



ISSN 2632-9409

VOLUME 8 / NUMBER 3 / 2025

International Journal of Social Sciences



Published by :
Scientific & Literature Open Access Publishing
London, UK

IJSS

International journal of Social Sciences

EDITOR-IN-CHIEF

Tamar Shiukashvili
*Telavi State University, Telavi,
Georgia*

A S S O C I A T E

Andrew Hoang
*The University of Hong Kong
Hong Kong*

Maria Clara Bernal
*University of the Andes
Colombia*

Shuanglei Wu
*University of Queensland
Queensland*

E D I T O R S

Diaa Ahmedien
*Helwan University
Cairo*

Nathan Morrow
*Tulane University
USA*

Jan Krasni
*State University Tyumen
Russia*

Pierre Desrochers
*University of Toronto Mississauga
Canada*

E D I T O R I A L

B O A R D

M E M B E R S

Africa

Hicham Khabbache
*Sidi Mohamed Ben Abdellah University
Morocco*

Mohammed Gamal Abdelnour
*Al-Azhar University
Egypt*

Australia

Marianna Sigala
*The University of Newcastle Newcastle Business School
Australia*

Namali Suraweera
*Victoria University of Wellington
New Zealand*

Asia

Xiao Yang
*Central China Normal University
China*

Yuji Murayama
*University of Tsukuba
Japan*

Europe

Sanchayan Banerjee
*Vrije Universiteit Amsterdam
Netherlands*

Werner J. Patzelt
*Dresden University of Technology
Germany*

North America

Eugene Nulman
*Birmingham City University
USA*

Esthela Galván-Vela
*School of Administration and Business
Mexico*

South America

María Rodríguez Gámez
*Universidad Técnica de Manabí
Ecuador*

Maria Helena Senger
*Pontifícia Universidade Católica de São Paulo
Brazil*

C O P Y E D I T O R S

Oscar Hawking
*IJSS copyeditor, London,
United Kingdom*

Stephen Hugh
*IJSS copyeditor, London,
United Kingdom*

P R O D U C T I O N E D I T O R

Alexander Bell
*IJSS editorial production, London,
United Kingdom*

Christ Ricky
*IJSS editorial production, London
United Kingdom*

M A N A G E M E N T C O M M I T T E E

Ted F. L. Jing
*Shanghai International Studies
University
China*

Paul Dohler
*King's College London
United Kingdom*

Rena Ye
*Fuzhou University
China*

Tamar Shiukashvili
*Telavi State University
Georgia*

Guillermo Antonio Loor Castillo
*Universidad Técnica de Manabí
Ecuador*

Helen Jerry
*University of London
United Kingdom*

Tihnov Koldoris
*Queen Mary University of London
United Kingdom*

Liu Xiao
*Brunel University London
United Kingdom*

Bryony Karen
*Royal Veterinary College
United Kingdom*

Andrew May
*Royal Veterinary College
United Kingdom*

Anthony Anyibufu Kifordu
*Delta State University
Nigeria*

W E B M A S T E R

Vedran Vucic
*PKP Developer
Belgrade*

C O P Y R I G H T A N D C O P Y I N G (I N A N Y F O R M A T)

Articles published in the International Journal of Social Sciences (**IJSS**) are available under *Creative Commons Attribution Non-Commercial No Derivatives License (CC BY-NC-ND 4.0)*. Authors retain copyright in their work and grant **IJSS** right of first publication under CC BY-NC-ND 4.0. Users have the right to read, download, copy, distribute, print, search, or link to the full texts of articles in this journal, and to use them for any other lawful purpose. Articles published in **IJSS** can be copied, communicated and shared in their published form for non-commercial purposes provided full attribution is given to the author and the journal. Authors are able to enter into separate, additional contractual arrangements for the non-exclusive distribution of the journal's published version of the work (e.g., *post it to an institutional repository or publish it in a book*), with an acknowledgment of its initial publication in this journal.

D I S C L A I M E R

The Publisher and Editors cannot be held responsible for errors or any consequences arising from the use of information contained in this journal; the views and opinions expressed do not necessarily reflect those of the Publisher and Editors, neither does the publication of advertisements constitute any endorsement by the Publisher and Editors of the products advertised.

For submission instructions, subscription and all other information visit: <https://sloap.org/journal/index.php/ijss>

International Journal of Social Sciences

Articles	Pages
The current state of preschool management in accordance with quality accreditation requirements in Ho Chi Minh City, Vietnam <i>Tran Thi Hoai</i>	58
The effect of training, organisational culture and career development on employee performance at PT Pupuk Sriwidjaja Palembang <i>M. Afandy, Mohamad Adam, Wita Farla</i>	66
Digital transformation in public services: Political challenges and global implications <i>Abdul Halil Hi. Ibrahim, Idris Sudin, Hardi Kemhay, M. Rusdy Namsa, Lestia Pora</i>	72
The influence of brand image on consumer purchasing decisions at Isola Wine Bali <i>Raudhatu Salimah, Marlina Widiyanti, Muchsin Saggaff Shihab, Ahmad Maulana</i>	79

Reading comprehension in the cognitive performance of Language and Literature in high school students	86
<i>Helen Auxiliadora Cobeña-Anchundia</i>	
Meaningful learning in the university context	93
<i>Gloria Portilla-Pereña, Meglis Rivero-Favier, Roxana Rodriguez-Venereo, María Ximena Espinoza Pincay, Loudes Simona Pincay-Villacreses</i>	
The essence of justice for workers/labourers as a result of the termination of employment relationships through Law No. 06 of 2023 on job creation and its derivatives	101
<i>Turija, Sri Gambir Melati Hatta, Tuti Widyaningrum, Cecep Suhardiman, Gunawan Widjaja</i>	
Artificial intelligence for the teaching-learning process of physics	112
<i>David Robinson Alcívar Alcívar, Orley Benedicto Reyes Meza</i>	
Pedagogy of higher education in Ukraine: Concepts and trends of modernity	121
<i>Sergii Mamychenko</i>	
Cultural journalism and collective identity: A comparative study of traditional culture on television and YouTube media	129
<i>Dwi Firmansyah, Alifiah Ghaniyyu Widyaningrum, Rosalia Dewi Arlusi, Yoyoh Hereyah, Denta Mandra Pradipta</i>	
The success of public broadcasters in the digital era: The case of the BBC	138
<i>Natia Popkhadze</i>	
Students' attitudes towards the utilization of guidance and counselling services in schools	145
<i>Mohammed Gunu Ibrahim, Abdul-Majeed Mohammed, Christian Evadzi</i>	