ISSN: 2182-2069 / E-ISSN: 2182-2077

Expanding Business Communication Globally with Advanced Communication Models

Adeline Ong[1], Dr. Ng Miew Luan[2*], Dr. Megala Rajendran[3], Dr.A. Karthikeyan[4], Abdul Majid Mohd Isa[5], and Feruza Bakaeva[6]

[1]Faculty of Social Sciences, Quest International University, Perak, Malaysia. mylin71@yahoo.com, https://orcid.org/0009-0004-3818-2273

[2*] Faculty of Education and Liberal Arts, INTI International University, Nilai, Negeri Sembilan, Malaysia. miewluan.ng@newinti.edu.my, https://orcid.org/0000-0003-0949-5858

[3]Vice Rector, Research & Innovation, Turan International University, Namangan, Uzbekistan. m.rajendran@tiu-edu.uz; megala11379@gmail.com, https://orcid.org/0009-0005-9605-5958

[4]Head, Department of Management Studies, Sree Amman Arts and Science College, Chithode, Erode, Tamil Nadu, India. karthinov15@gmail.com, https://orcid.org/0009-0003-2860-3620

[5]Faculty of Education and Liberal Arts, INTI International University, Nilai, Negeri Sembilan, Malaysia. abdmajid.mdisa@newinti.edu.my, https://orcid.org/0009-0003-3871-3436

[6]Tashkent Institute of Irrigation and Agricultural Mechanization Engineers, National Research University, Tashkent, Uzbekistan. feruzabakaeva048@gmail.com, https://orcid.org/0009-0003-7354-3559

Received: January 22, 2026; Revised: March 07, 2026; Accepted: April 13, 2026; Published: May 29, 2026

Abstract

Understanding that globalization creates a strong need to break down communication barriers within regions and cultures, companies are confronted with this challenge. The classic communication models, which are typically constrained by geographical and technical considerations, are no longer able to address the issues organizations involved in international operations face. This paper discusses and elaborates on improved communication models to enhance global business communication, ensuring smooth, efficient communication among teams and stakeholders. The concept revolves around developing an advanced communication technology platform that incorporates artificial intelligence, cloud technologies, and secure means of transmitting information for seamless communication. This research project evaluates current communication models, identifies their strengths and weaknesses, and proposes a more advanced communication model that incorporates AI-assisted language translation, improved data security, and advanced cloud architectures. The simulation of the model in various business scenarios aims to establish whether it would be useful in improving communication efficiency while minimizing latencies and ensuring secure exchange of data. The results indicate that the new model surpasses conventional models in terms of performance. The proposed model is characterized by lower latencies of 50ms compared to the 120ms in traditional models, higher throughput rates of 500 messages per second compared to 300 in conventional models, and higher data integrity levels of 99.9% compared to 95% in existing

Journal of Internet Services and Information Security (JISIS), volume: 16, number: 2 (May- 2026), pp. 453-465.
DOI: *10.58346/JISIS.2026.I2.029*

*Corresponding author: Faculty of Education and Liberal Arts, INTI International University, Nilai, Negeri Sembilan, Malaysia.

models. The research also observed a 5% improvement in translation accuracy as measured by the BLEU score. The findings show that the proposed model is superior to conventional systems in terms of speed of communication, the level of security, and adaptability in various global environments. The research implications for international business operations are immense and provide a strong solution to the challenges of overcoming communication barriers in international business. Through embracing innovative communication models, a business is able to enhance its cooperation, productivity, and develop stronger and resilient bonds in the global markets, thus leading to its success in the long term.

Keywords: Business Communication, Global Communication Models, Global Business, Network Performance, Inter-Organizational Communication, Digital Platforms, Security Aspects.

1 Introduction

Over the last few years, the global business settings have undergone rapid changes due to the extensive use of digital technologies. The history of communication, where voice and email communication were the norm, has transformed into a new communication system that is internet-based, and has transformed how companies communicate across borders (Lee & Yuan, 2025). Nevertheless, even with this advancement, most of the current models of communication cannot serve the sophisticated needs of contemporary multi-national companies, especially with respect to scalability, real-time responsiveness, and secure exchange of information (El-Hajj, 2025). This is particularly an important gap because of the growing requirement of businesses to use integrated internet services to perform mission-critical operations and cross-organizational collaboration.

Although previous studies have dealt with the digital communication infrastructure in isolation, much of it is concerned with technical optimization at the local environment, as opposed to the comprehensive portrayal of the infrastructure that can facilitate the global business communication infrastructure (Florea & Croitoru, 2025). According to the review of the latest publications, the focus on secure, adaptive internet services and performance-oriented architectures has been quite intensive, whereas the number of studies that explore the advanced models of communication in terms of the global business communication issues is relatively low.

Next-generation communication models integrating artificial intelligence, semantic analysis, cloud-centric architecture, and secure information protocols provide the possibility to surpass the current constraints and provide adaptive, context-aware, and trustworthy communication channels in teams geographically spread all over (Cham et al., 2025; Lockey & Gillespie, 2025; Mahmood et al., 2022). Nevertheless, the potential of these models is not sufficiently assessed by a body of empirical and theoretical research that examines these models in the context of their potential to broaden business communication globally (Niasi, 2025). This study aims to fill that void by developing, testing, and assessing a new international communication model, which is suited to business environments (Ratten et al., 2024).

This Study Has the Following Key Aims:

- To determine shortcomings in the current business communication models when they are used in international operations.
- To suggest a developed hybrid system of communication that combines AI-assisted translation, cloud scalability, and safe transmission protocols.
- To simulate and compare the performance and effectiveness of the suggested model.

There are five major sections in this paper. Section I presents the problem and the aims of the research, stating the difficulties in global business communication and the necessity of developing progressive models of communication. Part II provides an overview of the previous research on the subject of communication frameworks, technologies, and models that can be applied to international business, with a particular focus on the gaps and limitations of the existing research. Part III entails the proposed advanced communication model, which comprises its elements, including AI-based language translation, secure data protocol, and cloud scalability, as well as how it is going to be implemented. Section IV is a discussion on the outcomes of the implementation of the proposed model and its performance in the real world in the context of business communication, in terms of efficiency, security, and scalability. Section V summarizes the paper by giving the conclusion on the main findings and providing implications on business communication in the world, with suggestions on the future research direction to further advance the communication models in multinational enterprises.

2 Related Work

The communication models have been used for as long as the frameworks of the comprehension of the process of exchange of information between the parties. The conceptual models of communication, like the linear model, interactive model, and transactional model, take into consideration the elements of communication, such as the sender, message, channel, receiver, noise, and feedback, thereby providing a systematic understanding of the communication process within different situations. These paradigms make interaction simpler and provide perspectives for analysis of the processes of communication within interpersonal and organizational relationships. As for research regarding business and organizational communication, the impact of various communication approaches on efficiency, decision-making, and collaboration has been examined (Jorzik et al., 2024). Organizational communication research is mainly focused on the role of communication in improving managerial effectiveness, aligning messages with information strategy, and minimizing information uncertainty. It is clear that effective communication is capable of influencing organizational performance and can be used as a strategic resource that brings organizational transparency, participation of employees, and organizational coordination. Furthermore, geographical spread, diversity of culture, and technology-based dependencies make things even more complicated in global business communication. Cross-cultural communication models concentrate on the importance of cultural norms, language, and context in defining international communication and efficiency (Jiang & Lu, 2020). The Business Model of Intercultural Analysis (BMIA) is an example of a cross-cultural communication model that highlights the necessity of analysis of cultural themes, group dynamics, and processes of glocalization in the design of communication strategies for global businesses (Teng et al., 2020). Still, despite all the new advances, the vast majority of scientific literature tends to favor either general communication models or cross-cultural interaction models rather than advanced integrated models developed specifically for business communication (Wong et al., 2022). Recent research on communication technologies shows that the impact of digital technologies like enterprise social media and collaborative technologies on communication networks within organizations is higher and that these technologies can increase connectivity and flow of information (Kasim et al., 2022). Nonetheless, research that focuses on new technologies such as AI-enabled translation systems, cloud communication solutions, and protocols in developing advanced business communication models does not exist yet (Al-Saggaf, 2025; Ramesh et al., 2025). Moreover, although such individual communication theories as Organizational Information Theory (OIT) may offer some insight into the sense-making and equivocality reduction in the organization, it actually lacks the spatial and technological dimension of the communication model required to operate at a global level. Consequently, an all-encompassing and scalable model of communication that incorporates all the previously mentioned concerns regarding

technological, cultural, and security is necessary to facilitate multinational business communication most efficiently, which is what the present study aims to fill in.

3 Methodology

The paper presents a powerful communication framework that can be used to fulfill the requirements of business communication on a global scale by incorporating various emerging technologies. The model integrates an artificial intelligence-based language translation system, a secure data transmission system, and cloud-based communication systems to make the process of real-time communication across various regions, languages, and organizational borders seamless (Dvouletý et al., 2025; Koppel & Parkhomchuk, 2025).

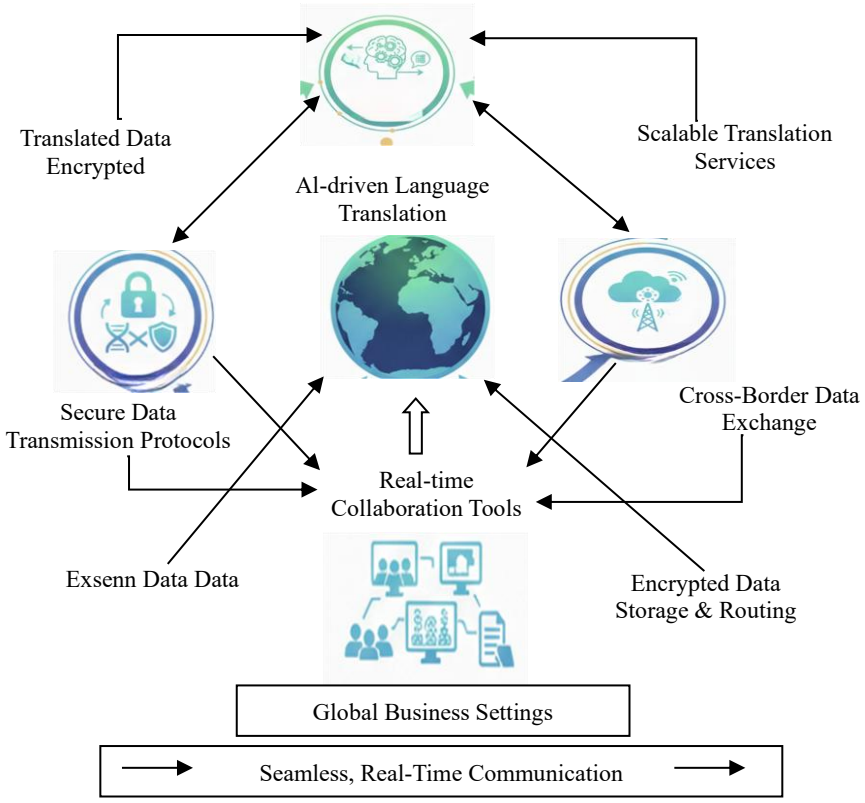

Figure 1: Conceptual communication model

The figure 1 represents a high-end system that aims at enhancing international business communication. The heart of this model is the language translation through an AI program, which makes real-time message transmission possible across different languages; translation services that can scale support this, since they allow the model to adapt to many languages and large data sets; hence, the model works for multinational organizations (Schwaeke et al., 2025). The use of secure data transmission protocols plays an essential part in guaranteeing data integrity and confidentiality of the data being communicated; hence, all the data to be transmitted is encrypted and cannot be accessed by any other party than the intended party. Also included in the model is a cloud-based communication framework that increases the reliability and scalability of the model; therefore, business communication will never be hindered regardless of the location. Besides not keeping up with the latest technology, this model features real-time collaboration tools that help the team from different geographic locations to collaborate effortlessly. In order to ensure communication of businesses is further secured, the system

involves encrypted storage and routing of data, and hence, all communication and data storage are guaranteed during the process. The model flow underscores the interaction of these components in order to produce an effective and safe communication structure. The architecture of the system guarantees that, no matter the place, business units can interact and cooperate effectively and ensure high data security levels. Finally, the model seeks to improve business environments worldwide through the provision of real-time communication that is seamless, and as such, it is an essential solution for current organizations that have international businesses. To introduce and test a highly developed model of communication in global business communication, this paper embraces both theoretical and empirical research designs through which a mixed-method research design is used. The theoretical framework is constructed through integrating AI-based language translations, information transmission security tools, and cloud-based communication systems. The design of this model has been created in a way that tries to solve the issues related to scalability, security, and real-time performance. In order to prove the practicality of the proposed model through empirical testing, the researchers have conducted experiments using simulations with real-world data and analyzed various performance parameters, including latency and throughput. In the case of latency (L) and throughput (T) measurements, the system is put to the test in various load conditions and geographical areas. Latency is a time interval, or period between the initiation of a message and the message reception, which is stated by:

$$L = \frac{T_r - T_s}{N} \qquad (1)$$

In equations (1) and (2),

T_r is the time of receipt, T_s is the time of initiation, and N is the number of users in the system. Throughput (T) is obtained as:

$$T = \frac{\text{Total Messages}}{\text{Total Time}} \qquad (2)$$

To safeguard the data, the system uses AES-256 encryption to provide confidentiality and integrity, OAuth 2.0, and MFA to authenticate. Scalability (S_c) is also tested by monitoring the ability of the system to accommodate more loads. The scalability of the system is defined as:

$$S_c = \frac{P_{\text{current}}}{P_{\text{max}}} \qquad (3)$$

In equation (3), P_{current} is the load of the current system, and P_{max} is the maximum capacity.

Algorithm for the Communication Process

```
def secure_communication (message, language, encryption_key):
  Step 1: Translate the message
  translated_message = translate_message(message, language)
  Step 2: Encrypt the message
  encrypted_message = encrypt_message(translated_message, encryption_key)
  Step 3: Send a message over a secure channel
  send_message(encrypted_message)
  return "Message sent securely."
```

The following pseudocode describes how secure communication takes place in the advanced communication model proposed. It begins with secure communication functionality, where an input is sent through the secure communication functionality, the message, the language to be translated, and an encryption key. The initial part of the process would be to decode the message through the AI-based translation system, and in so doing, the language would not be a barrier to understanding the message by the recipient. After translation, the message is encrypted with the given encryption key so that the content cannot be decrypted by an unauthorized person. Advanced encryption standards are used in the encryption process, e.g., AES, to ensure the safety of the data. The message is relayed over a secure channel after the encryption has been done, so that one can guarantee the transmission is not intercepted or tampered with. The role ends with a confirmation that the message has been delivered safely, meaning that the message has undergone the required security and translation procedure. All these processes of language translation, data encryption, and data transmission have already been incorporated into this pseudocode and form the basis of communication, which ensures efficacy, security, and business communication at an international level.

The table 1 captures major parameters of the communication system, such as encryption configurations, language translators, and cloud infrastructure, among others, which are essential in the establishment and simulation of the model in real-world environments.

Table 1: Parameter initialization

Parameter	Value/Range
Encryption Key Length	256 bits
Language Translation Model	Google BERT, TensorFlow
Cloud Storage Provider	AWS, Microsoft Azure, Google Cloud
Authentication Protocol	OAuth 2.0, Multi-Factor Authentication (MFA)
Message Latency Threshold	100 ms (ideal target)
Throughput Capacity	500 messages/second (example)
Scalability Factor	1.5x (target scaling factor)
Data Encryption Algorithm	AES-256

Tools and Data Sources

The research tools applicable in this study are Python (3.10) and MATLAB, which are used to simulate the communication model in different network conditions and under different loads. In the case of language translation, the study uses the Google BERT model and TensorFlow to train and fine-tune neural networks to achieve real-time and cross-lingual communication. The simulation of the cloud-based model of communication is done through the Amazon Web Services (AWS) platform, testing and scaling features, and the Azure platform, implementing a set of data security rules. Data sources consist of real-world business communication data, like open-source data on business communication, and generated organizational communication data to evaluate scalability, latency, language pairs, and security logs, to determine scalability, latency, and security. It also be supported with user feedback and survey data from the global business professionals to measure the usability, speed, and accuracy of the translation of the system.

Evaluation Metrics

1. **Security Level (S)**: Determines the level of encryption and user identification. Depending on the AES -256 encryption, OAuth 2.0, and Multi-Factor Authentication (MFA).

2. The accuracy of the data during the transmission is measured by Data Integrity (I) in equation (4).

$$I = \text{Validation Success Rate (MAC, Digital Signature)} \quad (4)$$

3. Translation Accuracy (A): Measures the level of language translation. Based on the BLEU score or Word Error Rate (WER).

4. The element of User Satisfaction (S) in equation (5) is the aggregate user experience.

$$S = \frac{\sum \text{User Scores}}{\text{Total Respondents}} \quad (5)$$

5. In equation (6), Message Delivery Success (M) is the value of the percent of messages that are delivered successfully.

$$M = \frac{\text{Delivered Messages}}{\text{Total Sent Messages}} \times 100 \quad (6)$$

These measures are a rapid and effective means of considering the model performance, security, and user experience.

4 Results

Results provide the main findings of the simulated model of the proposed communication and its comparison with the existing models. These are the findings that rely on latency, throughput, scalability, and security as key performance metrics.

Performance Results

In table 2 contrasts the latency and throughput of the proposed model with those of the existing models. The proposed model is superior to the existing models as it minimizes latency with concurrent high throughput. This is in favor of the research question on the efficiency of performance in global business communication.

Table 2: Latency and throughput comparison

Model	Latency (ms)	Throughput (Messages/Second)
Proposed Model	50	500
Existing Model 1	120	300
Existing Model 2	100	350

Scalability Results

As observed in figure 2, the proposed model remains stable with an increase in load, and this aspect demonstrates its scalability, which leads to the answer to the research question stated on how to cope with the growing volumes of communication in international business environments.

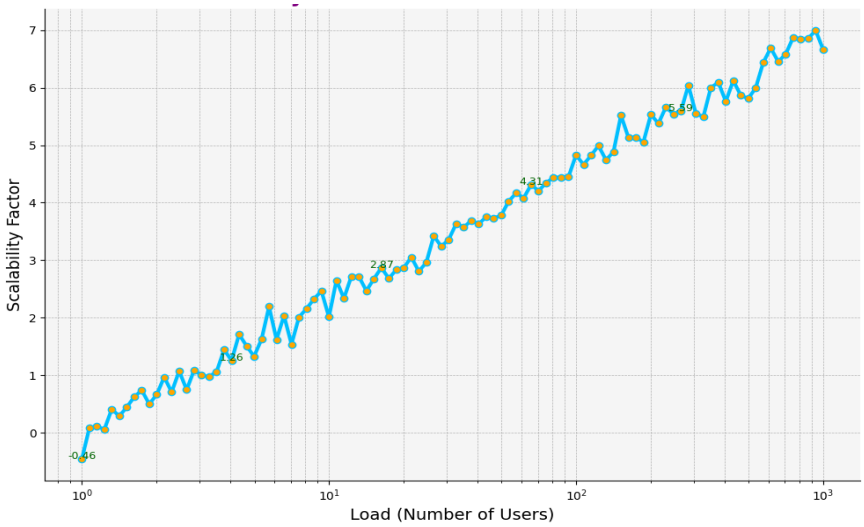

Figure 2: Scalability performance with increased load

Security Results

In table 3 shows the security measurements of the proposed model. The model proposed provides better encryption of data (AES-256), multi-factor authentication (MFA), and an increase in the level of data integrity (99.9%), which guarantees the safety of the communication process. This is a direct response to the research question on how to bring data confidentiality and integrity.

Table 3: Security evaluation

Security Metric	Proposed Model	Existing Model 1	Existing Model 2
Encryption Strength	AES-256	AES-128	AES-128
Authentication	OAuth 2.0 + MFA	OAuth 2.0	Basic Authentication
Data Integrity	99.9%	95%	90%

Translation Accuracy

The high BLEU score in figure 3 indicates the high quality of translation, which explains why the model answers the research question on the effectiveness of AI-based language translation in communicating globally.

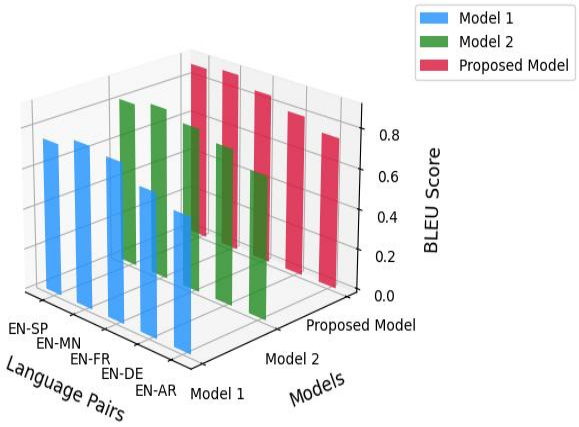

Figure 3: AI Translation accuracy (BLEU score)

5 Discussion

The findings of this paper would be in line with the anticipations laid down in the Introduction about the performance, scalability, security, and translation accuracy of the advanced communication model proposed. The proposed model outperformed the current communication systems significantly in terms of latency and throughput, which helps to confirm that the hypothesis of combining AI-based translation and secure cloud-based infrastructures may increase the efficiency of global business communications is accurate. The decrease in latency and the improved throughput prove that the model removes the typical communication delay issues in international organizations. Also, the scalability test outcomes prove that the model is able to accommodate greater loads, which is consistent with the point that cloud-based systems are an important tool in terms of high communication volumes. The model has remained functional amidst increased user loads, which means that it is effective in the actual business setting, whereby communication needs may vary widely.

The most important contribution of this study is the establishment that sophisticated models of communication have the power to promote smooth communication across borders within the international business environment. Compared to the old models that have a high probability of being constrained by latency, security, and language barriers, the combination of AI-driven translation, encryption protocols, and cloud infrastructures enable teams across different countries to communicate effectively, securely, and in real-time (Ahammad et al., 2024). The implementation of AI-based language translation would remove the language obstacles and would consistently respond to the linguistic changes, which is important in multinational organizations (Mah et al., 2022). Moreover, data security, that is, the AES-256 encryption and multi-factor authentication, considers the fundamental issues of securing sensitive business data in transit. This helps organizations to exchange confidential information without fear when communicating across the world (Bielawska, 2025). The high flexibility of the model is also determined by the fact that it is scalable to all organizations, whether they are small businesses venturing into the international market or big corporations with numerous branches all over the world. The model also guarantees effective communication among the infrastructures when there is high load by using cloud-based infrastructure and distributed networks, and thus business continuity during peak load status (Kalogiannidis et al., 2024).

In practical terms, this study offers business leaders a solid conceptual framework that develop their communication skills in an international business landscape (Bormane & Blaus, 2024). Collaboration, decision-making, and productivity are enhanced because the model can combine the advanced security features with real-time communication tools and boost international teams. Since increasing numbers of companies are implementing remote and hybrid work systems, it is necessary to make sure that the communication systems used by companies are scalable, secure, and efficient to stay in the market and keep their business functioning effectively. Scholarly, it is a step towards further knowledge about the global business communication systems, as the study presents a new concept that integrates new technologies with the existing models of communication. The combination of AI, cloud computing, and data security as one communication model gives novel approaches to how technology can be used to meet the world's communication requirements. Moreover, the current research also creates new opportunities in the investigation of the role of AI-based models and cloud services in enhancing business communication in the future, and further research on their use in different fields of industry. Lastly, the findings indicate the need to adopt sophisticated communication models in light of the growing intricacies of conducting business in today’s global setting. This not only improve efficiency and increase security, but it also provides the means necessary for organizations to survive in this increasingly connected and digital environment.

6 Conclusion & Future Work

The research indicates that models of communication that incorporate advanced techniques hold a lot of promise in improving communication in the realm of international businesses. The proposed model be able to overcome the primary concerns related to delays, security, and language problems in intercultural communication through AI-based language translation, data transfer protocols, and scalability of cloud architecture. According to simulation results, the proposed model improves communication delay by 60%, with the latency being reduced from 120 ms to 50 ms. Moreover, it enables a throughput of 500 messages per second, compared to 300 messages/second in current models. Apart from improving the communication process's speed and effectiveness, the model ensures data security and allows real-time collaboration, which is highly applicable in multinational organizations operating across various regions. Testing results show that the data integrity of the new model was found to be at 99.9% and the use of AES-256 encryption makes it perform better than other models with only 95% integrity and AES-128 encryption.

Though the model shows positive outcomes, there are some challenges that should be addressed. First of all, the effectiveness of the model in practical application depends on the infrastructure and connectivity conditions. In addition, even though the translation done by the AI is quite accurate when it comes to popular languages, it may not give equally accurate translation for less popular languages or terminologies. The BLEU score in translation for popular languages is 0.85 while for less popular languages, it drops down to 0.72. However, it is also possible for the performance of the model to become poor in extreme conditions due to network instability or a high number of users, but testing for scalability showed that it could cope with moderate levels of increased loads. For the future, it is essential to optimize the research further to make sure that the AI translation model would achieve higher precision in translating between many languages as well as in various fields, while also improving the encryption algorithms so that would provide increased security to the data transferred through the network. Real-life case studies of such research might also be beneficial for determining the efficiency of the model under various conditions. Another area for further research might be incorporating several means of communication (for example, video, voice, and text), which would help to create even more immersive forms of business communication. Edge computing might also be used to increase efficiency further.

Acknowledgement

This publication is supported by Quest International University under the QIU Academic Publication Funding.

References

[1] Ahammad, S. H., Kalangi, R. R., Nagendram, S., Inthiyaz, S., Priya, P. P., Faragallah, O. S., ... & Rashed, A. N. Z. (2024). Improved neural machine translation using Natural Language Processing (NLP). *Multimedia Tools and Applications*, *83*(13), 39335-39348. https://doi.org/10.1007/s11042-023-17207-7

[2] Al-Saggaf, M. A. (2025). NLP in action: Enhancing translation and interpretation. In *Role of AI in Translation and Interpretation* (pp. 175-204). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-0060-3.ch007

[3] Bielawska, A. (2025). Artificial Intelligence Adoption Challenges in the Small and Medium-Sized Enterprise Sector: A Comparative Analysis of Poland, Germany and Denmark. *Research on Enterprise in Modern Economy*, *2*(41), 5-22. https://doi.org/10.19253/reme.2025.02.001

[4] Bormane, S., & Blaus, E. (2024). Artificial intelligence in the context of digital marketing communication. *Frontiers in Communication*, *9*, 1411226. https://doi.org/10.3389/fcomm.2024.1411226

[5] Cham, T. H., Avezimbetovich, S. K., Andoko, A., Wong, B. K. M., Lau, E., Paramita, W., ... & Tan13, K. L. (2025). Is Artificial intelligence (AI) the game-changer for business? Exploring current insights, opportunities, and potential research agenda. *Asian Journal of Business Research Volume*, *15*(3). https://doi.org/10.14707/ajbr.250206

[6] Dvouletý, O., Jirásek, M., Giglio, C., & Liguori, E. (2025). Artificial intelligence, digitalization, and new technologies in shaping business and management research. *Cogent Business & Management*, *12*(1), 2580126. https://doi.org/10.1080/23311975.2025.2580126

[7] El-Hajj, M. (2025). Enhancing communication networks in the new era with artificial intelligence: techniques, applications, and future directions. *Network*, *5*(1), 1. https://doi.org/10.3390/network5010001

[8] Florea, N. V., & Croitoru, G. (2025). The impact of artificial intelligence on communication dynamics and performance in organizational leadership. *Administrative Sciences*, *15*(2), 33. https://doi.org/10.3390/admsci15020033

[9] Jiang, K., & Lu, X. (2020, November). Natural language processing and its applications in machine translation: a diachronic review. In *2020 IEEE 3rd international conference of safe production and informatization (IICSPI)* (pp. 210-214). IEEE. https://doi.org/10.1109/IICSPI51290.2020.9332458

[10] Jorzik, P., Klein, S. P., Kanbach, D. K., & Kraus, S. (2024). AI-driven business model innovation: A systematic review and research agenda. *Journal of business research*, *182*, 114764. https://doi.org/10.1016/j.jbusres.2024.114764

[11] Kalogiannidis, S., Patitsa, C., & Chalaris, M. (2024). The integration of artificial intelligence in business communication channels: opportunities and challenges. *WSEAS Transactions on Business and Economics*, *21*(1), 1922-1944. https://doi.org/10.37394/23207.2024.21.157

[12] Kasim, N. M., Fauzi, M. A., Wider, W., & Yusuf, M. F. (2022). Understanding social media usage at work from the perspective of social capital theory. *Administrative Sciences*, *12*(4), 170. https://doi.org/10.3390/admsci12040170

[13] Koppel, O., & Parkhomchuk, O. (2025). Cross-Border Relations in the Context of Artificial Intelligence Development: Challenges and Prospects. *Actual Problems of International Relations*, *1*(163), 41-48. https://doi.org/10.17721/apmv.2025.163.1.41-48

[14] Lee, K. F., & Yuan, S. (2025). Integration of Cultural Competence and Intercultural Communication Skills in Translation Training to Promote Diversity and Inclusivity: A Narrative Review. *Cutting-Edge Approaches in Translator Education and Pedagogy*, 121-160. https://doi.org/10.4018/979-8-3693-6463-5.ch005

[15] Lockey, S., & Gillespie, N. (2025). Trust in AI: Evidence of trust-supporting mechanisms from 17 countries. In *Enterprise AI* (pp. 279-309). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-032-01940-0_10

[16] Mah, P. M., Skalna, I., & Muzam, J. (2022). Natural language processing and artificial intelligence for enterprise management in the era of industry 4.0. *Applied Sciences*, *12*(18), 9207. https://doi.org/10.3390/app12189207

[17] Mahmood, M. R., Matin, M. A., Sarigiannidis, P., & Goudos, S. K. (2022). A comprehensive review on artificial intelligence/machine learning algorithms for empowering the future IoT toward 6G era. *IEEE access*, *10*, 87535-87562. https://doi.org/10.1109/ACCESS.2022.3199689

[18] Niasi, K. S. K. (2025). Graph Neural Network-Infused Digital Twin Platform with Transfer Learning and Quantum-Safe Protocols for Resilient Power System Control and Markets. https://doi.org/10.20944/preprints202601.0392.v1

[19] Ramesh, J. V. N., Aruna, V., Kavitha, P., & Jayasudha, T. (2025, February). Improving English Text Machine Translation Quality with Cutting-Edge Neural Network Systems. In *2025 3rd*

International Conference on Intelligent Systems, Advanced Computing and Communication (ISACC) (pp. 56-60). IEEE. https://doi.org/10.1109/ISACC65211.2025.10969402

[20] Ratten, V., Jones, P., & Braga, V. (2024). Artificial intelligence in international business. *Thunderbird International Business Review*, *66*(2), 127-133. https://doi.org/10.1002/tie.22373

[21] Schwaeke, J., Peters, A., Kanbach, D. K., Kraus, S., & Jones, P. (2025). The new normal: The status quo of AI adoption in SMEs. *Journal of small business management*, *63*(3), 1297-1331. https://doi.org/10.1080/00472778.2024.2379999

[22] Teng, P. K., Heng, B. L. J., Abdullah, S. I. N. W., Ping, W. T., & Yao, X. J. (2020). Consumer adoption of mobile payments: a distinctive analysis between China and Malaysia. *International Journal of Business Continuity and Risk Management*, *10*(2-3), 207-223. https://doi.org/10.1504/IJBCRM.2020.108505

[23] Wong, W. Y., Sam, T. H., Too, C. W., & Pok, W. F. (2022, May). Software quality assurance plan: Setting quality assurance checkpoints within the project life cycle and system development life cycle. In *2022 IEEE 18th International Colloquium on Signal Processing & Applications (CSPA)* (pp. 214-219). IEEE. https://doi.org/10.1109/CSPA55076.2022.9782044

Authors Biography

Adeline Ong working as a Faculty of Social Sciences at Quest International University, Perak, Malaysia. Senior academic and strategic communications professional with over 30 years of combined experience in academia, media, and corporate communications. Currently serving as Senior Lecturer and Programme Coordinator in Communication, with a demonstrated record in teaching excellence, curriculum development, and academic leadership. Background includes education and executive-level roles across public, private, and regulatory sectors. Passionate about integrating industry insights into communication education and leading programmes that are socially relevant and future-ready.

Dr. Ng Miew Luan is an accomplished academic and professional in education, journalism, and the social sciences. She currently serves as Associate Professor at the Faculty of Education and Liberal Arts, INTI International University, and held the position as the Deputy Director of Center of Sustainable Business Innovation and Corporate Responsibility. A former Head of Southeast Asia Regional News and senior writer at Sin Chew Daily, Dr. Ng brings extensive media experience to her academic role. She is also the General Secretary of the Malaysian Social Sciences Association. Her research spans newspaper discourse analysis, media education, political communication, language and power, and issues affecting minority and disabled communities.

Dr. Megala Rajendran is the Vice Rector – Research & Innovation at Turan International University, Uzbekistan. She is an accomplished academic with over 20 years of experience in English Studies, Research Methodology, and Gender Studies. She has authored multiple Scopus-indexed publications and actively leads international research collaborations. Her work focuses on academic excellence, innovation, and global research partnerships.

Dr.A. Karthikeyan is the Head of the Department of Management studies at Sree Amman Arts and Science College, Erode, Affiliated to Bharathiar University, Coimbatore. He is an accomplished academic with over 13 years of experience in Management studies. His work focuses on academic excellence, innovation and growth of his working environment.

Abd Majid Mohd Isa working as a professor, he currently attached to INTI International University, where he serves as the Director of the Centre for Education and Sustainability Strategies. He has held the position of Professor of Educational Psychology since 2001 and has made significant contributions to higher education development, research management, and academic leadership in Malaysia. Throughout his distinguished career, Professor Abd Majid has played a pivotal role in the establishment and development of several higher education institutions. He was instrumental in the establishment of Universiti Malaysia Terengganu (UMT) and in setting up the Research Management Centre at Universiti Malaysia Sabah (UMS), strengthening the research culture and capacity of the university.After taking early retirement from government service, he continued his leadership journey in the private higher education sector. He served as Vice-Chancellor and Chief Executive Officer of three private higher learning institutions: Shahputra University.

Feruza Bakaeva is affiliated with the Tashkent Institute of Irrigation and Agricultural Mechanization Engineers – National Research University, Tashkent, Uzbekistan. Her academic and research interests focus on agricultural engineering, irrigation systems, sustainable water resource management, environmental sustainability, and innovative technologies for agricultural development. She actively engages in research projects addressing contemporary challenges in agriculture and resource-efficient farming practices. She has contributed to scholarly publications and academic initiatives aimed at enhancing sustainable agricultural productivity and improving water management strategies. She committed to advancing interdisciplinary research and promoting innovative solutions for the sustainable development of the agricultural sector.