analysis used to measure all psychographic and behavioral aspects, followed by multiple regression models to examine the key predictors of consumption behavior. The results indicate that consumers who present high sports enthusiasm, entertainment-seeking motives, and digital comfort featuring greater levels of digital technology were significantly more likely to engage in live sport streaming, virtual fan interaction, and online merchandise purchasing. The results inform and contribute to existing knowledge for digital sports platforms and marketers, thus developing some measurable recommendations and advocating a level of audience segmentation to enhance online personalization, user satisfaction, and customer loyalty in a crowded and competitive online sports marketplace.

**JAN25-SHR-132**

**Title:** **Minimalism and Mindfulness: Integrating Zen Aesthetics into Contemporary Cultural Product Design**

**Abstract**

Zen aesthetics have deep roots in Japanese spiritual and philosophical traditions, offering art and design a comprehensive understanding of simplicity, harmony, and mindfulness/awareness. The focus of this research is the incorporation of Zen aesthetics in cultural and creative product design through principles of minimalism and wabi-sabi. Using Zen aesthetics as a foundation, this research further explicates how these principles are employed in a contemporary context and design practice artistically. Through a multi-method approach, this research was designed to collect qualitative data through semi-structured interviews with 37 Zen practitioners, 28 designers, and 36 educators to investigate the cultural and spiritual implications of these principles. A case-based analysis to look at the current Zen-inspired design sample examined existing product-based Zen principles in which common design features, materials, and/or aesthetic approaches could be identified. The design-based research (DBR) methodology of the study is based on a cyclical process in which attributes can be defined and explored, and later, selected attributes can be developed and tested as an iterative prototype through multiple forms of user engagement on the product within the real-world context. Findings indicate that applying Zen principles in product design increases engaging elements, including sensory experiences and emotional dimensions.

**JAN25-SHR-133**

**Title: Tech-Integrated Approaches to Early Sports Injury Management: Enhancing Recovery Through Innovation and Athlete-Centered Care**

**ABSTRACT**

This study examines the application and innovative approaches of early intervention or accelerated recovery for sports-related injuries using technology, which will contribute to athlete-centered care. This study explored the ideal intervention methods that were time-sensitive to support recovery, including monitoring, AI-based diagnostics, and rehabilitation equipment. This study used a mixed methods design to investigate this question, including survey data and an experimental trial where the study sample consisted of 478 participants across a number of different sports. Participants were separated into subsequent experimental groups, which engaged in a different form of tech-enabled intervention. Quantitative data were analysed with SPSS through inferential statistical testing, and the data were collated to interpret the qualitative data using NVivo to identify themes in the data. The findings suggest that early and/or timely intervention, when complemented with personal digital health tools and mental health tips, can have a meaningful impact on recovery time. Athletes who participated in the blended physical and psychological recovery program reported higher athlete engagement and motivation to adhere to specific programs. The results offer applied implications and recommendations for practicing athletics and training professionals, and signal the need to combine athlete welfare, innovation, and science into injury management and prevention.

**JAN25-SHR-134**

**Title:** **An Innovative Approach to Improving Manufacturing and Marketing Operations in the Digital Ceramic Industry through Artificial Intelligence Technologies: Insights from a Mixed-Methods Study**

**ABSTRACT**

The role of the digital ceramic technology industry in socio-economic development is increasing day by day. Artificial intelligence-based approaches are greatly beneficial in redesigning the production capacity, quality management, and customer influence required for the growth of this industry. This study explores new efforts to integrate the production structure with artificial intelligence and also examines how marketing is improved by technological achievements. To compile the dataset, data were collected from various participants from different social backgrounds. In addition to commercial data, details including workers’ experiences, artists’ perspectives, and consumer expectations were sought. Direct discussions and focus group meetings were held with the participants to explain the subtleties of the technology application. Through this, artificial intelligence technologies demonstrate their ability to reduce production time, control production costs, and maintain quality. Furthermore, this study reveals the impacts of new consumer trends, online sales portals, and digital platforms emerging in the market. This study fundamentally demonstrates how artificial intelligence technologies can support the digital ceramic industry to successfully position itself in global markets in the future. Thus, the article points out that the development of sectoral skills promoted by technological developments has the potential to create local and global economic opportunities.

**JAN25-SHR-135**

**Title:** **The Role of School-Based Physical Education in Fostering Adolescent Well-being and Academic Growth: An Empirical Study**

**ABSTRACT**

This study investigates the influence of school-based Physical Education (PE) programmes on the development of adolescents, with a specific focus on wellbeing and learning. With today’s adolescents experiencing an abundance of pressures associated with both the volume of information and academic, physical, and emotional stressors, PE provides a valuable opportunity for adolescents to experience the benefits of balance and self-regulation. The study examines how regular engagement in PE can enhance emotional self-regulation, socialisation, and cognitive ability. The study used a mixed design data was collected through structured surveys, performance records, and the structured survey information was obtained from 678 secondary school students. Specifically, the research design comprised an intervention group receiving Enhanced PE lessons and a control group that received regular PE lessons. The survey results were then analyzed with some statistical applications (SPSS) and Structural Equation Modeling (SEM), to examine the relationship of the variables. Results indicated that students who were a part of Enhanced PE reported significant improvements in self-efficacy, cooperation among peers, and learning to manage expectations in the classroom. These results strongly highlight the need for developing a stronger physical education component in a school's curriculum, as a core part of adolescent development and educational success.

**JAN25-SHR-136**

**Title: Harnessing Artificial Intelligence for Smart Optimization in the Manufacturing and Aesthetic Enhancement of Next-Generation Ceramic Products**

**Abstract:**Artificial intelligence (AI) is changing the way ceramic items are conceived, designed, and manufactured for the ceramic industry. The study aims to examine how AI technologies help in the ceramic manufacturing process by reducing material waste, improving product accuracy, and supporting new products in development. The demand for high-performance ceramics is growing globally, and high-performance ceramics require intelligent forms of quality control, predictive maintenance, and customizable production that AI can offer. The research consisted of 632 participants who were chosen using a purposive sampling method. The research used structured questionnaires, which led to quantitative data gathered and analysed using SPSS, and qualitative responses were gathered and analysed using NVivo. The identifying factors that showed there is a contribution of AI to the ceramic production for production in terms of functionality and aesthetics when using ceramics. It was shown in the research that AI can improve over each of the previous models of production in terms of efficiency and address many of the long-standing problems of production within the ceramic industry. The results of this study can provide the theoretical and practical implications of the challenges facing ceramic innovation.