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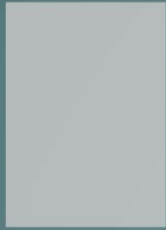


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The Representation of the Self in Alfred Lord Tennyson's Poetry

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Abstract:

Literary investigation of selfhood has long reflected human identity and introspection. Alfred Lord Tennyson's self-portraits are examined in this article. Tennyson's introspective lyrics illuminated Victorian consciousness during immense social and intellectual change. This article examines Tennyson's complex self-representation in selected poems. The essay places Tennyson's poetry in the context of Victorian literature and ideas, stressing selfhood's changing roles. It examines Tennyson's introspective study of emotions, wants, doubts, and fears. According to Tennyson's poems, the self's relationship to nature, society, and history is examined. A thematic analysis of seclusion, nostalgia, and existential pondering illuminates Tennyson's interest in the self's place in the ever-changing universe. It explores Tennyson's approach to memory and identity, showing how his poetic personas traverse the complex relationship between past and present identities. We conclude with Tennyson's poetics of change, where the self transforms and renews in the face of life's obstacles and uncertainties. This article illuminates Tennyson's literary language and influences on Victorian selfhood through attentive readings and critical analysis. It shows how Tennyson's verses reflect the Victorian self's complexity, inconsistencies, and existential aspirations; they resonate beyond time and invite readers to consider their identities in the ever-changing tapestry of human experience.

Keywords: Representation, Selfhood, Tennyson, Victorian Society, Victorian Culture.

INTRODUCTION

The self can be understood differently based on the perspectives presented in the abstracts. According to Hann (2011), the self is a rational human-minded animal or a real person in a natural world with a meaningful life. Stankeviciu (2017) argues that our usual experience of the self is an illusion, and it is not a discrete entity but rather a construct ^[2]. Thirsk and Clark (2014) discuss the self in the context of self-management of chronic diseases, highlighting the importance of patient's suggests that the self is a cultural construction shaped by implicit cultural values and specific sociocultural practices. The self-concept encompasses rationality, illusion, self-management, social evaluation, and cultural construction. The concept of the self pertains to an individual's inherent characteristics and personal identity, namely as a rational being with a human intellect or as an actual person within a wholly natural and non-idealized environment. The scientific understanding encompasses both natural sciences and systematic foundational metaphysics. The self is characterized by its capacity to lead purposeful lives, whether positive or negative, and its innate abilities for consciousness, intentionality, empathy, and rational thinking. The inquiry into the nature of the self holds considerable importance when contemplating broader existential queries on the purpose of existence and the essence of humanity. Self-identity is further investigated, considering its connection to other individuals or first-person perspectives and transformations experienced by individuals throughout their lifetimes (Hanna, 2011).

From the psychotherapist's point of view, the concept of the self, as commonly seen, can be considered illusory. This proposition posits that the self is not an independent and distinct entity but a conceptual framework constructed by the cognitive processes of human minds. The concept of the self's illusory character holds significant ramifications within psychotherapy (Stankevicius, 2017). The concept of self, as expounded upon in this scholarly article, is characterized as an imaginary construct. There is a contention that the conventional perception of the self is not an independent entity but rather a fabrication formed by the cognitive processes of our minds. This paper elucidates the self's deceptive quality and examines its ramifications within the context of psychotherapy. The concept of the self is depicted as fluid and subjective rather than fixed and objective and is subject to influence and molding through diverse psychological processes. The essay posits that gaining an awareness of the deceptive quality of the self can yield significant ramifications for psychotherapy, perhaps engendering novel methodologies and interventions within the discipline. Examining the psychological ideas of the self as a means of knowledge representation holds significant implications in identifying the neurological presentation of the self and the specific brain module(s) responsible for facilitating self-referential thought. The concept of the self-positing the possibility of multiple context-specific selves rather than a singular self. Likewise, there may exist various self-images particular to different modalities. The autobiographical self is a compilation of individual episodic memories and a narrative framework encompassing the temporal and causal connections among the recollected events. While the individual's subjective perception of self is inherently distinct, it is plausible that the neural representation of self may not be discernible from that of other individuals. Furthermore, it is conceivable that the brain modules responsible for processing self-related information may also be involved in processing information about other individuals, if not in a broader sense, objects in general (McConnell et al., 2012).

The term "self" pertains to an individual's distinct identity and personal uniqueness. Self-representation encompasses portraying one's thoughts, emotions, and intimate encounters. Self-representation includes a range of modalities, including linguistic expression, cultural practices, cognitive processes, and interpersonal engagements. How individuals show themselves is influenced by various circumstances and perspectives. In language and culture, individuals have been observed to use linguistic constructions to express their understanding of selfhood and negotiate social identities. Within social media, self-representation encompasses several activities, such as displaying one's identity, expressing oneself as a form of artistic creation, pursuing attention, and promoting specific elements, such as makeup. A fixed and unchanging nature does not characterize the concept of self but rather exhibits a plurality of representations that vary according to an individual's circumstances and personal encounters. The cognitive processes can impact these representations by using self-similarity as a heuristic for generating representations of unfamiliar individuals. The investigation into the brain's depiction of the self is ongoing, indicating that it may exhibit unclear differentiation from the definition of others. Additionally, it is proposed that the neural representation of the self may involve self-images particular to specific sensory modalities (Kihlstrom, 2012; McConnell et al., 2012; Mensch, 1997).

Victorian Society and Culture

The Victorian era encompassed a period characterized by notable transformations. England encountered significant societal turmoil and economic instability due to the disruption of religious convictions and the advent of novel technological innovations. During this historical period, there was notable economic growth and the successful overthrow of Napoleon. However, it was also characterized by quick and sometimes unfavorable societal transformations as individuals tried

to sustain their livelihoods(Jaoolkar et al., 2016; Jordan, 2013). A strong emphasis on development, expansion, and mobility characterized the Victorian age. This was evident in the establishing railway lines, the growth of industrialization, and the rise in population and literacy rates. The historical period under consideration was marked by tranquility and economic well-being, as evidenced by the extensive dominion of Queen Victoria, encompassing almost one-fifth of the inhabitable globe, and the establishment of railway networks connecting the British Isles. Numerous individuals were engaged in intellectual agitations(Cortes-Ramirez, 2019; Jaoolkar et al., 2016) [5]. The Victorian era was characterized by significant changes in multiple facets of everyday existence, encompassing technological advancements, literary developments, societal shifts, and the expansion of the British Empire.

Many influences influenced the formation of Victorian society and culture during the 19th century. The rebirth of classical rhetoric during the Victorian era substantially influenced the development of political, gender, and societal ideologies (Cortes-Ramirez, 2019). During this century, the British industry experienced significant growth as technological advancements and the establishment of railway networks profoundly impacted various forms of artistic expression, literature, and storytelling(Jaoolkar et al., 2016). The political principles of the Victorian era were deeply influenced by historical, moral, and communal factors, and various political perspectives can be attributed to differing interpretations of these aspects [3]. The book "The Victorian World" thoroughly assesses the society and culture during the Victorian era. It delves into various aspects like the global hierarchy, economic conditions, political landscape, acquisition of knowledge, systems of religion, and cultural expressions(Jordan, 2013). The book also explores the production and replication of exterior manifestations of Victorian culture in other geographical areas, such as India, Africa, the United States, the settler colonies, and Latin America.

People thought differently at the start of Victorian times. Emerging scientific ideas challenged people who had long-held religious beliefs. Darwin challenged Christian beliefs by proposing the 'Theory of Natural Selection,' which showed that humans originated from a lower form, dispelling our faith in our superiority. He explained the science behind it, shocking and disrupting people's thinking.

Before Darwin introduced his views, people believed humans were the most intellectual and that God created the universe in six days and rested on the seventh. However, new concepts led to skepticism. The shift in self-perception and societal views led to mental turmoil, causing bewilderment and distrust at the start of the Victorian era(*The Historiography of Science and Religion*, n.d.).

Advances in science led to changes in politics and society via direct and indirect effects. The political changes also impacted social situations. The turbulent times they introduced additional problems to the calm England of the Romantic eras. The ugly side of human degradation and rum barrels replaced the natural beauty of the water stream. The Victorian age offered inhabitants lovely goods and essential elements for a new century.

The transition period was diversified since society has always had different qualities defining different ages. The rapid pace of change made it challenging for people to adapt to the relentless nature of time. Great Britain made political progress in colonialism, neglecting its inhabitants as a low wave of the subsequent deluge. The financial crisis, unprecedented in its magnitude, has been the cause of many issues throughout history. The abolition of landlordism disrupted social

levels, causing high-class individuals to lose their advantages. The middle class was upset for various reasons, including job loss due to technological developments. The machines replaced employees and performed better with less money. One device may efficiently replace hundreds of workers. Second, society was uncomfortable and distrustful of aristocrats. The upper classes suppressed the lower classes to regain their position in society, leading to revolutions and societal instability. Thus, the Victorian age was gloomy and disappointing (Jaoolkar et al., 2016).

During the Victorian era, several critical areas of disagreement existed between science and religion. These included the examination of the compatibility of Pantheism with scientific principles (Evans, 1993) [1], evolving perspectives on the interplay between science and religion [2], the belief that religion impeded scientific advancement [3] (Turner, 1978), debates regarding the historical narrative of science and religion [4], and the contentious discussion between natural theology and evolutionary theory (Hesketh, 2018) [5]. Despite its relative obscurity, Pantheism held considerable religious significance during the Victorian era and frequently faced criticism from Christian detractors who perceived it as a potential challenge to scientific beliefs. The reception of J.R. Seeley's publication "Natural Religion" provided insights into the evolving perspectives around the interplay between science and religion. Historically, there has been a tendency among scientists to perceive religion as a factor impeding scientific advancement. At the same time, theologians have believed that scientists cannot comprehend the profound dimensions of human existence. The historiographical discourse around the relationship between science and religion has significantly influenced the understanding of this complex interplay. Moreover, certain historians' religious or antireligious convictions have further shaped the interpretation of this historical nexus. The release of Charles Darwin's seminal work, "On the Origin of Species," sparked a contentious discourse between the realms of scientific inquiry and natural theology, as numerous individuals endeavored to harmonize the principles of evolutionary theory with their Christian faith (Evans, 1993; Pucci & Angilella, 2017; Turner, 1978).

Numerous transformations transpired throughout the Victorian era, and these alterations were duly portrayed in the literary works of the poets and writers of that epoch. Numerous scholarly studies have been dedicated to various topics, although there needs to be more literature explicitly addressing the self-representation of Tennyson within his poetic works. This article aims to examine the difficulties mentioned earlier and contribute to the current body of study, enhancing the scholarly discourse surrounding the literary works of Tennyson.

Tennyson's Life and Poetic Works

Alfred Tennyson was an eminent English poet who was active from 1809 until he died in 1892. During a significant portion of Queen Victoria's reign, he served as the Poet Laureate of the United Kingdom. He penned several poems, such as "Ulysses," "In Memoriam," "The Charge of the Light Brigade," and "The Lady of Shalott," which are still widely read and adored in modern times. In addition, he was a pioneer in the Victorian poetic movement, which investigated topics like nature, love, death, faith, and social difficulties.

Tennyson was the fourth of a total of 12 children and was born in the village of Somersby, Lincolnshire. His father was a rector, so he ensured his son had a comprehensive education in the literary arts. Tennyson's writing ability became apparent at an early age, and he penned his first epic poem when he was just 12 years old. Alexander Pope, Sir Walter Scott, John Milton, and Lord Byron were among the poets who impacted him. While a Trinity College, Cambridge student, he became fast friends with Arthur Hallam, a fellow student who passed away under mysterious

circumstances in 1833. Tennyson's loss motivated him to compose "In Memoriam," a lengthy elegy widely regarded as one of the poet's finest works.

In 1830, Tennyson released *Poems, Chiefly Lyrical*, his debut collection of poems under his name. It contained some of his most well-known poetry, such as "Mariana" and "The Lotos-Eaters." He continued to write and publish throughout his life, trying out a variety of literary forms and styles in the process. In addition, he was a playwright, but his works could have been more well received. After gaining widespread acclaim and esteem among his contemporaries and the general public, he was honored with the title of Poet Laureate in 1850. In 1884, he was given the title of baron, and he won numerous other medals and decorations. In 1850, he tied the knot with Emily Sellwood, and the couple went on to have two sons: Hallam and Lionel. In 1892, he passed away at his house in Aldworth, Surrey, and he was interred at Westminster Abbey after his death.

LITERATURE REVIEW

The examination of Tennyson's portrayal of the self in his poems has been a focal point in scholarly analyses. The assessments mentioned above go into Tennyson's evolving perspectives on portraying the heroic poetic genius and his increasing doubt about the Shelleyan concept of the visionary poet-prophet (Reed, 1968). The analysis also explores the conflicting assertions made by physical and metaphysical explanations of the human mind within Tennyson's poems that were composed during the period surrounding the demise of his companion, Arthur Henry Hallam (Bell, 2022). Tennyson's poems have been subject to divergent critical perspectives, with some scholars perceiving them as detrimental self-gratification. In contrast, others regard them as a literary alternative to the sedative medication known as valium (Woolford, 2005). Furthermore, the poetry of Tennyson has been subject to scholarly examination due to its inclusion in prose fiction, demonstrating its enduring influence in the genre of the novel spanning from the Victorian era to contemporary times (Crawford, 2019; Turner, 1978). Tennyson's poetry exhibits a self-representation characterized by employing gloomy terminology and imagery, which mirrors prevailing societal anxieties and a yearning to regulate the imagination. Jakse (2014) undertook an analysis of the utilization of black, analogous imagery, and descriptive language in Tennyson's poems "Mariana and the Moated Frenchman," "Mariana in the South," and "The Lady of Shalott."

Tennyson's poetic works delve into the thematic exploration of self-representation, focusing on his growing poetical persona and utilization of various literary frameworks. Tennyson's poems possess an inherent literary chronicle, wherein each poem manifests the poet's evolving self-awareness and understanding of his position within the world. Tennyson's belief in the efficacy of language is the foundation of his literary talent; however, it is also identified as the cause of its deterioration upon his loss of this belief (Jakse, 2014; Reed, 1968). The examination of Victorian poetry concerning the transition from the concept of self to the idea of text offers a valuable understanding of the potency and complexity of poetry that subverts idealistic lyrical expression. In its entirety, Tennyson's poetry provides a comprehensive examination of self-representation and the influential role of language in molding one's poetic identity.

Tennyson's poetic works examine the human mind's physical and metaphysical aspects, symbolically representing the self (Kihlstrom, 2012). The author explores the concept of the malleable human mind, which is influenced by physiological factors and physical encounters. Additionally, the author acknowledges the existence of an everlasting spiritual component that contributes to one's identity. The depiction of the self in question is distinguished by obscurity,

the gradual disappearance of objects, and a gradual decline of cognitive faculties as it relinquishes control (Bell, 2022). Tennyson's poetic works depict existence as translucent, ethereal, and elusive, mirroring the prevailing Victorian and modern perspectives. The poet's developing perception of himself is evident in utilizing the "frame" method and the extended "composted" poem. These literary techniques serve as intermediaries between the poet and the external world, enabling him to position himself within the larger context of the world (Crawford, 2019). Tennyson's belief in the enchanting potency of language is the foundation of his artistic talent and the cause for its deterioration upon the loss of said belief.

The self-representation of Tennyson in Victorian poetry exhibits a complex and dynamic nature (Jakse, 2014). The poet employed sadness as a rhetorical device in his verses, establishing an ambiance that mirrors the state of melancholia. This approach also exemplifies the Victorian gaze's impact, which imposed limitations on the more unrestrained imaginative aspects of the Romantics (Petch, n.d.). Tennyson's poems focus on various states of consciousness, which he skillfully crafted into frameworks beyond mere subjective experiences. In doing so, he effectively transformed his lyrical sentiments into a comprehensive social philosophy. In addition, the author delved into the extended form of the "composted" poetry, identifying as a Victorian Alexandrian and emphasizing the enchanting potency of language. Tennyson's self-representation was impacted by the evolving literary frameworks of his era, with the influence exerted by publishers in molding his image and reputation. In Victorian poetry, Tennyson's portrayal of himself exhibits a multifaceted nature shaped by various forces, such as his utilization of melancholy, his examination of different states of consciousness, and the changing literary and publishing environment of the age. Numerous articles have been published to portray various facets of Tennyson's poetry from diverse perspectives. However, there needs to be more scholarly research that thoroughly investigates Tennyson's authentic self-representation within his poetry. The present study endeavors to delve into the subject matter and demonstrate the enduring presence of Tennyson in literature, particularly in light of contemporary developments within the global setting.

OBJECTIVES OF THE STUDY

The research has several goals. It first analyzes Alfred Lord Tennyson's introspective self-portraits in a sample of his poetry. Second, it seeks to place Tennyson's self-representation in the context of Victorian literature and intellectual debate to show how it differs from Victorian self-conceptions. The research also examines Tennyson's poetry themes of seclusion, nostalgia, change, and the self's relationship with nature and society. It also seeks to identify trends and changes in Tennyson's self-representation throughout poems to reveal his changing ideas. Finally, critical perspectives and multidisciplinary insights examine Tennyson's complex relationship with Victorian self-representation.

SIGNIFICANCE OF THE STUDY

The present study carries relevance as it provides a nuanced examination of Alfred Lord Tennyson's representation of the self in his poetry throughout the Victorian era. By exploring Tennyson's introspective tendencies, this study illuminates the intricate dynamics between individual identity, societal transformations, and emotional terrains within a period of profound change. The present research enhances our comprehension of Victorian selfhood by providing valuable insights into how individuals navigated their self-perception in the face of changing social and intellectual trends.

RESEARCH METHODOLOGY

The study utilizes a qualitative research methodology, which involves doing a comprehensive literary analysis, exploring the contextual factors, examining the themes, and incorporating critical viewpoints. The crux of this investigation is thoroughly reading a curated collection of poems by Alfred Lord Tennyson, whereby a meticulous evaluation of their linguistic elements, imagery, and narrative frameworks is conducted to reveal intricate strata of self-representation. The poems discussed are set within the broader framework of Victorian literature and intellectual thinking, facilitating a thorough comprehension of Tennyson's depiction of selfhood in connection to prevalent ideas of the era. Examining reoccurring themes such as seclusion, nostalgia, change, and the individual's interaction with the environment and society will unveil patterns and transformations in his portrayal. The study seeks to comprehensively understand Tennyson's examination of the self throughout the Victorian era by integrating historical context, critical perspectives, and interdisciplinary insights.

Tennyson's Representations of the Self in his Poems

The poem "Ulysses" by Tennyson discusses how one might become more fully themselves by integrating their past experiences. The following verse shows his belief in an evolving self that changes via encounters with the world, echoing the Victorian preoccupation with self-development and external influences on personal progress.

"I am a part of all that I have met," "Ulysses."

Tennyson's unshakable belief in the face of tragedy indicates a steady inner core, showing his meditation on eternal ideals despite the emotional turbulence of the Victorian era.

"I hold it true, whatever befall; I feel it, when I sorrow most" - "In Memoriam."

His knowledge of the interconnectivity of society is demonstrated by his recognition of the common destinies between the sexes. The line below reflects his understanding of the changing roles that men and women played in Victorian society and the obstacles they faced.

"The woman's cause is man's: they rise or sink together" - "The Princess"

Tennyson's triplet emphasizes the human characteristics that defined Victorian morality. Via the trio's use, he emphasizes his conviction that the self-controlled and conscientious individual is the fundamental component of Victorian identity.

"Self-reverence, self-knowledge, self-control" - "Idylls of the King"

Tennyson's "Lady of Shalott" articulates the weight of a constrained existence, echoing the difficulties many faced in adhering to Victorian-era norms. This sentence demonstrates Tennyson's compassion for individuals who long to be liberated from the restrictions imposed by society.

"I am aweary, aweary, I would that I was dead" - "The Lady of Shalott."

Tennyson's perspective on the Arthurian legend captures the transformations of the Victorian age. This sentence demonstrates his awareness of societal changes and mirrors his consideration of the individual within the context of ever-shifting social conventions.

"The old order changeth, yielding place to new" - "Morte d'Arthur"

Tennyson's use of symbolic imagery suggests that he was engaged with societal currents and how they impacted individuals' self-perception. This is suggested by the imagery representing his acknowledgment of changing times.

"Ring out the old, ring in the new" - "The Princess"

Tennyson's depiction of soldiers' duties reflects the Victorian ideals of honor and responsibility. This statement embodies his investigation into the nature of individual identity within the framework of collective sacrifice.

"Ours not to make reply, ours not to reason why" - "The Charge of the Light Brigade"

The bravery and cohesiveness of the Victorian army are brought to life through Tennyson's evocative account. This sentence encapsulates his reflection on the importance of self-reliance and fortitude in adversity.

"Into the valley of Death rode the six hundred" - "The Charge of the Light Brigade"

Tennyson's meditation on the enigmatic facets of the self and its existence is reflected in the line's portrayal of a sense of alienation and secrecy, reflecting Tennyson's thoughts. That suggests that he is considering the unknown aspects of one's self.

"Better have died, and no more know, no more see a face which no man else on earth shall see" - "Idylls of the King."

How Tennyson depicts recollection concerning serenity reveals his appreciation of the inner life. This line implies that he knows memory's function influences how an individual views time and experience.

"The silent mind hath memory in her days of Spring" - "The Lotus-Eaters"

Arthur's response to the question shows Tennyson's consideration of leadership and decision-making. This line exemplifies his investigation into personal responsibility and the ethical factors that influence one's perspective of oneself.

"And slowly answered Arthur from the barge" - "In the Valley of Caunteretz."

Tennyson's portrayal of the cycle of nature reflects his awareness of his mortality. This sentence, which highlights his connection between the natural world and the temporary character of human existence, provokes introspective musings on growing older on the reader's part.

"The woods decay, the woods decay and fall, the vapors weep their burthen to the ground" - "Tithonus."

Tennyson's reflection on the passing of time is highlighted by how he alludes to the past's impact on the present. This statement illustrates his introspective musings on the importance of memory in forming one's understanding of oneself and the world around them.

"The days that are no more" - "Tears, Idle Tears"

This statement summarizes Tennyson's depiction of an emotional relationship and intimacy between two people. It may allude to his investigation of personal relationships and how these ties contribute to forming a sense of self.

"I have led her home, my love, my only friend" - "Maud"

Tennyson's sorrow for moments that can never be retrieved exposes his reflection on the effect that the past has on the present and the future. This statement perfectly conveys his emotions and the bittersweet quality of the influence of memory.

"But the tender grace of a day that is dead will never come back to me" - "Break, Break, Break."

Tennyson's contemplation of the transient characteristics of Victorian society is similar to how he reflects on the fleeting nature of beautiful things. The line is a symbol of his knowledge of impermanence and the role that it plays in forming one's vision of the self.

"Flower of a day, thy beauties are not thine" - "The Princess"

Tennyson's imagery represents the changes throughout life and what lies beyond. This statement expresses his reflection on the journey of the self and the profound shift accompanying the realization of one's mortality.

"Twilight and evening bell, and after that, the dark!" - "Crossing the Bar."

Tennyson's depiction of the ever-present brook serves as a metaphor for the unyielding self in the face of the vicissitudes of life. This remark perfectly captures his reflection on the ever-changing nature of personal identity in the context of the passage of time.

"For men may come and men may go, but I go on forever" - "The Brook"

The Victorian concept of complex feelings is reflected in Tennyson's contemplation of the burden of joys experienced in the past. This statement gives the impression that he is investigating the effect that memory has on the emotional landscape of the self.

"A sorrow's crown of sorrow is remembering happier things" - "Locksley Hall"

This figurative analogy made by Tennyson reveals his skepticism regarding the meaning of life and the standards set by society. This sentence encapsulates his introspection on individual agency and the perceived insignificance of specific roles in the world.

"For what is it all but being hatched and running about the yard, to cackle for one's dinner?" - "Locksley Hall"

Tennyson's inquiry suggests that the author was pondering issues of individual identity and purpose within the context of societal frameworks. His investigation of the disparity between ideals and accomplishments can be summed up in a single line.

"So, runs my dream, but what am I?" - "Locksley Hall."

Tennyson's cry for peace symbolizes his reflection on how the changing world affected his self-identity. This line expresses his ambition for advancement and individuals' role in sculpting a harmonious future.

"Ring out the thousand wars of old, ring in the thousand years of peace" - "In Memoriam"

Ulysses by Alfred Lord Tennyson reflects the legacy that endures beyond a mortal existence. This remark may be seen as him musing over how one's deeds continue to shape one's identity even after one has ceased to exist physically.

"I am become a name" - "Ulysses."

Tennyson's reluctance to verbalize his feelings of loss illustrates Victorian attitudes against expressing emotions. This statement reveals his introspective battle with the relationship between the internal expression of emotions and how they are communicated to the outside world.

"I sometimes hold it half a sin to put in words the grief I feel" - "In Memoriam."

Tennyson's depiction of twilight and change reveals his observation of the repetitive patterns inherent in life. This statement encapsulates his awareness of the passing of time and the part it plays in forming the individual.

"The lights begin to twinkle from the rocks: the long day wanes" - "Ulysses."

The Victorian era had an intense obsession with self-improvement, reflected in Tennyson's conviction in the cumulative influence of encounters. This statement encapsulates his perspective on the self as it has been formed through the various experiences that he has had.

"I am a part of all that I have met" - "Ulysses"

Even though Tennyson did not write it, this T.S. Eliot lyric captures the sensation of slowly disappearing. It reflects Tennyson's pondering about the end of life and how one's self may become less significant within societal transformation.

Tennyson's identification with the Greek hero Ulysses, who refuses to settle down after his return from the Trojan War, allows him to express his restless spirit and desire for adventure in the poem "Ulysses." He writes:

"I cannot rest from travel: I will drink Life to the Lees" and "I am a part of all that I have met"

He wrote "In Memoriam" to express his grief over the passing of his close friend Arthur Hallam, who was only 22 years old when he passed away unexpectedly. He reflects on his grief, doubts, and faith as he tries to cope with the tragedy. He writes:

"I hold it true, whate'er befall; / I feel it, when I sorrow most; / 'Tis better to have loved and lost / Than never to have loved at all"

He explores his own temptation to escape from reality and indulge in a dreamy state of mind in his poem "The Lotos-Eaters." In this poem, he imagines mariners who land on an island and eat the lotus plant, which causes them to forget their home and duties. Tennyson explores his own temptation to escape from reality and indulge in a dreamy state of mind. He expresses:

"In the hollow Lotos-land to live and lie reclined / On the hills like Gods together, careless of mankind" and "Surely, surely, slumber is sweeter than toil."

Tennyson expresses his feelings of love and insanity in the poem "Maud." He tells the story of a young man who falls in love with Maud, the daughter of his father's enemy, and then goes insane after she passes away. Tennyson's love and insanity are reflected in the poem. He says:

"She is coming, my own, my sweet; / Were it ever so airy a tread, / My heart would hear her and beat" and "Dead, long dead, / Long dead! / And my heart is a handful of dust".

His poem "The Charge of the Light Brigade" memorializes the brave soldiers who served in the Crimean War. Throughout the poem, Tennyson honors his sense of patriotism and heroism. He writes:

"Half a league, half a league, / Half a league onward, / All in the valley of Death / Rode the six hundred" and "Honour the charge they made! / Honour the Light Brigade, / Noble six hundred!".

His other poem, "Crossing the Bar," expresses his acceptance of death and his hope for immortality. Tennyson compares his departure from life to a journey across the sea in the poem. He says:

"Sunset and evening star, / And one clear call for me! / And may there be no moaning of the bar, / When I put out to sea" and "I hope to see my Pilot face to face / When I have crost the bar"

In the poem "The Princess," which tells the story of a princess who finds a woman's college and decides not to marry her prince charming, Tennyson explores his views on gender roles and women's rights. In the poem, Tennyson tells the story of a princess who found a women's college. He writes:

"She is not fair to outward view / As many maidens be; / Her loveliness I never knew / Until she smiled on me" and "Yet it was plain she struggled, and that salt / Of righteous feeling made her pitiful."

Tennyson uses the poem "Locksley Hall" to express his resentment and disillusionment with society. At the same time, he uses the poem to remember his lost love and hopes for the future. His expression in this regard is:

*"In the Spring a young man's fancy lightly turns to thoughts of love" and "Better
fifty years of Europe than a cycle of Cathay."*

As Tennyson describes the life of a woman who waits for her lover who never comes, he essentially expresses his isolation and hopelessness in the poem "Mariana." He writes:

*"She only said, 'My life is dreary, / He cometh not,' she said; / She said, 'I am
awearry, awearry, / I would that I were dead!'"*

CONCLUSION

This study examined Alfred Lord Tennyson's complex self-representation in Victorian poetry, revealing timeless lessons. Literary analysis, contextual exploration, and thematic examination showed Tennyson's introspective lyrics as Victorian awareness mirrors. The results showed Tennyson's complicated relationship with the self, its evolution, emotional landscapes, and relationships with society, nature, and history. The study found several noteworthy findings. Tennyson's "Ulysses" and "In Memoriam" depicted Victorians' search for personal progress in a changing world and the reconciliation of emotions with philosophical problems. Seclusion, nostalgia, and existential thinking illuminated Tennyson's view of the self in the ever-changing universe. His memory and identity journeyed between past and present, highlighting the self's transformation. This has significant ramifications for literary studies and Victorian selfhood. Tennyson's verses show how individual introspection and societal change intertwined during this important change. The research explores the Victorian self's complexity, inconsistencies, and existential goals, inviting contemporary readers to examine their identities in the ever-changing human experience. The analysis also shows that Tennyson's work reflects the human condition over time. This study connects past and present by clarifying his introspective language and its impact on Victorian selfhood. It allows conversations on personal identity, emotional landscapes, and the complex interaction between the self and the world. Tennyson's poetry is a timeless investigation of the human experience, urging readers to consider their role in life's changing tapestry.

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The Possible Future Implementation of the International Financial Reporting Standards (IFRS) in Libya

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Abstract:

The research aims to examine the feasibility of implementing International Financial Reporting Standards (IFRS) in Libya. Based on 306 survey responses and 11 interview transcripts from 2015 and 2018, most respondents had sufficient awareness and knowledge of IFRS and believed its implementation would positively impact financial reports. The top two factors affecting implementation are government instability and corruption, followed by language barriers, low education levels, and political factors. However, most respondents did not feel that adoption of IFRS was urgent. Women were more optimistic than men about government regulations and training courses assisting with IFRS implementation. Respondents were more concerned about the negative effects of political instability on IFRS implementation in 2018 than in 2015. The study found that IFRS standards that do not conform to Islamic requirements could be excluded. The research recommends stakeholders encourage and support training programs for accounting specialists and integrate IFRS into Libyan education programs.

Keywords: accounting education, accounting in Libya, IFRS adoption, IFRS harmonization, IFRS implementation, International Financial Reporting Standards (IFRS), Libya

INTRODUCTION

For several decades, there have been efforts to reconcile differences between accounting standards in various countries for the purpose of enhancing the comparability, transparency, reliability, and quality of financial reporting globally (Madawaki, 2012). The IASC (International Accounting Standards Committee) was founded in 1973 to formulate uniform and global accounting standards to reduce discrepancies in global accounting principles and reporting practices (Madawaki, 2012). The IASC published a series of standards called the International Accounting Standards (IAS) and, after 27 years of slow progress, the IASC was replaced by the International Accounting Standards Board (IASB) on 1 April 2001. The IASB updated the International Accounting Standards and renamed them as International Financial Reporting Standards (IFRS) (Madawaki, 2012).

Libya, prior to the Arab Spring in 2011, was emerging as a strong market-based economy and was making strides towards economic development (Masoud, 2014). With a population of just over 6.155 million, Libya was strategically located in the Middle East-North African economic zone and its economy was boosted by the discovery of abundant oil and gas assets in the late 1950s

(Masoud, 2014). The Libyan economy was ranked 54th in the world by the World Bank with a *per capita* income of \$16,800 and a GDP growth rate of 2.1 percent annually (World Bank, 2012). The Central Bank of Libya announced the annual growth of the Libyan economy at 18% in 2013, and the International Monetary Fund expected growth to further increase to 20% p.a. in the coming years (Masoud, 2014).

Libya gained independence from Italy in 1951 and is a small country in terms of population, but has a large surface area (1,759,540 km²) (CIA World Fact Book, 2021). At independence, the economy was based on agriculture, but the discovery of oil and natural gas reserves in 1958 and their subsequent production and export since 1959 helped increase the country's revenues (Bait-El-Mal, Kilani, & Abusneina, 1973; Kilani, 1988). The foreign oil companies operating in the country were nationalized in the 1970s, resulting in significant income to the government from oil exports (Abusneina, 1992). Colonel Muammar al-Gaddafi (c. 1942-2011) used much of the revenue generated from oil exports to build the army and the country's infrastructure, such as improvement of the cities and modernization of the transportation system (Abusneina, 1992).

The oil boom in the country resulted in fantastic rates of growth for the economy until the early 1980s. However, the country then faced economic sanctions from the international community and its oil exports were seriously impacted by the fall of global oil prices (Masoud, 2014). The GDP *per capita* shrank by more than 40% in the middle and late 1980s, and the economy only began to recover in the early 1990s (Masoud, 2014). By 2013, 95% of the country's exports earnings were from oil exports, and oil accounted for one-fourth of GDP (Bayoud, 2013). The oil-dependent economy of Libya has been intricately entwined with the rise and fall of global oil prices (Abusneina, 1992).

Our interviewees were asked several questions to gauge their perspectives on the adoption of International Financial Reporting Standards (IFRS) in Libya. The questions included their personal experience with regard to Libyan society and accounting systems, the challenges to adopting IFRS, the attitudes of their colleagues, the impact of Islamic culture on the adoption process, and their opinions on preparing financial statements in Libya. The study also included a quantitative analysis of survey responses.

The survey results showed that age and years of experience of surveyed accounting and auditing experts were positively correlated, but there was no correlation between age and qualification or between qualification and years of experience. The majority of the respondents believed that they had sufficient awareness and knowledge of IFRS and thought that it would have a positive impact on financial reports. Nearly all respondents were willing to adopt IFRS and believed that it would have a positive impact in Libya, but most did not see an urgent need for its adoption. The majority believed that government instability and corruption would be the main factors affecting the implementation of IFRS, followed by language barriers.

The survey results also showed that users were more concerned with poor quality reporting and low accountability in the public sector compared to the private sector. A clear majority believed that IFRS would improve the quality of financial reporting. The respondents believed that government regulation, international guidelines, and training courses would have a positive impact on the implementation of IFRS. Women and younger people were more optimistic than men and older people about the positive impact of government regulations and training courses. Younger accountants were more likely to believe that there is a need for IFRS adoption and were

more optimistic about the potential of international guidelines, while older accountants were more likely to view IFRS introduction pessimistically. Academics had the highest knowledge of IFRS compared to other respondents.

The second section focuses on the contextual background of the research and the history of accounting standards, including the history of accounting in Libya, the development of accounting standards in Libya, the International Accounting Standards Board (IASB) prior to the study, and the principles-versus-rules debate. The third section is about philosophical and methodological aspects and includes the research methods used in the research. We chose to use institutional theory as the theoretical framework and explain why we made this choice. Section 4 is divided into three parts and contains a literature review of the financial statement harmonization process, the challenges of IFRS harmonization, and the impact of IFRS adoption.

BACKGROUND

This second section provides a historical context of Libya prior to the Arab Spring in 2011. Libya, a small country with a large surface area, gained independence from Italy in 1951. Its economy was initially based on agriculture, until the discovery of large oil and natural gas reserves in 1958. The subsequent production and export of oil and natural gas helped increase the revenues of the country. The nationalization in 1973 of foreign oil companies operating in Libya resulted in significant income to the government. However, the country faced economic sanctions and a drop in global oil prices in the early 1980s, which had a negative impact on its economy. Despite this, the country experienced a rapid growth in its economy in the early 2000s, driven by the exploitation of its natural resources. By 2013, 95% of the country's exports were oil exports, which accounted for one-fourth of GDP.

The development of accounting standards in Libya was influenced by various factors such as cultural, historical, and economic influences. The discovery of oil in the late 1950s and the increased Foreign Direct Investment (FDI) by American corporations have also had a significant impact on the development of accounting in Libya. The Libyan Commercial Code and the Libyan Income Tax Law have played a role in the preparation of financial reports, while the education system and global firms have influenced the dissemination of Western accounting principles in Libya. The IASB and IFRS Foundation have had a global impact, with the EU adopting the IFRS for its publicly-traded companies and the Norwalk Agreement between the FASB and the IASB, leading to the joint convergence of US GAAP and IFRS. The IASB has also been successful in collaborating with other accounting organizations such as the IFAC, and the widespread acceptance of IFRS has enhanced its reputation globally.

METHODOLOGY

Introduction

The methodology section of this research paper aims to provide a detailed explanation of the research design, data collection methods, and analysis techniques employed to investigate the potential adoption of International Financial Reporting Standards (IFRS) in Libya. In this section, we will describe the research philosophy, research approach, and data sources used in the study. Additionally, we will outline the data analysis procedures, including the statistical methods and software utilized to analyze the data collected. The objective of this section is to provide a comprehensive understanding of the methodology used in the research to support the validity and reliability of the study findings.

Purpose

The purpose of this research paper is to examine the potential future implementation of the IFRS in Libya. In order to achieve this objective, a thorough examination of the current financial reporting practices in Libya and an analysis of the benefits and challenges of adopting IFRS were conducted.

Research Design

This research employs a mixed-methods approach, incorporating both qualitative and quantitative research techniques. Qualitative research was used to gather in-depth information about the current financial reporting practices in Libya and to gain a better understanding of the views and opinions of stakeholders regarding the implementation of IFRS. This was achieved through conducting in-depth interviews with Libyan General Managers.

Quantitative research was used to gather opinion data on the current state of financial reporting practices in Libya and to examine the potential impact of IFRS implementation. This was achieved through conducting a survey of Libyan accounting and auditing experts and analyzing existing financial reports and data.

Data Collection

The data collection process involved two main stages: primary data collection and secondary data collection. Primary data collection was conducted through in-depth interviews with Libyan General Managers, as well as through a survey of Libyan financial reporting professionals. The in-depth interviews were conducted in-person or via telephone, and were recorded and transcribed for analysis. The language used was Arabic and the first researcher translated responses into English. The survey was administered in-person, and the accounting and auditing experts were asked to respond to a series of questions related to their views and experiences with financial reporting practices in Libya. The survey was distributed at two points in time: 2015 and 2018, so we have access to both cross-sectional and time-series data. Secondary data collection involved a review of existing financial reports, data, and relevant literature related to the implementation of IFRS in other countries, as well as a review of relevant legislation and regulations in Libya. This information was used to gain a better understanding of the current state of financial reporting practices in Libya and to inform the analysis of the potential impact of IFRS implementation.

Data Analysis

The data collected from the in-depth interviews and the survey were analyzed using qualitative and quantitative data analysis techniques. Qualitative data analysis involved a thematic analysis of the transcripts from the in-depth interviews and a content analysis of the open-ended responses to the survey questions. The results from the qualitative data analysis provide insights into the opinions of stakeholders regarding the implementation of IFRS in Libya.

Quantitative data analysis involved the use of descriptive statistics and inferential statistics to analyze the data from the survey. The results from the quantitative data analysis provide expert opinions on the current state of financial reporting practices in Libya and on the potential impact of IFRS implementation.

Ethical Considerations

The research was conducted in accordance with ethical research standards and practices. Participants were informed of the purpose of the study and were asked to provide informed

consent prior to participating in the in-depth interviews or completing the survey. Confidentiality and anonymity were maintained, and participants' personal information will not be disclosed without their consent.

Literature Review

The possible future implementation of International Financial Reporting Standards (IFRS) in Libya is a subject of interest due to the country's efforts to diversify its economy and attract foreign investment. The potential benefits of adopting IFRS, such as improved transparency and comparability, have prompted many developing countries to consider adoption (Jermakowicz, 2004). However, there may be external pressures, such as those from multinational corporations, World Bank, United Nations, and Western organizations, influencing the adoption of IFRS in Libya and elsewhere (Lourenço & Branco, 2015).

At present, the Libyan Stock Exchange is inactive, and local companies generally follow local Generally Accepted Accounting Principles (GAAP) rather than IFRS. Although the al-Gaddafi government considered adoption, there are no plans for implementation or convergence (Cerne, 2009; Masoud, 2014). The implementation of IFRS in Libya is likely to be problematic and slow, as in the case of Greece (Iatridis & Rouvolis, 2010). The implementation of IFRS in developing economies is a daunting challenge due to the diversity of political and cultural contexts and the varied effects of globalization (Guler, Guillén, & Macpherson, 2002).

Lourenço and Branco (2015) make clear that, even after adoption, country-specific features such as the legal structure, cultural settings, institutional processes, and differences between IFRS and local standards will have a crucial influence on implementation. The political environment in Libya, shaped by its history of domination by foreign powers, current social chaos and decline, and Arabic culture and Islamic religion, may affect the country's readiness for adoption (Ritchie & Khorwatt, 2007). The stage of development of the present accounting system and the future political dispensation may also play a role in the effective implementation of IFRS in Libya.

A literature review of the accounting system, capital market, and private sector in Libya shows that the country faces many challenges in the adoption and implementation of the International Financial Reporting Standards (IFRS). One of the main challenges is the weakness of the accounting profession in Libya, which is highlighted by Ahmad and Gao (2004). The lack of technical expertise and insufficient knowledge of Libyan professional auditors, as well as poor education and training, are considered as some of the major problems that may hinder the effective implementation of IFRS in Libya (Schachler, Al-Abiyad, & Al-Hadad, 2012; Masoud, 2014).

The Libyan Stock Exchange, established in 2007, is also considered as a hindrance to the adoption of IFRS as it lacks international reputation (Faraj & Akbar, 2010) and is now inactive. In its best years, it was host to only about eleven companies. However, there have been some efforts to adopt IFRS in the banking sector and the Stock Exchange regulations require all Libyan banks and companies listed on the Libyan Stock Exchange to adopt IFRS (Libyan Government, 2005a, 2005b; Zakari, 2014).

One of the other challenges is the language barrier, as the IFRS standards are written in English and the accountants in Libya lack the expertise to communicate in English (Bui, Le, & Dao, 2020). To overcome this barrier, a major project of translating the entire IFRS documentation into Arabic

is necessary (Buzied, 1998). The shift of economic activities from the public to private sector is also likely to take place slowly in Libya, but it is expected to increase the potential relevance of IFRS to the Libyan economy (Nobes, 1998). The experience of Egypt in transitioning from state-controlled to a freer economy and its approach to gradually adopting IFRS could provide lessons for Libya. The adoption of the International Financial Reporting Standards (IFRS) in Libya has been hindered by several factors such as the lack of technical skills and adequate knowledge among auditors, inconsistencies in existing laws, and difficulties generated by taxation. Masaud (2013) highlighted that auditor in Libya are not required to undergo continuous professional training after becoming a member of the Libyan Association of Accounting and Auditing (LAAA). The LAAA is responsible for the implementation of the IFRS through training and classes, but it has historically lacked the authority to do so. The legal framework in accounting in Libya does not reflect the real issues related to the economy and society and needs to be reconsidered for efficient implementation of the IFRS (Faraj & El-Firjani, 2014). The Libyan tax laws influence accounting practices and do not produce information conforming to international standards, making it difficult for the implementation of the IFRS (Masoud, 2014). Political and business differences, as well as the difference between the IFRS and local tax reporting, have also been identified as obstacles to implementation of IFRS (Armstrong, Barth, Jagolinzer, & Riedl, 2007; Ball, 2006).

RESULTS AND DISCUSSION

The paper focuses on the quantitative results of a survey on the adoption of IFRS in Libya, including demographic results of the survey respondents. The majority of the sample were men (83.33%) while the percentage of woman respondents was 16.67% (see Figure 1). The manuscript also discusses the qualitative findings in relation to institutional theory and notes that the Libyan accounting and business sector is male-dominated. All statistical tests were performed using SPSS version 14.

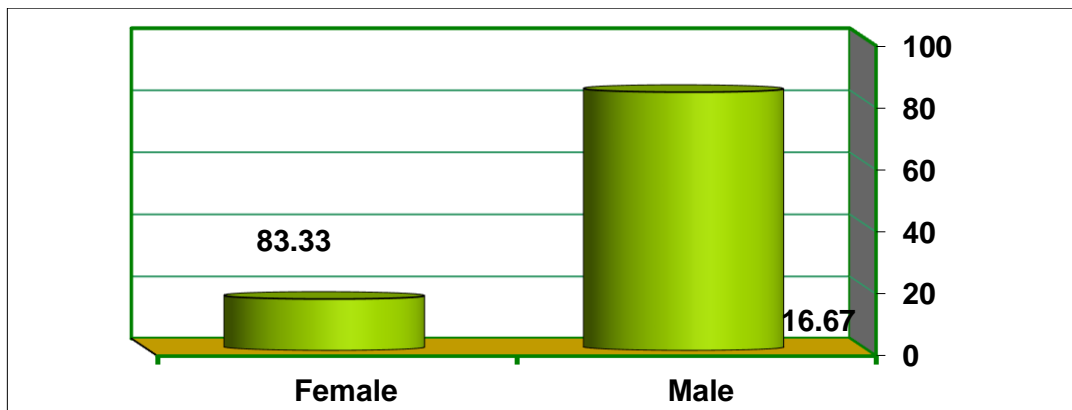


Figure 1 - Distribution of the research sample in terms of gender

Table 1 - Correlation matrix, age and experience

		AGE	Experience
AGE	Pearson Correlation	1	.750(**)
	Sig. (2-tailed)		.000
	N	306	306
Experience	Pearson Correlation	.750(**)	1
	Sig. (2-tailed)	.000	
	N	306	306

(**) Statistically significant at the significance level (0.01).

(*) Statistically significant at the significance level (0.05).

Table 2 - Correlation matrix, age and qualification

		AGE	Qualification
AGE	Pearson Correlation	1	.058
	Sig. (2-tailed)		.314
	N	306	306
Qualifications	Pearson Correlation	.058	1
	Sig. (2-tailed)	.314	
	N	306	306

Table 3 - Correlation matrix, experience and qualification

		Experience	Qualification
Experience	Pearson Correlation	1	-.012
	Sig. (2-tailed)		.838
	N	306	306
Qualifications	Pearson Correlation	-.012	1
	Sig. (2-tailed)	.838	
	N	306	306

The paper presents correlation matrices for three variables, namely age, experience, and qualifications. It is noted that some other variables cannot be correlated empirically. For example, job titles, academic qualifications, and training courses are not comparable in a meaningful way. The correlation coefficient between age and experience is significantly positive, suggesting that younger people have fewer years of professional experience. However, this correlation is on the borderline for multicollinearity. Age and qualification, and qualification and experience, show no significant correlation. The marginally negative coefficient for qualification and experience suggests that younger people tend to be ambitious in securing higher qualifications, while those with more experience got into the system earlier when educational expectations were lower. Overall, the correlation matrices provide insight into the relationship between the variables, and caution must be exercised in the interpretation of the results, especially when dealing with variables that are not comparable.

Question 1: To what extent are Libyan professionals aware of the international financial reporting standards? Do you feel you have sufficient knowledge of IFRS?

The study presents frequency distribution and percentage of the respondents' answers in descending order, and Chi-Square test of independence. Results indicate that the majority of the respondents believe that they have sufficient knowledge of IFRS, and it will have a positive impact on financial reports. IFRS plays an important role in improving the quality of financial reports, and most respondents are willing to apply the standards, but believe Libya is not suited for it now due to political instability. The study supports the validity of institutional theory, as isomorphic pressures work to ensure conformity with IASB's IFRS. These pressures appear primarily normative and mimetic, rather than coercive.

Question 2: Do you agree that applying the IFRSs will have a potential positive impact on financial reports in the Libyan reality?

The majority of surveyed accounting and auditing professionals in Libya believe that using IFRS will have a positive impact, according to this study. 96% of respondents supported IFRS, while

only 4% disagreed. This high level of support suggests that IFRS is not seen as an unwarranted foreign intrusion into the Libyan accounting environment.

Question 3: Factors expected to affect the process of applying these standards in Libya

The survey found that instability of government and corruption were the two most significant factors that could affect the implementation of IFRS in Libya. The country has experienced severe problems since 2014, including frequent electrical blackouts and the exodus of a large number of Libyans. Respondents believed that a stable government with an effective judicial system is required to enforce the IFRS standards, which are difficult and expensive to adopt. A more educated accounting profession could improve the quality and up-to-date nature of accounting education over time. Factors like language barrier, low level of education, and political factors were also seen as barriers to implementation. However, financial factors, complexities of tax laws, and cultural factors were not perceived as major barriers.

Question 4: Will the IFRSs have potential impacts on financial reporting?

The vast majority (97%) of respondents in the study believe that IFRS will have potential impacts on financial reports, according to the frequency distribution and Chi-Square test of independence. Only a small number of people (3%) think that IFRS will not have any potential impact. This indicates that isomorphic forces have been very effective in shaping people's views on IFRS.

Question 5: What is the need to apply the international financial reporting standards and perceptions of Libyan professionals about their entry to the accounting profession in Libya? Is there an urgent need by users of accounting data and information in Libya to adopt the international financial reporting standards?

Most respondents do not believe that there is an urgent need to adopt IFRS. The Chi-square test shows a significant difference between Yes and No responses. This suggests a cautious attitude due to difficulties in implementation. The IFRS still look better by comparison.

Question 6: How will the introduction of the IFRS be perceived by the main actors involved in accounting matters in Libya?

The majority (87%) believe that introducing IFRS in Libya will be perceived optimistically, indicating a positive attitude towards IFRS. Pessimistic attitudes would slow adoption and lower the quality of IFRS reporting. Perceived problems relate to education, language barriers, and political factors.

Question 7: What are the factors to be taken into consideration while making the required adjustments? What are the potential implications of the future application of IFRSs?

The majority (79%) of accountants in Libya believe that IFRS will improve the quality of financial reporting, but only a bare majority (50.3%) think that Libyan financial reporting will be more acceptable to international financial markets after IFRS adoption.

Question 8: Factors to consider while making the required adjustments?

The survey respondents believe that government regulations, international guidelines, and training courses will have a positive impact on IFRS implementation, with high percentages for each option. The respondents were more skeptical about the benefits of government regulations due to political turmoil. The belief in the usefulness of international guidelines and training courses shows the success of isomorphism in driving change.

This section presents the results of 11 qualitative interviews with General Managers from Libya on the perceived benefits and challenges of adopting and implementing IFRS in their country. The results of the interviews reveal that the key benefits of adopting IFRS include the ability to easily compare financial data across borders, attract investors and foreign direct investment, and have a unified language and concepts for accounting and financial transactions.

The main challenges identified by the interviewees include the lack of professional expertise and knowledgeable accountants, limited education and training opportunities for Libyan accountants, Islamic regulations, and cultural differences that run contrary to the Anglo-based ideology inherent in IFRS, and the difficulty in accurately translating and interpreting IFRS for Libyan adoption. However, the respondents believe that the mandatory implementation of IFRS in Libya will bring net benefits, particularly in reducing the cost of information and improving its quality, and that well-educated and competent staff are needed to supplement current employees. These qualitative results provide insight into the perceived benefits and challenges of IFRS adoption and implementation in emerging and Arab countries, particularly Libya.

The adoption and implementation of the IFRS in Libya is facing several challenges. Political instability is the main hindrance to the implementation and adoption of the IFRS. The lack of regulatory board that issues laws and legislations to encourage the adoption and implementation of the IFRS in Libya is another obstacle. Moreover, the lack of awareness, training, education, and regulatory framework impedes the adoption and implementation of the IFRS in Libya. The political instability in the country is also a cause of concern for investors, and there needs to be more political stability before investor confidence can increase.

In addition to the political challenges, there are several accounting challenges as well. The current accountants lack the knowledge, training, and education in the IFRS, which also constitutes a major obstacle for the adoption and implementation of the IFRS. There is also a lack of awareness of accounting knowledge, a weak regulatory framework, a lack of education and training of accountants, and insufficient technical skills. These challenges are consistent with previous studies that have pointed out the lack of technical skills, inadequate knowledge of Libyan professional accountants, difficulties involved in improving existing accounting structures, and insufficient education and training of accountants as challenges to the implementation of the IFRS in Libya. The success of the adoption and implementation of the IFRS in Libya would depend on the country's legal and political system and the judgment of professional accountants with experience.

The findings show that translating and interpreting the IFRS will pose significant challenges due to a lack of well-educated and multilingual staff, leading to poor interpretations of concepts and terminologies. Additionally, translation may lead to the loss of meaning, concepts and terminology, and could result in distorted meanings, affecting comparability and leading to poor investment decisions. On the other hand, users valued the benefits of the IFRS over traditional financial statements. The literature we reviewed highlights the need for improved multilingual skills of accountants, thorough mapping of expressions, and understanding of cultural differences to effectively implement the IFRS in Libya.

The study examines the application of institutional theory in the context of the adoption and implementation of International Financial Reporting Standards (IFRS) in Libya. The results of the study show strong support for IFRS among Libyan respondents, but they also highlight the

challenges posed by political instability, corruption, language barriers, and the incompatibility of religious practices with the British cultural worldview underlying IFRS. The study concludes that the adoption of IFRS in Libya is influenced by normative and mimetic isomorphism, as well as the global power of institutions such as the IASB, the IMF, the World Bank, and the UN that still drive the neoliberal agenda worldwide.

The qualitative and quantitative results of the study are mutually consistent and reinforce each other, giving confidence to the researchers in the complete set of findings. The study confirms that all three types of isomorphism are present in the Libyan context, but it also highlights the real concerns of Libyan respondents. The limitations of the study, suggestions for further research, and recommendations for practice are discussed in the final section of the article. The study concludes that the implementation of IFRS in Libya will be challenging, especially given the political turmoil and widespread culture of corruption in the country. Unless these factors are resolved, the quality of the accounting profession in Libya may decline and the eventual implementation of IFRS may become even harder.

CONCLUSION

Summary of Results

This section provides a summary of quantitative and qualitative results regarding the adoption of International Financial Reporting Standards (IFRS) in Libya. The study found that most respondents believe that IFRS will have a positive impact on Libyan financial reports and play an important role in improving their quality. However, most respondents also believe that the Libyan present-day context is not suitable for these standards due to instability of government and corruption. Users are more concerned with poor-quality reporting and low accountability in the public sector than in the private sector.

General Conclusion

The study concludes that the adoption of IFRS in Libya is a secondary consideration and that political, economic, and social stability are needed first. While the concept of IFRS is widely supported in Libya, the accounting profession cannot implement the standards without political stability. Women and younger respondents were more optimistic about the ability of government regulations and training courses to assist in the implementation of IFRS in Libya.

The article discusses the adoption of IFRS accounting standards in various developed and emerging economies, and identifies themes of readiness, flexibility, and commitment in the adoption process. The article suggests that adopting IFRS in Libya would benefit the country by improving financial reporting and attracting foreign investment, but also suggests that modifications may be necessary to meet the country's cultural and socioeconomic needs. However, the adoption process in Libya may face challenges such as the weakness of the professional accountancy organization, lack of technical skills, and insufficient knowledge of Libyan professional auditors. We also acknowledge the wholesale loss and destruction of political institutions and social stability in Libya, which has made IFRS adoption a secondary consideration at best. Overall, the study offers insights into the challenges and opportunities for adopting IFRS in a developing Arab country like Libya.

Limitations

The study has examined the suitability of IFRS in the Libyan financial environment and proposed the establishment of local regulatory bodies in accounting and auditing to standardize and codify

accountancy practices in Libya. One limitation in the research process was the delay in completing the study due to various factors, including the first author's shift to a new university and disruptions caused by the COVID-19 pandemic and lockdowns. The difficulty in accessing people for the research and the lack of interesting and detailed answers from interviewees were other shortcomings. However, the diversity of the survey sample in terms of gender, age, and job occupations was a positive aspect. The researchers also expressed discouragement due to the decline in Libya's political, economic, and social health.

Policy Recommendations

The paper applies institutional theory to the adoption and implementation of IFRS in Libya, finding that normative pressures can encourage stakeholders to support training in IFRS. It recommends increasing IFRS integration in accounting curricula and offering formal and informal training opportunities for all levels of education and accounting staff. The Fiji Institute of Accountants' success in maintaining professional values through training courses and creating a professional accounting culture is highlighted as a relevant case study. This research suggests that creating an atmosphere of professional identity and pride is important for resisting government control. The former al-Gaddafi government's scholarship program for education should be reinstated and directed towards talented schoolchildren and school-leavers.

Suggestions for Further Research

The interviews for the research were conducted only in Tripoli due to political and safety concerns. Future studies should expand by interviewing people in other parts of Libya and the private sector. Industry-specific studies, such as the oil and gas industry, can be useful. Libya may contribute to global accounting developments in cooperation with the IASB. Stable governance is needed so that we can refocus on the topic of IFRS adoption, and this study can be replicated in the future to monitor actual implementation and problems encountered.

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Saltation Diffusion Penetration: A New Measure of Specific Politico-Economic and Military Relations

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Abstract:

At every stage of human existence, the security environment has been marked by various challenges and processes that have passed through the course of its history. The development of societies, changes in socio-economic conditions, technological progress, political and ideological trends also determined the change in the security environment. The unprecedented military, political, economic and ideological confrontation of the Cold War period, as well as the current extremely complex situation in the world, are causing new dynamics in the security environment. New challenges have emerged for world order and security – terrorism and extremism, military and non-military conflicts, economic and political destabilization, ethnic and religious tensions, cyber wars and many more. etc., risks and threats that have a strong negative impact on the social sustainability of our planet. The lack of clear rules for political and economic behavior and the growth of confrontation in international relations have led to a total disorientation of the global modern social system. Dominant in this direction are not only current wars and permanent threats from local and global conflict situations, but also unconventional technologies, methods and means of influence in the internal political life of states. Scientific and expert literature temporarily imposed a new terminological apparatus, with which to name the various processes, phenomena and operations with a markedly political and military character. Despite the existence of this terminological diversity, however, in the last few years there has been a need to fill the "gap" in understanding their nature and metrics. The need for a new meaningful definition of the specific political-economic, technological and social decisions and consequences appeared mostly in social practice. In this regard, in this report we will consider a new measure of specific politico-economic and military relations, which we have called "Striking Diffuse Penetration" (SDP) or Public Diffuse Entropy (PDE). Regardless of the fact that these two definitions, we propose a third linguistic construction that unites the first two and name the following expression form Saltation Diffusion Penetration.

Keywords: Policy-Economic Relations, Military Relations, "Striking Diffuse Penetration" (SDP), Public Diffuse Entropy (PDE), Saltation Diffusion Penetration (SDP).

INTRODUCTION

Historically, in all major power clashes, combinations of conventional and unconventional means have always been used to achieve strategic goals and manage conflicts in the most effective manner.

For a large part of its existence, the world has been multipolar, but after the end of the Cold War, a new, unipolar model was imposed by the only global superpower, which in order to be able to maintain its position as a world power for as long as possible and to protect its foreign policy interests, began to focus its efforts on countering competing powers by destabilizing the various regions that challenge their global dominance. (Stoyanov, 2016).

The new geopolitical battle aimed at maintaining dominance in the collapsing neoliberal and monopolistic world has caused the aspiration of the rest of the world powers to redistribute the main roles for establishing a new world order.

At the end of the 20th century, a new type of organized violence developed in the territories of Africa and Eastern Europe, which is one of the aspects of the current globalized era (Kaldor, 2012).

In order to distinguish it from the general perception of war, the world community imposed the term "new wars", with which it began to name the military operations of a markedly political character, in which the distinction between internal and external war was blurred. They can be global and local, differing from both classic interstate wars and classic civil wars. What characterizes them is the blurring of boundaries between war as violence between states or organized political groups; organized crime, such as violence undertaken by privately organized groups for private purposes; and large-scale human rights violations, such as violence perpetrated by states or politically organized groups. (Kaldor, 2012).

New Wars

New wars are a type of conflict that differs from traditional military conflicts that take place between two or more nations. They are characterized by non-standard methods and strategies that do not adhere to traditional military rules and tactics.

In non-classical wars, the use of non-standard methods, techniques and technologies is observed, which focus on non-military means to achieve political, economic and social, etc. objectives, undermining the stability of the adversary, manipulating public opinion, aiding internal conflicts and even claiming territories without using traditional military force.

These wars can include different types of conflicts such as civil war, guerilla war, terrorism, cyber war, hybrid war and others.

Characteristic of the new, non-classical wars is the unequal standing of the parties, as one side may have a weaker armed force than the other. They may also include informal groups or organizations, such as terrorist cells or armed insurgents.

The new wars are based on non-standard and unexpected approaches that aim to compensate for weaker armed forces and achieve strategic objectives.

- Such types of conflicts pose a challenge to traditional military structures and tactics, which must adapt and find new ways to combat these types of conflicts.
- Some of their distinguishing specific characteristics and features include:
- non-governmental participants – participants are not only states, but also non-governmental organizations and terrorist groups;
- civil war – an armed conflict that is fought between different groups or factions within a country. The participants in a civil war are usually citizens of the same country who have different political, ethnic, religious or ideological interests. Civil wars can be caused by conflicts over power, territory, economy or others. They are characterized by their internal aspects and often lead to the destruction of infrastructure, civil violence and population displacement;

- Guerrilla warfare – a form of unconventional warfare in which poorly armed or informal groups fight against stronger military forces, usually the state. Guerrilla groups use various methods and techniques to attack the enemy and break his control over certain territories. Guerrilla groups are often formed as a result of civil wars or occupation of territory. They may have political, national or liberation goals and often rely on support from the local population;
- information warfare – a key role in non-classical conflicts;
- use of unofficial or unrecognizable forces - mercenaries, guerrillas, cyber-attacks, etc.;
- use of unusual methods and weapons – terrorist attacks, cyber warfare, chemical or biological attacks, etc.;
- duration and hard-to-identify objectives – non-classical wars are often long-term, complex in nature and with hard-to-identify ultimate goals.

This new type of warfare is becoming an increasingly significant threat to the modern world. They present a challenge to traditional, conventional strategies that requires new approaches and countermeasures. (Angelov, 2022), (Angelov, 2019).

Non-classical wars can have long-term consequences for political stability, economic development and social relations in the affected regions. Therefore, understanding and studying non-classical wars and the techniques used in them is essential to modern politics and security. One of the characteristic indicators of modern geopolitics is the current state of relations between the United States, the United Europe, Russia, Great Britain and China. The lack of necessary trust between the mentioned countries and state unions of the Western and Eastern worlds, the frozen dialogue between them and the seriously eroded key mechanisms for trade and economic interaction in bilateral and multilateral format not only can, but actually cause irreparable harm to the entire civilized world. (Yakovlev, 2021)

The strong competitive battle between the two global world economic giants – the USA and China, presents the Russian Federation with extremely complex problems and tasks for the protection of Russian economic, political and social interests and priorities. If we make even a fragmentary attempt to summarize the obtained analytical conclusions, we will find that the real environment for the emergence of new, non-classical technologies and methods for changing or preserving the existing international order is rooted in the struggle for supremacy between three world political and economic giants - the United States, China and Russia (here, with some doubt, we could also add the European Union). To thwart potential countermeasures to advanced adversary attacks, conventional and unconventional warfare and their satellites employ various means of synchronizing assets with a wide range of tools, technologies, and techniques.

The end of the 20th and the beginning of the 21st century, marked by all the changes in military doctrine and the geopolitical situation, the emergence of new types of threats and challenges that cannot be comprehensively analyzed and understood within the framework of traditional military doctrine, determined the need for the emergence of new terms and definitions that most accurately describe the specific conflict situation that has arisen.

As a result, in the specialized literature studying the various aspects of military operations, there are a large number of definitions and terms for naming them. In our view, concepts such as classic wars, hybrid wars, color revolutions, post-color revolutions, soft power, etc. have already played their role

in the processes related to the explanation of the traditional and non-classical situations of the conquest of certain territories and the change of political regimes in the so-called target states. Regardless of the "multicolored" terminological variety, recently there has been a need to fill the "gap" in their understanding. The definitions known so far provide the main guidelines for the preparation, development and results of possible military or pseudo-military actions. They played their positive role not only by explaining the current political and military relations in the world, but also laid the foundations for searching and finding new, clever methods of total influence on all political and economic subjects in the modern development of society.

In social practice, a new meaningful definition of concrete political and economic, technological and social decisions and their political consequences had to appear.

In 2022, as a result of in-depth research, Prof. Stoyan Denchev and I published a joint article entitled Saltation Diffusion Penetration (SDP) in the Open Journal of Social Sciences (JSS). After the strategic analysis of the current political, economic and military situation in the world, we came to the well-founded conclusion that the lack of geopolitical stability in the world, as well as the insufficient level of ethics and trust in relations between countries, have an extremely negative impact on political, economic and social sustainability on our planet. A leading role in this situation is played not only by current wars (Ukraine and Russia, Israel and Palestine, Azerbaijan and Armenia), constant threats from local (Serbia and Kosovo) and global (USA, China and Russia) conflict situations, but also by non-classical technologies, methods and means of changing (uncomfortable) political regimes. (Denchev, Yordanova, 2022).

In the already mentioned research, we proposed a new interpretation of this specific "measurement" of relations between countries with an exceptional degree of impact on contemporary social, economic and political relations and processes in the world as a whole. In our opinion, an appropriate linguistic construct of this "measurement" is the concept of "salt diffusion penetration" (SDP). The SDP model needs not only a definition but also a conceptual framework, it also needs the development of a methodological apparatus to allow the study of this complex phenomenon in the environment in which it exists and is applied in the present and the future.

In essence, this interpretation received the linguistic construction - "Saltation Diffusion Penetration" (SDP). We argue that SDP is a particular "phenomenon" becoming an increasingly dangerous tool in smart technology to create and exercise socio-political and economic tension anywhere in the world. The practical manifestations of the SDP undermine the integrity and completeness of any social system, its state principles. As a result, they are a direct threat to his security. Similar to the spread pattern of viral infections that affect living organisms and cause them to become diseased, Saltation Diffusion Penetration of smart military technologies used in modern destructive political campaigns damage the social "organism" not only in specific target states but also in modern civilization.

If we were to synthesize the above thoughts, we could formulate the following working definition: SDP is a conceptual framework, a set of intelligent methods and technological solutions of pre-planned or accidental military, political and/or economic operations that have a destructive impact on modern social relations and processes and lead to their catastrophic degeneration or complete destruction. Its real manifestations damage the foundations of the global social system and are a direct threat to its security.

METHODOLOGY

The research methodology is based on well-known and proven effective methods for evaluating and measuring attitudes to the state of the organizational environment, as well as to individual aspects of security, which ensure reliable scientific results. By using the methods of comparative analysis in historical and contemporary terms, the accumulated experience has been studied, and the conclusions of scientists, public figures and leaders in separate areas of the researched scientific field have been synthesized in search of answers to the questions that the current development poses, making it successful an attempt to indicate to the maximum extent the perspectives, opportunities, difficulties and challenges before the society in the organization of the specific political-economic and military relations. When developing the thesis, a pragmatic approach and new opportunities for analysis were sought, so that the scientific product is aimed at the widest range of users and different addresses from the socio-political life. The main methods used are: survey, interview, study of documents, observation and statistical processing of the obtained data. Among them, cultural interpretations, systematic description, expert analysis and comparative analysis will be used. In search of solutions to the posed questions, theoretical models of future practices in the researched scientific-practical direction have been implemented.

CONCLUSION

In the context of all the above, we could summarize that with modern military challenges and threats, the emergence of new terms and definitions describing new types of conflicts is inevitable. They are essential for understanding and analyzing the modern military environment and can serve as a basis for developing new strategies, tactics and operational plans to deal with new threats.

Also, the emergence of new terms and definitions may also reflect the development of new military concepts, technologies and approaches to security that emerge as a result of technological advances and changes in the global environment.

The global situation and changes in international relations may also impose new requirements on the definitions of military doctrines to reflect new realities and challenges.

And last but not least, they are essential for communication and understanding between military and political leaders, as well as for training and preparation to counter and meet modern challenges.

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The Unknown Gunmen and National Security in Nigeria

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Abstract:

The study critically examines the notorious and anonymous armed group called the “Unknown gunmen” in relation to Nigeria’s national security. The study utilizes three sociological theories as tools of analysis in understanding the reasons for the emergence of this group, their motivations and consequences of their actions on national security as well as on the overall development of Nigeria. Consequently, the study reveals various reasons responsible for the emergence of this armed group, of which political marginalization and inequitable distribution of economic resources to sections of the Nigerian state, take preeminence. The study recommends, inter alia, the political inclusion of all component units in the Nigerian state as a way to foster a sense of belonging in Nigeria’s federal structure. Also, government policies at both the states and federal levels should address issues of unemployment and unequal distribution and access to economic resources of the nation among the citizenry. By this, we believe the monstrous problem of the unknown gunmen and its negative impacts on Nigeria’s national security would be drastically reduced if not eradicated.

Keywords: Unknown Gunmen, National Security.

INTRODUCTION

Nationally and internationally, conversations have centered on security, peace and the implications for development (Saada, 2003). As a result, security is generally an absolute prerequisite for harmony and progress of any nation. In accordance with the International Peace Academy (2004), the provision of security grounded in good governance is a prerequisite for effective conflict management, which in turn creates a safe and secure atmosphere for the establishment of other programming initiatives (Olawunmi, 2023). In other words, it offers a secure and supportive atmosphere for additional significant political, religious and socioeconomic development Nigeria has enormous potentials for socio-economic and political development because of its diverse socio-cultural and religious background. However, since gaining political independence from the British in October 1960, the country has faced serious domestic issues that have threatened her national security. The situation has gotten worse in the last two decades. Nigeria’s hope for political stability and positive development have been undermined significantly by violence and criminality during the last two decades. (Ezinwe, 2023). Buhari (2015), said that the security issue has never been placed so urgently on the front burner in Nigeria’s history.

The term “Unknown gunmen” could be seen as a form of politicized violence used by ideological groups, political elites and criminal elements in order to achieve their political and social objectives (Ojo *et al.*, 2023). The motivations behind the group of unknown gunmen in Nigeria and the threat to national security as well as the overall development of the nation will be critically examined in this study.

STATEMENT OF THE PROBLEM

In the last two decades, a number of anonymous groups have emerged, the most recent and terrifying of which are the unknown gunmen. As a result, the Nigerian state has been dealing with an increasing severe security crisis (Amao, 2023). However, the rise of this anonymous group has raised concerns about the motivation behind its formation as well as poses a threat to the country's current security architecture, and her capacity to protect its citizens, since the overall responsibility of any government is for the welfare and security of her citizens. The study seeks to unravel the mystery behind the emergence of the unknown gunmen in Nigeria through the framework of relevant sociological theories as tools for evaluation and assessment of the root cause of their emergence.

CONCEPTUAL CLARIFICATIONS

Unknown Gunmen

The term "Unknown gunmen" describes an underground force that functions outside of the law and depends on anonymity to thrive. Arguably, the threat posed by the unknown gunmen is a relatively new development, particularly in the southern states of Nigeria. The public's sense of helplessness has been fostered by their horrific destruction of their targets (Ikezue, 2023).

National Security

According to Chivurugwi (2023), "National security" refers to a state's capacity to provide for the defense and protection of its citizens. A country's regional integrity, economic and political stability depends on the overall framework of its national security. However, the unknown gunmen in this context is seen as a threat to the national security of Nigeria and this has brought about insecurity, political instability, economic instability and social unrest.

Nigeria as the Study Setting

Nigeria has been selected as the research study environment due to its inflexible socio-economic and political landscape. Given that Nigeria is the most populous nation in Africa and has a chequered historical background, it is critical to understand and address the issue of unknown gunmen in this specific context (Opene *et al.*, 2023). With the sole intention of offering long lasting solutions that can be used in the fight against the issue that poses a threat to national security, this study seeks to critically examine the causative factors that account for the emergence and operations of the unknown gunmen in Nigeria, the study also hopes to provide solutions for similar problems elsewhere in the world.

THEORETICAL UNDERPINNINGS

In diagnosing the *raison d'être* for the emergence, motivation and operation of the unknown gunmen in Nigeria, we being guided by the rational choice, social conflict and dependency theories as tools of analysis. These theories are very relevant in assessing and examining the driving force behind the operation of the unknown gunmen in Nigeria.

The Marxist "Social conflict theory" contends that conflict, as opposed to consensus, governs how people and groups (Social classes) interact in society (Owusu, 2023). Groups will typically acquire varying degrees of material and non-material resources (e.g., the wealthy vs. the poor) through various forms of conflict. Stronger groups will typically use their strength to maintain dominance and take advantage of weaker groups. Unknown gunmen in Nigeria is a phenomenon that can be understood as a manifestation of deeper social conflicts resulting from economic disparity, political marginalization, and tension between various ethnic and religious groups (Nworie, 2021).

This theory gives credence to the fact that the rise of the unknown gunmen may have been caused by the ongoing political and economic marginalization of this armed, anonymous group. Since they have been active, they have stolen public property and abducted people, demanding ransom from the government and families of their victims and profiting from these transactions.

Nonetheless, in contrast to the social conflict theory, the rational choice theory provides a different perspective on the competing arguments. The fundamental tenet of the rational choice theory is that individuals' actors' decisions will result in aggregate social behaviour as a whole (Herfeld *et al.*, 2023). The theory also presupposes that people have preferences among the options that are available to them. It is assumed that these preferences are transitive and comprehensive. People are considered complete when they are able to express their preference for one of the options. This theory, which is commonly associated with criminology research, states that individuals weigh the benefits and drawbacks of their decisions before committing crimes or resorting to violence (Yue *et al.*, 2023). According to this theory, these unknown gunmen considered the advantages and disadvantages of their actions for the greater society before acting and arming themselves against the government and endangering national security, nevertheless, they decided to move ahead with their operations despite these considerations

Furthermore, resources are said to move from a "Periphery" of underdeveloped and impoverished states to a "core" of wealthy states, enriching the latter at the expense of the former, according to dependency theory (Kapijimpanga, 2023). External factors may be influencing or sponsoring this armed group in Nigeria with the intention of causing political and economic instability in the host nation. This is done to keep the host nation dependent and subservient on the developed nations for incentives. According to General Sani Abacha "Insurgencies that last longer than twenty-four hours in a country are considered to be complicit by that country's government" (Williams *et al.*, 2023). Dependency theory suggests that, in the case of the unidentified gunmen in Nigeria there may be outside sponsors working with the unknown gunmen to create instability in the country because poverty and instability both lead to dependency. Suffice to state that the three perspectives enunciated above and based on their distinctive applications are very relevant and appropriate to explain the emergence, motivations and consequences of the phenomenon called the unknown gunmen in Nigeria.

THE UNKNOWN GUNMEN PHENOMENON IN NIGERIA

The term "Unknown Gunmen" is one element that has mystified this new face of terror in Nigeria. The question often asked by politicians, security personnel, government officials and residents of Eastern Nigeria, "who are the unknown gunmen"? Are they just criminals out to destroy everything in their path, or are they the contemporary equivalent of "Robin Hood", battling for unfair social structure in the area?

Almost all five states of the South East region of Nigeria – Abia, Anambra, Eboni, Enugu, and Imo – where this phenomenon is more prevalent, have been struck by the unknown gunmen. These daredevils have carried out a long list of attacks, including assaults on governor's convoys, setting ablaze offices of the Independent National Electoral Commission (INEC), arson attacks on prison facilities and police stations and assassinations of politicians and private citizens (Olayinka, *et al.*, 2023). According to the Nexfier Security, Peace and Development (SPD) Violent Conflict Database, as of five months into 2021, 36 attacks in South East Nigeria had claimed the lives of 149 people (Ezeobi, 2021).

THE UNKNOWN GUNMEN AND THREAT TO NATIONAL SECURITY

The term “Unknown gunmen” has become more popular in Nigeria’s sociopolitical discourse of recent, people in the South East of Nigeria are still astonished by the “Unknown gunmen” appellation because they have not fully grasped the ideological background of these daredevils. Violence seems to be the only tactic available for Political engagement and negotiation in Nigeria. It is evident from the multiple attacks the Unknown Gunmen have carried out that they pose a significant risk to Nigeria’s national security (Onyishi *et al.*, 2023).

CONSEQUENCES OF THE UNKNOWN GUNMEN TO NATIONAL SECURITY

Numerous socioeconomic and sociopolitical issues, including marginalization, deprivation, poverty, ungoverned spaces, under policing, the proliferation of light weapons, the porous border, and a lack of political will, make Nigeria’s security challenge formidable. This increases the risk of fragility by fostering the growth of criminal organisations in addition to youth unemployment, high inflation, low industrial output, inadequate social and physical infrastructure, and insurgency (Akinyetun *et al.*, 2023). People in Nigeria are prone to being recruited for violent acts due to the country’s disregard for its human resources and the ensuing economic unrest. The Nigeria – South African Chamber of Commerce concurs that the idea of deprivation, unfairness, and material inequality is reinforced by the paradox of suffering amid plenty (Akinyetun *et al.*, 2023). According to Taiye (2021), young people who are excluded from politics, the workforce, and governance are more likely to become unruly and commit crimes. This has threatened the nation’s security and cohesiveness, and in addition to impeding local and national development.

SOLUTIONS TO THE NEGATIVE CONSEQUENCES OF THE UNKNOWN GUNMEN IN NIGERIA

Peacebuilding “Encompasses all activities that intentionally try to resolve conflict and bring about a deeper and more sustainable level of peace” (Payne, 2023, p.9). It alludes to the process of fostering harmony prior to, during, and following violent outbursts. In terms of permanence and scope, peacebuilding differs from peacekeeping and peacemaking, respectively. Peacemaking is the use of political and diplomatic means to try to reach a settlement between opposing parties; Peacekeeping is the upholding of a cease fire and averting immediate violence. Conflict transformation is the goal of peacebuilding, which aims to change the social and cultural factors that initially gave rise to the conflict.

This approach can be used to address the primary causes of violence and prevent its recurrence by addressing the systematic political, social, and economic issues that underlie the occurrence of unknown gunmen and fragility in Nigeria. The government should establish truth and reconciliation procedures, in addition to undertaking extensive reforms in the areas of economics, governance, justice, security, and politics (Guzura, 2023).

Nigeria’s weak security apparatus, inequality, marginalization, poverty, discrimination, and human rights violations are a few of the main factors contributing to the country’s insecurity. Therefore, in addition to peacebuilding, development initiatives should be used to address these problems.

DISCUSSION

The term “Unknown gunmen” has gained widespread recognition and is now connected to unrest in Nigeria. Over time, Nigeria has transformed from a peaceful and economically thriving nation

into a house of terror and violence due to the actions of unknown gunmen (Okwuwada, 2023). It should be noted that the dependency theory explains the findings of this study in that the general belief is that the unknown gunmen are political goons working for local state actors as well as their international collaborators to undermine the nation's security with the objective of plunging the country into unimaginable sociopolitical crisis. The study therefore, acknowledges the gravity of the situation and urges that the suggestions made in this study be considered by the appropriate authorities in order to stem the tide of the dastardly acts of the unknown gunmen, thereby maintaining stable national security. Some of the suggestions are, addressing the underlying causes through good governance, more opportunities for economic growth and development for citizens, efficient and effective security measures by well trained and equipped police force to counter and nip in the bud the frequent attacks by the unknown gunmen.

CONCLUSION

The study has examined the phenomenon of the unknown gunmen in Nigeria and its implications on national security. The findings reveal among others, feelings of political marginalization by a section of the country as well as inequitable distribution of economic resources of the nation amongst her citizens, are some of the causative factors to the spate of violent attacks by the unknown gunmen. Consequently, the study recommends, *inter alia*, good governance in all tiers of government, political inclusion among the political regions that make up the country, appropriate government policies to engender economic and employment opportunities for citizens, inter agency collaboration among security agencies should be encouraged, last but not the least, an effective justice system, which is supported by Ojo *et al*, (2023), good governance and incorruptible justice system is a prerequisite for rule of law which enhances the stability of society and the confidence of the people in the government. It is the opinion of this study that if the above suggestions are well implemented by the government and other stakeholders in the Nigerian state, the phenomenon of the unknown gunmen and its dastardly acts will be tamed or eradicated.

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Strategic Integration of AI in Higher Education and Industry: The AI8-Point Model

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Abstract:

The AI8-Point Model, derived from extensive experience in technology, AI, and higher education administration, addresses the critical need for cost-effective, high-impact strategies tailored to higher education. Despite the transformative potential of AI in enhancing student engagement, optimizing processes, and improving educational outcomes, institutions often struggle with practical implementation. The AI8-Point Model fills this gap by offering strategies that balance cost and impact. Visualized as a circle divided into four quadrants, the model encompasses phases of student engagement and institutional interaction: pre-enrollment beyond institutional control, pre-enrollment within institutional control, post-enrollment within institutional control, and post-enrollment beyond institutional control. Each quadrant contains specific markers for data collection, strategic planning, and outcome tracking, addressing student aptitude, motivation, marketing strategies, enrollment processes, academic support, faculty development, lifelong learning, and employment outcomes. Integrating methodologies from educational research, business strategy, and technology management, the model is grounded in empirical evidence and personal experience, emphasizing a low-cost, high-value approach to AI applications. This comprehensive framework enables institutions to align initiatives with goals, optimize resource allocation, and track progress effectively, fostering a holistic approach to student success and institutional growth. Additionally, the model's adaptability extends its value to non-profit and corporate organizations, offering a versatile tool for enhancing strategic initiatives across various sectors.

Keywords: AI integration, Higher education, Strategic planning, Cost-effective strategies, Student engagement

INTRODUCTION

The integration of Artificial Intelligence (AI) in higher education has emerged as a transformative force, reshaping various aspects of teaching, learning, and institutional operations. Recent scholarship highlights the profound impact of AI on higher education, emphasizing its potential to personalize learning, enhance student engagement, and streamline administrative processes (Zouhaier, 2023). AI technologies, such as intelligent tutoring systems, predictive analytics, and automated grading, are increasingly being adopted to support both students and faculty. These technologies not only facilitate individualized learning experiences but also provide prompt feedback, thus allowing educators to focus more on curriculum development and student interaction (Crompton & Song, 2021). However, the rapid deployment of AI in educational settings also raises significant ethical concerns, including issues related to data privacy, algorithmic bias, and the potential erosion of academic integrity (Tomar & Verma, 2021).

Despite these concerns, the future potential of AI in higher education remains promising. Studies suggest that AI can significantly enhance the educational experience by facilitating the acquisition of new skills, preparing students for future careers, and improving overall educational outcomes (Zhang, 2023). AI's ability to analyze vast amounts of data can help institutions make informed decisions, optimize resource allocation, and develop targeted interventions to support student success (Sharma et al., 2022). Furthermore, the integration of AI into higher education can foster lifelong learning by offering continuous education and skill development opportunities for graduates. To fully realize the benefits of AI, higher education institutions must address the ethical implications and ensure equitable access to AI-driven tools and resources. This balanced approach will enable institutions to harness the power of AI while mitigating potential risks, thus preparing students for the demands of the future workforce (Slimi, 2021).

Regardless of the recognized potential of AI in transforming higher education, there has been a notable lack of strategic planning and institutional frameworks to effectively harness this technology. Many institutions have adopted AI tools in an ad hoc manner, leading to fragmented and inconsistent implementation. This lack of cohesive strategy is evident in the minimal integration of AI into broader educational policies and the absence of comprehensive frameworks to guide its adoption. Research indicates that while AI can significantly enhance educational quality and operational efficiency, the benefits are often not fully realized due to inadequate planning and coordination (George & Wooden, 2023). Furthermore, the strategic adoption of AI requires a thorough understanding of its ethical implications, potential biases, and the need for transparency and accountability, aspects that are frequently overlooked in current practices (Drach et al., 2023). To maximize the potential of AI, higher education institutions must develop robust strategic plans that incorporate AI into their long-term goals, ensuring that AI initiatives are aligned with institutional missions and values (Williams, 2021). This approach will enable institutions to leverage AI technologies effectively, addressing both the opportunities and challenges they present, and ultimately enhancing the educational experience for students and faculty alike.

The AI8-Point Model proposed in this study addresses the strategic integration of AI in higher education by providing a comprehensive framework that aligns with institutional goals and long-term planning. This model is designed to harness the transformative potential of AI to enhance educational quality and operational efficiency systematically. By categorizing AI applications into distinct quadrants and markers, the AI8-Point Model facilitates targeted interventions that can significantly improve student engagement and learning outcomes. Moreover, this model emphasizes a low-cost, high-value approach, ensuring that AI implementations not only drive innovation but also optimize resource allocation. By integrating established methodologies, empirical evidence, and personal experience, the AI8-Point Model offers a balanced strategy that mitigates the ethical and operational challenges associated with AI adoption. Consequently, this model provides a practical roadmap for institutions seeking to leverage AI to foster a more efficient, engaging, and cost-effective educational environment.

LITERATURE REVIEW

Artificial Intelligence (AI) has been a significant player in the education sector for decades, predominantly in supportive roles that enhance educational processes. Initially, AI technologies were implemented through computer-based learning systems and online intelligent education systems, providing a foundation for modern educational practices. For instance, early applications of AI in education included intelligent tutoring systems (ITS) and computer-assisted

instruction (CAI), which offered personalized learning experiences and immediate feedback to students (Chen et al., 2020). These systems have evolved, integrating machine learning and natural language processing to create more sophisticated tools that support both teaching and learning. AI has also been used to automate administrative tasks, such as grading and scheduling, thereby freeing up educators to focus more on student engagement and instructional quality (Nguyen, 2023). Over the years, the application of AI in education has expanded, introducing new capabilities that further transform the educational landscape. AI-driven tools now facilitate personalized learning by adapting educational content to the individual needs of students, thereby improving learning outcomes and retention rates (Harry, 2023). Intelligent tutoring systems, for example, can diagnose learning gaps and provide targeted interventions, helping students to master complex subjects more effectively (Allen & Kendeou, 2023). Additionally, AI applications in education extend to virtual learning environments and digital classrooms, where they support interactive and immersive learning experiences. Despite these advancements, the integration of AI in education continues to raise ethical and practical concerns, such as data privacy, algorithmic bias, and the need for transparency and accountability (Zhang & Aslan, 2021). Nevertheless, the ongoing development and refinement of AI technologies hold great promise for the future of education, providing powerful tools to enhance learning, teaching, and administrative efficiency. At the same time, previous methodological considerations should be revisited.

Established methodologies for integrating technology into higher education administration encompass a variety of approaches that aim to enhance institutional efficiency and effectiveness. One significant methodology involves the development of comprehensive digital environments that support both administrative and educational processes. This includes the deployment of learning management systems (LMS), which facilitate access to educational resources, support communication between faculty and students, and enable efficient management of coursework and grading. The integration of innovative technologies in educational management has been highlighted as a critical aspect, with studies emphasizing the importance of creating virtual educational environments and equipping institutions with the necessary technological infrastructure (Goryacheva & Glushkova, 2020). These digital environments not only streamline administrative tasks but also provide platforms for implementing new pedagogical models, such as blended and flipped classrooms, which have been shown to enhance student engagement and learning outcomes.

Another key methodology involves the strategic integration of technology at both national and institutional levels. This approach necessitates the formulation of policies and development plans that align with broader educational goals and leverage technological advancements to improve educational quality and accessibility. For instance, integrating technology into educational administration includes the use of data analytics to inform decision-making processes, optimize resource allocation, and monitor institutional performance (Hamutoğlu et al., 2020). Additionally, fostering an organizational culture that supports technology adoption and innovation is crucial. This includes providing professional development opportunities for faculty and staff to enhance their technological competencies and encouraging collaborative efforts between educators and technology experts to design and implement effective technology-enhanced learning environments (Wieser, 2020). Adopting these established methodologies, higher education institutions can create a robust framework for integrating technology, thereby enhancing administrative efficiency. However, measurable metrics need to be implemented to move beyond theory.

The utilization of empirical evidence in higher education administration has gained considerable traction, providing robust insights to inform policy and practice. Empirical methods in the economics of education have been pivotal in addressing causal questions, such as the impact of educational policies on student outcomes and the relationship between schooling and earnings. These methods, which include randomized controlled trials and quasi-experimental designs, help distinguish causal relationships from mere associations (Schwerdt & Woessmann, 2020). The pragmatic application of evidence-based approaches is also highlighted in research advocating for the systematic use of empirical data to determine what works in education, emphasizing the need for practical teaching skills and professional development (Newton et al., 2020).

Further, empirical studies have demonstrated the significant role of learning analytics in supporting student success. Learning analytics involves collecting and analyzing data on learners and learning environments to provide meaningful feedback and interventions. Despite its potential, large-scale empirical validation of learning analytics' effectiveness is still needed. However, current evidence suggests that learning analytics can be instrumental in identifying at-risk students and enhancing study success (Ifenthaler & Yau, 2020). Additionally, empirical research underscores the importance of utilizing evidence-based learning activities that contribute to academic performance beyond individual student characteristics like prior knowledge and motivation (Bosch et al., 2021). These findings collectively highlight the critical role of empirical evidence in shaping effective higher education practices and policies.

In addition to considering previous methodologies and empirical studies, adhering to a low-cost, high-value approach in higher education has become increasingly critical in addressing the dual challenges of rising educational costs and the demand for quality education. Research suggests that innovative cost-sharing models can effectively address these issues. For instance, a shared-cost-profit model for teaching materials has been proposed to tackle both sustainability and value concerns in higher education, demonstrating potential to reduce costs while maintaining educational quality (Banfield, 2021). Additionally, the strategic use of open educational resources (OER) and low-cost assessment strategies has shown promise in financially constrained environments, offering practical solutions to enhance educational outcomes without significant financial burdens (Buluma et al., 2020).

Moreover, the implementation of low-cost, high-value educational models in low-income countries illustrates the potential for significant impact. Programs that combine work-based learning with online education, as seen in initiatives in Mozambique, highlight how these models can increase access to higher education and enhance student engagement while keeping costs manageable (Mulligan et al., 2023). Similarly, research on the economic and social value generated by universities underscores the importance of integrating cost-effective strategies that maximize both financial and educational returns (Ayuso et al., 2020). These approaches not only make higher education more accessible but also ensure that the value of education is perceived positively by both students and society.

Despite the significant advancements and insights provided by recent research, a notable gap remains in the literature regarding a comprehensive model that synthesizes these considerations into a cohesive framework for higher education. While individual studies have addressed various aspects such as cost-effective strategies, empirical evidence utilization, and technology integration, there is a lack of an integrated approach that aligns these elements with strategic institutional planning. The fragmented nature of existing research highlights the need for a

unified model that can effectively guide higher education institutions in leveraging AI to enhance operational efficiency, student engagement, and educational outcomes while minimizing costs. The AI8-Point Model proposed in this study aims to fill this gap by providing a structured, holistic framework that brings together these critical considerations. This model will now be discussed in detail, demonstrating how it addresses the multifaceted challenges and opportunities within the higher education sector.

METHODOLOGY

The AI8-Point Model represents a sophisticated combination of various methodologies, empirical evidence, and personal experiences, all filtered through the lens of a low-cost, high-value approach. Developed using extensive background in technology, AI, and higher education administration, this model was initially crafted to implement retention strategies that were either high or low cost and high or low impact. The goal was to identify strategies that, if high cost, were also high impact based on data and research, or low cost and high impact. It is tailored to the unique population of students at the institution. This model was then translated to address the myriad of challenges and opportunities within the higher education sector, particularly in the integration of artificial intelligence (AI), by focusing on quadrants and segmented parts of the university, each deeply connected yet distinct. As such, the model offers a comprehensive framework for higher education institutions to systematically assess, implement, and enhance their strategic initiatives. Visualized as a circle divided into four quadrants (**Figure 1**), this model encompasses critical stages of student engagement and institutional interaction, both within and beyond institutional control.



Figure 1: The AI8-Point Model

Each quadrant contains specific markers that represent distinct areas of focus, facilitating data collection, outcomes tracking, strategic measurement, and reporting. This model aids in

spending and resource allocation, ensuring that initiatives are aligned with institutional goals and optimized for student success and institutional growth.

Quadrant 1 - Pre-Enrollment (Beyond Institutional Control)

Marker 01: Student Aptitude and Preparedness:

Seen in **Table 1**, the quadrants and their markers are detailed. Firstly, student aptitude and preparedness play a crucial role in shaping their success in higher education. These factors, which include educational background, academic readiness, and foundational skills, are influenced by prior educational experiences, socioeconomic conditions, and familial educational levels. Research indicates that students' perceptions of their preparedness are strongly linked to their academic performance. For instance, a study on first-year chemistry students revealed a correlation between self-perceived preparedness and academic outcomes, highlighting the challenges faced by students who feel underprepared (Leong et al., 2021). Similarly, the readiness of schools in terms of funding, teacher training, and curriculum significantly impacts students' preparedness for higher education, particularly in STEM fields (Moleta & Yango, 2023). The disparities between secondary and tertiary education systems also contribute to varying levels of student preparedness, necessitating better alignment between these educational stages (Wollscheid et al., 2020).

Marker 02: Student Motivation:

Student motivation encompasses the intrinsic and extrinsic factors that drive students to pursue higher education. Understanding these motivators is essential for tailoring recruitment and support strategies, as institutions cannot directly alter students' past experiences or inherent motivation levels. Intrinsic motivation, such as a genuine interest in the subject matter, plays a significant role in student engagement and persistence. Research shows that students' motivations are complex and multifaceted, influenced by their backgrounds, personal aspirations, and the perceived value of higher education (Gill, 2023). For example, a study on non-traditional students found that their readiness and preparedness for transitioning to work after graduation were shaped by their educational experiences and intrinsic motivations (Wong & Hoskins, 2022). Institutions must consider these motivational factors to effectively support students through their academic journeys.

Quadrant 2 - Pre-Enrollment (Within Institutional Control)

Marker 03: Marketing Targets and Messages, Brand:

Effective marketing strategies are critical for attracting prospective students during the pre-enrollment phase. These strategies involve crafting targeted messages, utilizing data analytics to identify potential student demographics, and enhancing the university's brand image. Research emphasizes the importance of strategic marketing efforts in higher education, which can significantly influence students' decisions to apply and enroll. For instance, a study on branded education highlights the need for private universities to create profitable business and marketing strategies that resonate with students' perceptions of value (Krabec & Čížinská, 2020). Furthermore, the integration of social media outreach and community engagement initiatives can enhance the visibility and appeal of an institution, ultimately improving enrollment rates (Saubier, 2020).

Marker 04: Enrollment Process and Experience:

The enrollment process and experience encompass the entire journey from application to admission, including the user-friendliness of application portals, clarity of admission

requirements, and efficiency of administrative processes. Optimizing these processes is essential for enhancing the applicant experience and increasing enrollment rates. Research indicates that streamlined enrollment processes, supported by effective communication and clear guidelines, can significantly improve student satisfaction and reduce barriers to entry (Money et al., 2020). Additionally, the use of data analytics to monitor and refine these processes can help institutions adapt to the evolving needs and expectations of prospective students (Schwerdt & Woessmann, 2020).

Table 1. Summary of the AI8-Point Model Quadrants and Markers in Higher Education

Quadrant	Marker	Summary
Quadrant 1: Pre-Enrollment (Beyond Institutional Control)	Marker 01: Student Aptitude and Preparedness	Addresses factors influencing student success beyond the institution's control, including educational background, academic readiness, and foundational skills shaped by prior experiences, socioeconomic conditions, and familial educational levels.
Quadrant 1: Pre-Enrollment (Beyond Institutional Control)	Marker 02: Student Motivation	Focuses on intrinsic and extrinsic motivators driving students to pursue higher education. Understanding these factors is crucial for tailoring recruitment and support strategies.
Quadrant 2: Pre-Enrollment (Within Institutional Control)	Marker 03: Marketing Targets and Messages, Brand	Involves strategic marketing efforts to attract prospective students, including crafting targeted messages, utilizing data analytics to identify potential demographics, and enhancing the university's brand image.
Quadrant 2: Pre-Enrollment (Within Institutional Control)	Marker 04: Enrollment Process and Experience	Covers the entire journey from application to admission, emphasizing user-friendly portals, clear admission requirements, and efficient administrative processes to enhance the applicant experience and increase enrollment rates.
Quadrant 3: Post-Enrollment (Within Institutional Control)	Marker 05: Academic and Student Support	Highlights the importance of providing comprehensive support services such as academic advising, tutoring, mental health services, and career counseling to ensure student success.
Quadrant 3: Post-Enrollment (Within Institutional Control)	Marker 06: Faculty and Learning Experience	Focuses on the quality of teaching and the overall learning environment, including faculty development programs, innovative teaching methods, and technology integration to enhance the learning experience.
Quadrant 4: Post-Enrollment (Beyond Institutional Control)	Marker 07: Lifelong Learning	Emphasizes continuous education and skill development through professional development courses, certifications, and access to academic resources. Fosters a culture of lifelong learning.
Quadrant 4: Post-Enrollment (Beyond Institutional Control)	Marker 08: Employment, Labor Market, and Health Status	Recognizes external factors influencing graduates' employment outcomes and well-being. Universities can equip students with relevant skills and promote health and wellness initiatives, including partnerships with industries for internships and career fairs.

Quadrant 3 - Post-Enrollment (Within Institutional Control)

Marker 05: Academic and Student Support:

Academic and student support services are essential for ensuring student success in higher education. These services encompass academic advising, tutoring, mental health services, and

career counseling, which collectively contribute to a supportive learning environment. Research indicates that accessibility to academic support is crucial for diverse student cohorts, as it addresses their varying needs and promotes institutional reputation (Bornschlegl & Caltabiano, 2022). Moreover, the role of professional support staff is pivotal in providing legitimacy and credibility to these support services, helping bridge the gap between students and academic staff (Ryttberg, 2020). Autonomy support from teaching assistants and political instructors has also been linked to enhanced academic engagement and psychological well-being among students, highlighting the importance of supportive academic environments (Jiang & Tanaka, 2021).

Marker o6: Faculty and Learning Experience:

The quality of teaching and the overall learning environment are critical components of student success. Faculty development programs, innovative teaching methods, and the integration of technology in classrooms significantly enhance the learning experience. Research emphasizes the need for professional development and continuous learning for faculty to adapt to changing educational landscapes and to employ effective teaching strategies (Beasy et al., 2022). Additionally, student support programs designed and delivered by academics can foster a sense of connectedness and self-management skills among students, thereby improving their academic capabilities and professional identity (Baloyi, 2023). These initiatives are essential in creating a conducive learning environment that promotes student engagement and academic excellence.

Quadrant 4 - Post-Enrollment (Beyond Institutional Control)

Marker o7: Lifelong Learning:

Lifelong learning is increasingly recognized as a critical factor in maintaining professional relevance and personal growth. Higher education institutions play a vital role in supporting lifelong learning through professional development courses, certifications, and access to academic resources. Research underscores the importance of fostering a culture of continuous education, particularly in the context of rapid technological advancements and evolving job market demands (Nakimuli, 2023). Moreover, integrating academic support in transnational education programs highlights the strategic importance of sustainability goals in lifelong learning initiatives (Jiang et al., 2023).

Marker o8: Employment, Labor Market, and Health Status:

The external factors influencing graduates' employment outcomes and overall well-being are critical considerations for higher education institutions. While universities cannot directly control the labor market or health conditions, they can equip students with skills relevant to current job trends and promote health and wellness initiatives. Partnerships with industries for internships, job placements, and career fairs are essential activities that support students' transition from education to employment (Newton et al., 2020). Furthermore, understanding the dynamics of social support networks can enhance academic success and well-being among underrepresented student groups (Mishra, 2020). By addressing these external factors, institutions can better prepare their graduates for successful careers and healthy, fulfilling lives.

The AI8-Point Model offers a comprehensive framework designed to strategically integrate AI into higher education, addressing various phases of student engagement and institutional interaction both within and beyond institutional control. Divided into four quadrants, the model focuses on key aspects such as student aptitude, motivation, marketing strategies, enrollment processes, academic support, faculty development, lifelong learning, and employment outcomes. By aligning these markers with institutional goals, the model ensures a holistic

approach to enhancing educational quality, operational efficiency, and student success while optimizing resource allocation. Additionally, the AI8-Point Model's versatility extends beyond academia; it can be effectively adapted for use in industry to support customer engagement and satisfaction. By employing similar strategies, businesses can improve customer experiences, optimize marketing efforts, streamline onboarding processes, provide comprehensive support services, and foster lifelong customer relationships. The next section will delve into the practical application of the AI8-Point Model, supported by case studies that illustrate its effectiveness in both educational and corporate settings.

RECOMMENDATIONS: USE CASES

The AI8-Point Model serves as a versatile framework for guiding institutional initiatives across various domains. Below are several use cases demonstrating its application:

Use Case 1: Enhancing Student Preparedness

An initiative aimed at improving college readiness among junior high school students can be categorized under Marker 01 (Student Aptitude and Preparedness) in Quadrant 1. By implementing outreach programs that provide academic support and mentorship to younger students, the university can track the impact of these initiatives on student preparedness. Data collected from these programs can inform future strategies and resource allocation to enhance their effectiveness. Additionally, the model can be used to monitor real-time resource allocation and usage, ensuring that funds are being effectively utilized to support these outreach efforts. For example, tracking the number of mentoring sessions held, the academic progress of participating students, and the allocation of financial resources to different components of the program can provide valuable insights for ongoing improvement (Moreno et al., 2022).

Use Case 2: Optimizing Marketing Strategies

In Quadrant 2, an institution may focus on refining its marketing efforts under Marker 03 (Marketing Targets and Messages, Brand). By leveraging data analytics to identify potential student demographics and tailoring marketing messages to resonate with these groups, the university can enhance its recruitment efforts. For example, targeted social media campaigns and community engagement activities can attract a diverse student population, thereby improving enrollment rates. Real-time tracking of marketing campaign performance, such as engagement metrics and conversion rates, can help the institution allocate marketing budgets more effectively and adjust strategies dynamically (Krabec & Čížinská, 2020).

Use Case 3: Streamlining Enrollment Processes

Under Marker 04 (Enrollment Process and Experience) in Quadrant 2, a university might seek to streamline its application and admission procedures. By optimizing application portals for user-friendliness and providing clear admission requirements, the institution can enhance the overall applicant experience. Initiatives such as virtual admission workshops and dedicated support services during the enrollment process can lead to higher conversion rates and better student satisfaction (Money et al., 2020).

Use Case 4: Improving Academic and Student Support

In Quadrant 3, an initiative focused on Marker 05 (Academic and Student Support) might involve expanding tutoring services and mental health resources. By implementing personalized learning plans and peer mentoring programs, the university can provide tailored support to meet individual student needs. Tracking the utilization and outcomes of these services can help refine

support strategies and ensure they effectively contribute to student success. The model allows for real-time monitoring of resource allocation, such as the distribution of tutors and counselors, ensuring that support services are available where and when they are most needed (Bornschlegl & Caltabiano, 2022).

Use Case 5: Enhancing Faculty Development and Learning Experiences

Under Marker 06 (Faculty and Learning Experience) in Quadrant 3, an institution may invest in professional development workshops for faculty to adopt innovative teaching methods and AI tools. Enhancing the learning experience through active learning techniques and integrating technology in classrooms can significantly improve educational outcomes. For example, training faculty on using AI-driven assessment tools can provide more personalized feedback to students, fostering a more engaging and effective learning environment. The AI8-Point Model can track the allocation of resources for faculty development programs and measure their impact on teaching quality and student performance (Beasy et al., 2022).

Use Case 6: Supporting Lifelong Learning

In Quadrant 4, an initiative under Marker 07 (Lifelong Learning) could involve offering alumni access to professional development courses and certification programs. By promoting continuous education and skill development, the university can support graduates in their career advancement. Data on alumni engagement in these programs can inform the development of new lifelong learning opportunities and partnerships with industry leaders. The model can also track real-time participation in lifelong learning initiatives and allocate resources effectively to support these programs (Nakimuli, 2023).

Use Case 7: Enhancing Employment Outcomes

Finally, under Marker 08 (Employment, Labor Market, and Health Status) in Quadrant 4, a university might focus on strengthening partnerships with industries to offer internships, job placements, and career fairs. By aligning academic programs with current job market trends and providing robust career services, the institution can improve graduates' employment outcomes. Tracking employment rates and job satisfaction among alumni can help refine career support strategies and ensure they meet the evolving needs of the labor market. The AI8-Point Model can facilitate real-time monitoring of job placement success and resource allocation to various career services, ensuring that students receive the support they need for successful employment (Newton et al., 2020).

The AI8-Point Model, originally designed for higher education institutions, can be effectively adapted to enhance strategic initiatives in non-profit and corporate settings. By modifying the markers to suit organizational contexts, the model provides a structured framework for assessing, implementing, and enhancing various initiatives aimed at improving organizational effectiveness. In the corporate sector, strategic AI frameworks are being utilized to optimize marketing efforts, streamline operational processes, and improve customer engagement. For instance, companies are leveraging AI for market segmentation, targeting, and positioning to refine marketing strategies and enhance brand communication (Huang & Rust, 2020). Additionally, AI-driven customer insights are helping firms tailor their services to meet specific customer needs, thereby increasing satisfaction and retention (Lida, 2020).

In non-profit organizations, the AI8-Point Model can enhance outreach programs and optimize resource allocation. By understanding customer or client knowledge and motivations, non-profits

can design more effective educational materials and engagement strategies. For example, health service non-profits might assess the baseline health literacy of their target audience to develop better educational resources (Fatima et al., 2020). Furthermore, AI can streamline client acquisition processes by optimizing application portals and providing clear communication, thereby enhancing the overall user experience (Newton et al., 2020). The model's adaptability in tracking real-time data allows organizations to efficiently allocate resources and address potential barriers quickly, improving both operational efficiency and client satisfaction.

CONCLUSION

The AI8-Point Model represents a significant advancement in the strategic integration of AI within higher education and beyond. Initially developed to address the multifaceted challenges and opportunities presented by AI in academic institutions, this model provides a comprehensive framework that balances cost-effectiveness with high-impact outcomes. It systematically categorizes AI applications into distinct phases of student engagement and institutional interaction, thereby aligning initiatives with institutional goals and optimizing resource allocation. The need for such a model is underscored by the rapid proliferation of AI technologies and the corresponding demand for strategic frameworks that can guide their implementation. Despite the transformative potential of AI, many institutions and organizations struggle with fragmented and inconsistent adoption strategies. The AI8-Point Model addresses this gap by offering a structured approach that integrates established methodologies, empirical evidence, and practical experience, ensuring a holistic enhancement of educational quality, operational efficiency, and student success.

The significance of the AI8-Point Model extends beyond higher education, demonstrating its versatility and applicability in non-profit and corporate settings. By adapting the markers to suit organizational contexts, the model can optimize operations, enhance customer engagement, and improve resource allocation across various sectors. This adaptability highlights the potential of the model as a universal framework for leveraging the full capabilities of AI. Future research should focus on further validating the AI8-Point Model through longitudinal studies and case analyses in diverse educational and organizational environments. Additionally, exploring the ethical implications of AI integration and developing guidelines for responsible AI use will be crucial. Investigating the impact of AI on equity and access to education and services will also provide valuable insights. As AI continues to evolve, ongoing research and refinement of the AI8-Point Model will ensure that it remains a robust and effective tool for strategic planning and implementation in the digital age.

Data Availability

Data available upon request.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this paper.

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