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AI is Inevitable in the Integration of Liquor and Tourism: Digital Dissemination and Innovative Research on Chinese Baijiu Culture

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Abstract

Purpose – This study explores the internal mechanisms and practical pathways of AI in facilitating the digital communication and innovation of Chinese Baijiu culture under the alcohol-tourism integration.

Design/Methodology/Approach – A multidimensional theoretical framework is constructed by integrating cultural communication theory, innovation diffusion theory, and industrial convergence theory.

Findings – Findings reveal that AI enhances immersive cultural experiences and audience interaction via intelligent content production and targeted dissemination, while also promoting resource integration within the Baijiu industry chain and deepening convergence with the tourism sector.

Research Implications – However, further attention is needed to address ethical and digital governance issues, refine interdisciplinary theoretical models, and advocate for policy support and multi-stakeholder collaboration.

Keywords: Artificial intelligence; Integration of alcohol and tourism;Synergistic innovation in industry

JEL Classifications: Z32,O33,L83

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I. Introduction

On October 28, 2025, the "Proposal of the Central Committee of the Communist Party of China on Formulating the 15th Five-Year Plan for National Economic and Social Development" explicitly outlined the strategy for building China into a tourism powerhouse, building upon multiple national policy documents concerning tourism and the digital economy. With the extensive application of AI technology in the digital economy, AI has provided innovative impetus and technical support for the transformation and upgrading of traditional industries. The "Action Plan for the Innovative Development of Smart Tourism" released in 2024 explicitly proposed leveraging digital technologies to empower traditional cultural industries and tourism, aiming to modernize cultural dissemination and enhance brand influence. During the Third Session of the 14th National People's Congress in 2025, the internationalization and digital transformation of the baijiu (Chinese white liquor) industry, as a vital carrier of Chinese traditional culture, emerged as focal points of policy attention. This created a trifecta of opportunities—policy-driven, technology-empowered, and industry-upgraded—for the digital communication, innovative development, and industrial upgrading of the baijiu sector. The rapid growth of China's baijiu tourism industry can be attributed to the transformation and upgrading of China's broader tourism sector (Bu J et al., 2024). However, given the profound cultural connotations and distinct regional characteristics of baijiu culture, three core challenges remain in promoting the digital expression and value reshaping of baijiu culture, as well as achieving effective integration of AI technology with the baijiu tourism industry: (1) the challenge of aligning cultural dissemination theories with digital technologies; (2) the structural challenge of integrating industrial chains and internationalizing brands; (3) the synergy challenge between technological innovation and industry integration mechanisms.

It is evident that systematically studying digital communication strategies centered around AI in the integrated environment of Liquor and tourism holds significant practical value and strategic importance. This not only aids in enriching the practical expansion of cultural communication theory, especially in promoting the cross-integration of cultural communication and innovation diffusion theory, but also facilitates the transformation, upgrading, and resource restructuring of traditional cultural industries from the perspective of industrial integration. Furthermore, it can provide a reference paradigm for the digital transformation of other traditional cultural industries, further promoting the deep integration of culture and technology, and possesses extensive demonstration value and promotion potential.

This article focuses on the role of AI technology in the digital dissemination and innovation of Chinese Baijiu culture in the context of the integration of Liquor and tourism, attempting to address the following core issues:

(1) Establish a systematic theoretical framework to effectively explain the cultural dissemination mechanism and its innovation path driven by AI;

(2) AI technology facilitates the content creation, brand promotion, audience interaction, and the implementation of an empowering mechanism for digital expression and experience innovation in Baijiu culture;

(3) AI promotes technological innovation, resource integration, and industrial synergy, serving as an empowering mechanism for deep integration and value enhancement in the hospitality industry;

(4) Policy and strategy guidance for sustainable development in the context of AI-driven integration of hospitality and tourism

Addressing the aforementioned issues, this paper relies on cultural communication theory, innovation diffusion theory, and industrial integration theory. Through multi-level and multi-perspective theoretical analysis and case study methods, it aims to fill the gap in existing research in the intersection of Liquor-tourism integration and AI digital communication. Its innovative contributions are primarily manifested in two aspects: firstly, proposing a new framework for digital cultural communication that integrates multiple theoretical perspectives, deepening the adaptability and application dimensions of cultural communication theory in the digital environment; secondly, systematically sorting out the mechanism pathways through which AI technology empowers the integration of Baijiu and tourism for the first time, innovatively revealing the micro, meso, and macro mechanisms of technology-driven industrial integration.

This paper addresses the academic community and industry practitioners in the field of cultural industry research and practice. Based on a multi-theoretical framework and employing multi-level analysis and theoretical construction methods, it aims to promote the digital communication and innovation of Chinese Baijiu culture, and facilitate the high-quality development of Liquor -tourism integration.

II. Overview of domestic and international research

The research focuses on three areas: digitalization and cultural communication, digital intelligence technology-driven innovation, and baijiu industry development. Firstly, it concentrates on digitalization and cultural communication research to address challenges in cross-border communication and brand internationalization. Han Yuan et al. (2024) propose that the construction of a digital cultural dissemination system for Chinese culture transcends geopolitical boundaries, posing complex challenges in governance authority and international platform utilization. This necessitates comprehensive planning and institutional innovation to enhance governance capabilities, thereby improving the flexibility and controllability of cultural dissemination. Tang Lirong et al. (2023) propose that LuZhou's rich material and intangible cultural heritage should be integrated with modern industrial tourism resources through cultural and tourism integration to promote the international dissemination of Baijiu culture. This approach facilitates cross-cultural exchange, enhances international recognition, thereby providing strong support for constructing regionally distinctive and innovative intellectual property rights in Liquor culture, and drives the sustainable development of China's Liquor -tourism integration. Li Mingyu et al. (2024) have established a theoretical model of Baijiu culture-driven tourism integration, proposing implementation pathways that offer both theoretical foundations and practical guidance for the integrated development of liquor and tourism industries. **Secondly, it focuses on digital intelligence technology-driven innovation research to resolve issues in upgrading traditional**

industries. Liu Qian et al. (2025) employed a combined method of Qualitative Comparative Analysis (QCA) and panel data to demonstrate that high-level global technological innovation (GTI) emerges not as an isolated factor but as a result of coordinated configuration of digital economy and innovation ecosystem (DIE) elements; they proposed that digital intelligence technologies drive value co-creation in liquor culture-tourism industries through reshaping consumer experiences and promoting multi-stakeholder collaboration, thereby achieving spiral cultural value enhancement and sustainable industry development, providing theoretical foundations and practical pathways for digital intelligence transformation in the wine sector. Cao Lei et al. (2025) argued that digital intelligence achieves breakthrough innovations in traditional craftsmanship enterprises through the interactive effects of organizational support and technological drivers, enabling transformative progress across three core stages - fundamental restructuring, hermeneutic reinterpretation, and creative expansion - thereby overcoming cognitive limitations and capability barriers in heritage innovation under the digital economy, driving corporate innovation transformation with profound impacts. He Cheng et al. (2023) proposed Luzhou Laojiao's high-quality development model driven by technological innovation, intelligent brewing, and quality management upgrades. For instance, scholars Liu D et al. (2025) suggested that previous studies often utilized virtual reality (VR) technologies to establish virtual liquor culture museums for public understanding of traditional liquor culture. However, existing virtual Liquor museums typically employ passive roaming displays lacking interactivity, immersion, and engagement, making it difficult to attract young audiences. A multimodal interactive virtual liquor culture museum system incorporating visual, auditory, tactile, and temperature sensory feedback should be integrated to address these limitations. **Thirdly, it emphasizes baijiu industry development research to tackle brand management and resource integration challenges.** Wang Zentao et al. (2025) argue that traditional brand management strategies struggle to keep pace with the rapid changes in modern markets, prompting baijiu enterprises to enhance private domain and full-spectrum consumer operation capabilities through dynamic brand management and digital transformation. This approach fosters innovative marketing methods, enables precision marketing, thereby improving brand market adaptability and consumer loyalty. Bu Jiandong et al. (2023) reveal that Guizhou Province's baijiu tourism resources exhibit a spatial distribution pattern of "localized concentration and multi-point development," resulting in uneven resource development. Constructing regional collaborative development systems and expanding product development depth and breadth have emerged as critical pathways for high-quality transformation and upgrading of baijiu tourism industries. Li Haihang et al. (2022) propose leveraging new media platforms and AI-driven dissemination to strengthen brand value communication. By co-creating brand culture and jointly shaping brand images with consumers, this approach achieves high recognition and loyalty towards baijiu cultural brands, demonstrating significant practical reference value. Cheng Hong et al. (2024) demonstrate how established enterprises forge new brand identities through brand narrative crafting and dissemination strategy selection, detailing processes and experiences in brand story-driven revitalization.

Based on domestic and international research, digitalization promotes cross-border integration of cultural dissemination, while digital intelligence drives the innovation and upgrading of traditional industries. The Baijiu industry has initially achieved dynamic optimization in brand management and resource integration.

However, three critical issues require urgent resolution: 1. Inadequate transnational cultural governance mechanisms. Although current studies emphasize the transnational characteristics of digital cultural dissemination, there's insufficient systematic design for the division of governance responsibilities among multiple stakeholders, resulting in complex governance mechanisms with low operational efficiency. A more coordinated transnational governance system is needed to enhance overall control capabilities. **2. Limited innovation depth in digital intelligence technology applications.** Existing research primarily focuses on the role of digital intelligence in industrial transformation, but lacks systematic exploration of innovative application mechanisms and comprehensive studies on the deep integration of technology with traditional craftsmanship, making it difficult to achieve sustained and breakthrough innovations. **3. Prominent challenges in resource integration coordination for the Baijiu industry.** Despite uneven spatial distribution of resources, effective strategies for regional collaborative development and resource integration have not been proposed, hindering comprehensive coordination. Strengthening mechanisms for resource integration and brand linkage is urgently needed.

This study constructs a multidimensional framework integrating cultural dissemination, innovation diffusion, and industrial integration theories, based on multi-source data including policies, industry practices, and case studies. It proposes AI-driven strategies for digital cultural communication and industrial coordination mechanisms in Liquor -tourism culture. Key findings reveal: (1) A centralized transnational governance system enhances cultural communication effectiveness and soft power; (2) Deep integration of AI technologies innovates content production and interactive communication models; (3) Data-driven resource integration mechanisms optimize regional collaborative efficiency. The research innovation lies in: (1) Theoretical integration across disciplinary boundaries; (2) Cultural innovation models that deepen technological applications; (3) Resource integration pathways promoting regional collaboration. Empirical evidence demonstrates that this framework effectively addresses bottlenecks such as governance fragmentation, technological superficiality, and uneven resource allocation, thereby advancing the digital transformation of Chinese Baijiu culture and achieving high-quality integration with the liquor-tourism industry.

III. Theoretical framework

Cultural transmission theory, as the primary theoretical foundation of this study, originated from the systematic construction process of communication studies in the 20th century, particularly the impact of evolving communication models and changes in media environments on cultural transmission mechanisms (Sun, Y, 2025). Traditional cultural transmission theory emphasizes the dynamic processes of information dissemination, symbolic interaction, and audience reception, focusing on the selection, transformation, and reproduction of cultural content within transmission channels, as well as the formation mechanisms of cultural identity. Edward T. Hall, the pioneer of cross-cultural communication research, proposed a three-stage evolutionary path of "Differences, Patterns, and Transcendence" that not only reveals the fundamental

logic of cultural interaction but also provides a theoretical trajectory from cognitive conflict to value symbiosis for contemporary cultural exchange (Jiang Ming, 2025). With the development of digital technology, cultural transmission has entered a new stage of digitization and networking, where traditional theories gradually adapt to new media environments, forming a research paradigm of digital cultural transmission that emphasizes cross-border dissemination and interactive experiences in multi-cultural contexts (Cai Yu Ke, 2024). Although digital cultural transmission theory promotes content diversification and channel expansion, it still has limitations in conveying deep cultural connotations, achieving cross-border integration, and innovating values. Particularly in AI-deep integrated scenarios, traditional models struggle to address the complexities of AI-driven content creation, multidimensional interactions, and data dissemination strategies. Therefore, integrating dynamic and intelligent mechanisms is necessary to accurately reflect AI-powered cultural transmission and innovation performance.

On this basis, the innovation diffusion theory provides another crucial theoretical foundation for this study. As a classic theory with multidisciplinary origins, innovation diffusion research has gradually evolved into a relatively independent and comprehensive theoretical system through in-depth exploration across disciplines such as anthropology, communication studies, sociology, and management. It has been widely applied in various fields including new technology adoption, public policy implementation, invention patents, and technological transformation (Ma Jing, Zhang Li, 2024). Originating from communication studies and sociology, this theory focuses on the diffusion pathways and influencing factors of innovations within social systems. It emphasizes how adopter types, communication channels, and social structures constrain the speed and scope of innovation diffusion. By integrating multi-level perspectives involving individual cognition, group interactions, and macro-environmental factors, the theory offers methodological support for analyzing AI-driven cultural innovation. With the rise of digital-intelligent technologies, the innovation diffusion theory has continuously evolved by incorporating new variables such as network environments, platform economics, and user-generated content, thereby expanding its understanding of technological diffusion pathways (Zhao Haixia, 2024). Traditional linear, multi-stage diffusion models in innovation diffusion theory struggle to explain the interactive, adaptive, and dynamic characteristics of AI technologies. In the context of digital dissemination of Baijiu culture integrated with tourism, specific application scenarios and cultural complexity need to be incorporated to address its theoretical limitations in explaining intelligent communication patterns.

This paper constructs a multidimensional interdisciplinary framework integrating cultural transmission and innovation diffusion theories to analyze the core mechanisms of AI-driven digital dissemination of Baijiu culture. The framework proposes an AI-powered digital dissemination model tailored to the unique characteristics of Baijiu culture, emphasizing collaborative innovation in technological content and multi-stakeholder collaboration mechanisms. By integrating micro-level behaviors, meso-level industrial collaboration, and macro-level environmental perspectives, this framework effectively supports systematic analysis of complex Liquor -tourism integration ecosystems. Cultural transmission theory reveals the multiplicity of expression mechanisms on digital platforms, while innovation diffusion theory elucidates the multi-tiered transmission pathways of AI technology across the industrial chain. Together, these theories complement

each other to form a new paradigm for digital cultural dissemination. However, the research has theoretical limitations: traditional theories show inadequate adaptability to AI-driven dynamic content generation and non-linear dissemination, while failing to incorporate industry integration factors such as policy-driven factors and resource allocation.

The theoretical origins of industrial integration trace back to Rosenberg (1963), who first proposed a framework linking technological innovation to the convergence of manufacturing and service sectors, defining this phenomenon as "technological integration" (Müller L, 2025) and (Wang Y, 2025). Industrial integration refers to the economic growth model where different industries or distinct sectors within the same industry break traditional boundaries through technological penetration, resource integration, and business model crossover to form new industrial forms. Essentially, it achieves industrial upgrading and efficiency enhancement through sectoral consolidation. This theoretical framework enables systematic analysis of key factors such as policy drivers, organizational transformations, and resource allocation optimization in regional collaborative development and industry integration, thereby ensuring the completeness and operational feasibility of the theoretical system.

To transcend the limitations of the aforementioned theoretical framework, it is necessary to integrate complex networks with system dynamics theory, strengthen research on dynamic simulation and policy integration, thereby enhancing the practical accuracy of theoretical models. Therefore, the paper integrates the theory of industrial integration in the subsequent analysis to examine how policies, technological algorithms, data resources, and platform ecosystems foster collaborative innovation across different industrial levels, ultimately facilitating the organic integration of Baijiu culture with the tourism industry.

IV. Demonstration

This chapter systematically expounds the intrinsic mechanisms and practical pathways of AI technology in driving the digital dissemination and innovation of Chinese Baijiu culture under the context of liquor-tourism integration, based on the multi-dimensional cross-theoretical framework established in previous chapters. Integrating profound insights from cultural communication theory regarding information transmission, symbolic interaction, and audience reception processes, as well as dynamic descriptions of technological adoption and diffusion from innovation diffusion theory, this study investigates how AI technology reshapes content generation, communication models, and brand value reconstruction in Baijiu culture through three levels: macro policy environment, meso-industry coordination, and micro-enterprise practices. Firstly, it deconstructs the theoretical foundations of digital-cultural integration, revealing structural challenges and transformational demands faced by traditional communication mechanisms under digital environments and intelligent technologies, while emphasizing how AI facilitates innovative breakthroughs through symbolic diversity and interactive complexity in cultural transmission. Subsequently, focusing on the innovative momentum driven by digital intelligence technologies, this study analyzes how policy support, algorithmic systems, data resources,

and platform ecosystems generate collaborative innovation across different industrial levels, promoting organic integration between Baijiu culture and tourism industry, and uncovering new trends of resource integration and value chain extension under technological empowerment. Finally, by examining the cultural attributes and market characteristics of the Baijiu industry, this chapter evaluates the applicability limitations of existing theories, explores the promotional effects of theoretical integration and methodological upgrades on industrial transformation. As illustrated in Figure 1, through multi-perspective argumentation, this study aims to reveal the interactive mechanisms and innovative pathways of AI technology in digital cultural communication and industrial integration, clarifying its strategic value in advancing digital expression of Chinese Baijiu culture, international brand development, and high-quality growth, thereby providing robust theoretical foundations and practical guidance for subsequent empirical analysis and policy recommendations.

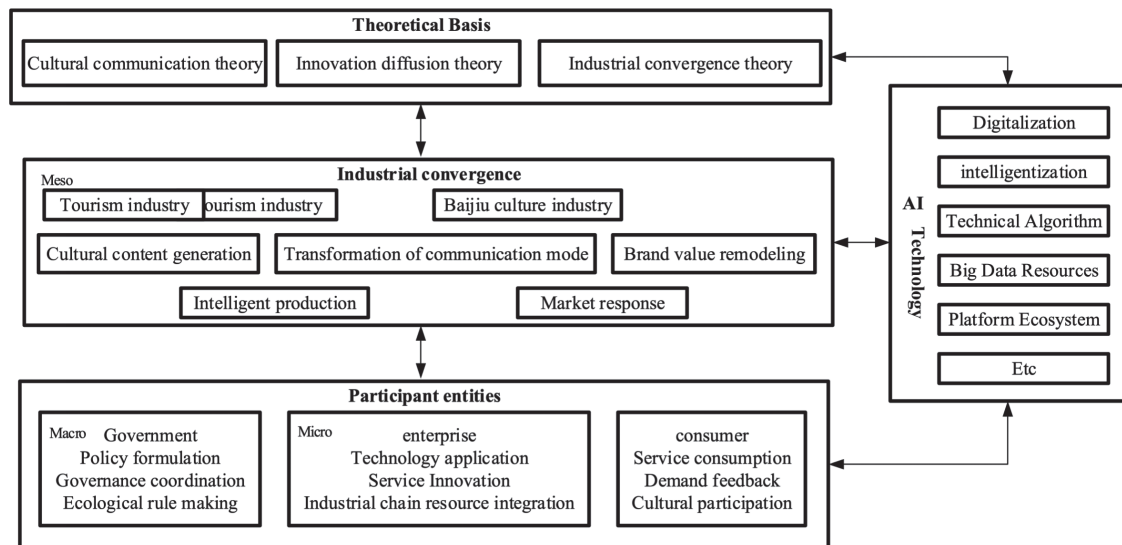


Figure 1. AI-Driven Integration of Liquor -Tourism

1. Theoretical Foundations and Challenges of Digitalization and Cultural Communication

1.1 Analysis of the Association Between Core Theories of Communication Studies and Digital Culture

Cultural dissemination theory is rooted in classical models of information transmission and symbolic interaction, encompassing core paradigms such as the Lasswell Model, Shannon-Weaver Model, and cultural constructivism. It focuses on the dynamic interaction among information encoding, transmission media, and audience decoding, emphasizing symbolic meaning generation and cultural identity formation. The emergence of digital cultural dissemination has compelled these classical theories to confront profound transformations

in the new media environment: communication no longer occurs within traditional linear media but has expanded into a network ecology characterized by multi-platform, multi-mode interweaving, demonstrating high interactivity, personalization, and dynamic updating features. The integration of AI technology has further enabled intelligent content generation, curation, and distribution, blurring the boundaries between sender and audience roles, thereby posing dual challenges to traditional dissemination theories: first, the complexity of media environments surpasses unidirectional transmission models; second, content production mechanisms have evolved from static encoding to dynamic generation, with symbolic co-construction exhibiting non-linearity and concurrency. Although employing this theory as an analytical tool in the liquor-tourism integration context can systematically reveal information flow and symbolic representation in digital environments, elucidate the multidimensional interactivity of cultural content, and explain the shaping of cultural identity through audience participation, its traditional framework inadequately addresses the cultural expression equity considerations arising from AI-driven intelligent content production and algorithmic decision-making. Technological perspectives need to be integrated to enhance explanatory power and critical depth regarding AI-enabled digital cultural dissemination.

1.2 Correspondence Between Policy, Technology, Cultural Elements and Communication Theory

The multi-dimensional attributes of digital cultural dissemination necessitate theoretical interpretations encompassing policy, technology, and culture as three critical dimensions. First, national policies serve as macro-level frameworks, providing institutional guarantees and strategic guidance for the integration of digital economy with cultural industries. For instance, policies promoting digital rural revitalization and cultural tourism integration inject external driving forces into cultural communication empowerment. From a communication theory perspective, the policy environment influences the legitimacy of cultural information and the openness of dissemination channels, creating institutional atmospheres conducive to cultural innovation, which constitutes a key element ensuring effective content innovation and diffusion. Second, technological elements, particularly AI technologies, have become crucial intermediaries and production mechanisms in cultural communication. Technology not only transforms physical forms of communication media but also redefines information encoding and symbolic generation methods. Natural language processing algorithms enable multidimensional interpretation and re-creation of semantic content in Baijiu culture, while machine learning drives personalized content recommendation and audience profiling. However, traditional communication theories demonstrate insufficiency in explaining AI-powered dynamic content generation and network collaborative dissemination. Finally, cultural elements manifest through traditional craftsmanship, historical memory, and social identity embedded in Baijiu as a regional cultural symbol. The transmission of such content relies on communication's precision in interpreting and reproducing cultural contexts. Theoretical concepts of cultural identity and symbolic interaction in communication studies provide frameworks for analyzing multi-layered expressions of cultural elements, emphasizing audiences' active meaning construction and cultural reproduction processes during dissemination. Nevertheless, further exploration is required to

establish specific mechanisms for synergistic innovation between traditional cultural cores and modern digital platforms, particularly in cross-industry scenarios like liquor tourism integration. In conclusion, policy, technology, and culture represent both structural foundations and essential dimensions for theoretical interpretation in digital cultural dissemination, facilitating the construction of multi-layered theoretical interpretation pathways to achieve systematic understanding of Baijiu culture's digital communication.

1.3 Analysis of the Relationship Between This Study and the Tradition of Cultural Communication Research

Traditional research predominantly emphasizes the role of communication media in transmitting cultural symbols and audience reception patterns. However, it inadequately accounts for the multi-source, multi-dimensional, and dynamically interactive characteristics of information in the digital era, while insufficiently exploring the diversification of communication subjects driven by technology and the reinforcement of audience autonomy. To address this theoretical gap, this study constructs an interdisciplinary theoretical framework integrating the Innovation Diffusion Theory, expanding the analytical depth and breadth of cultural dissemination through the perspectives of technology adoption diffusion pathways and multi-layered interactions within social systems. Additionally, current research on cultural dissemination rarely focuses on specific cultural industries such as baijiu culture—a highly regional and ethnic traditional industry—and lacks systematic theoretical refinement regarding digital dissemination mechanisms in the context of liquor -tourism integration. By in-depth analysis of the symbolic system and cultural identity mechanisms of baijiu culture, combined with empowerment pathways through digital media and AI technologies, this research innovatively explores practical paradigms for the integration of traditional culture with modern technology, enhancing the adaptability of cultural dissemination theories to specific industrial integration contexts. Theoretically, this study not only continues the core focus of cultural dissemination on audience interpretation and media environment impacts but also innovatively incorporates the regulatory role of intelligent technology in content production and dissemination strategies, achieving the digital transformation of cultural dissemination theory. Practically, the research outcomes will provide theoretical support for digital dissemination of baijiu culture, promote the deep integration of traditional culture with modern industries, and enrich application paradigms of cultural dissemination research within new media ecosystems.

1.4 Critical Reflection on the Limitations of Cultural Communication Theory in Digital Scenarios

Although cultural transmission theory provides a solid foundation for understanding information flow and the production of symbolic meaning, its traditional paradigms reveal significant adaptability shortcomings when confronted with the digital technological penetration represented by AI. First, classical communication theories rely on linear or limited interaction models that fail to adequately explain complex dynamic processes such as AI-driven content generation, multi-channel real-time distribution, and personalized reception, demonstrating

limitations in elucidating algorithmic influence on communication strategies. Second, while these theories emphasize the social construction of cultural symbols and identity formation, they lack effective analytical frameworks for examining AI-mediated intelligent mutation of cultural content, multi-agent collaborative creation, and data-driven audience behavior prediction. Furthermore, traditional theories fail to provide sufficient critical perspectives regarding issues of communication equity, content diversity, and audience autonomy triggered by information overload, platform monopolization, and algorithmic black boxes in digital environments. Existing theories demonstrate inadequate attention to technological ethics, data governance, and platform ecosystems, which constrain their explanatory power regarding the redefinition of digital cultural transmission values. An urgent need exists to integrate sociotechnical theories and network science to develop theoretical tools adapted to the intelligent era. The subsequent chapter will deepen exploration of the intrinsic dynamics and practical pathways of digital cultural transmission ecosystems through a multi-layered innovation perspective driven by digital intelligence technologies.

2. A Multi-layered Presentation of Innovation Driven by Digital and Intelligent Technologies

2.1 Analysis of Policy Environment and Digital-Intelligent Technology Mechanisms at the Macro-Level

Macroscale policies and institutional frameworks serve as foundational supports for innovation driven by digital intelligence technologies, determining the direction, scope, and depth of technological application. China's strategic deployment for digital economy and intelligent transformation, including the "New Generation Artificial Intelligence Development Plan" (2017), "14th Five-Year Plan for Digital Economy Development" (2021), and "Digital China Construction Action Plan (2025)", provides policy guidance for AI R&D and application while promoting deep integration between cultural industries and tourism. From the perspective of cultural dissemination theory, policies constitute part of a symbolic system that constructs a technological diffusion ecosystem through reshaping cultural information legitimacy and transmission boundaries. The innovation diffusion theory emphasizes that policies, as social system variables, regulate the speed and scope of innovation adoption. In digital dissemination practices, policies offer institutional safeguards for AI applications through optimizing resource allocation, standardizing data sharing, and improving digital infrastructure, thereby advancing cultural information standardization and dynamic updates. For instance, policy-supported cultural big data platform construction significantly enhances the accuracy and efficiency of collecting and disseminating Baijiu cultural symbols, enabling intelligent expression and cross-regional propagation of traditional cultural elements. Simultaneously, public funding guided by policies and market cultivation mechanisms create risk-sharing and entry facilitation for technology enterprises, forming an innovation ecosystem of policy-technology synergy. Technologically, core algorithms such as deep learning and natural language processing overcome information bottlenecks in traditional cultural dissemination through automatic encoding, semantic mining, and personalized recommendations, achieving multimodal expression and precise targeting of cultural content. This

ultimately constructs a closed-loop support system from policy incentives to technological implementation. In summary, macro-level policies provide both motivational impetus and institutional safeguards for digital intelligence innovation. By fostering an open and inclusive innovation environment and promoting infrastructure development, they significantly enhance the application potential of artificial intelligence in digital dissemination of Baijiu culture within the integration of culture and tourism, achieving the modern transformation and global dissemination of traditional culture (Wang, Y, 2025).

2.2 Innovation Patterns in the Industrial Chain at the Meso-Level and Technological Drivers and Explanations

The meso-level focus centers on collaborative innovation between baijiu (Chinese liquor) and tourism industry chains, manifested through dynamic interactions among organizations and groups, as well as resource allocation optimization. According to industrial integration theory, cross-sector ecological cooperation constitutes a critical mechanism for innovation diffusion. AI-driven platform economy and data sharing mechanisms enable efficient integration of information flow, logistics, and value flow. In the context of baijiu-tourism fusion scenarios, AI empowers supply chain management, brand marketing, and customer experience enhancement through intelligent analysis. For instance, enterprises optimize product formulation and cultural content presentation based on consumer preference insights, thereby improving market responsiveness and personalized service quality. From the perspective of cultural dissemination theory, industrial collaboration not only expands channels for cultural symbol propagation but also enhances alignment between cultural content and tourism experiences, intensifying audience immersion. The innovation diffusion theory reveals that adoption strategies and diffusion speed of technological innovations across industry chain nodes are influenced by inter-organizational trust and information sharing. Practically, baijiu and tourism enterprises collaboratively construct intelligent platforms to achieve resource sharing, forming an AI-centric cultural ecosystem that effectively resolves information silos in traditional industries while promoting digital recreation of cultural symbols and cross-industry brand value dissemination. Case studies demonstrate that leading baijiu enterprises leverage intelligent recommendation systems and virtual reality technologies to innovate liquor-tourism integration experiences, achieving organic fusion of cultural connotations with tourism scenarios (L Lin, 2025). Consequently, the meso-industry chain perspective not only reveals systematic patterns of collaborative innovation driven by digital intelligence technologies but also highlights critical pathways for technology-industry ecology mutual reinforcement, establishing foundational mechanisms for digital dissemination of Chinese baijiu culture in tourism integration.

2.3 Detailed Analysis of Technological Applications in Enterprise Cases at the Micro-Level

At the micro level, this study focuses on the practical applications of artificial intelligence (AI) in cultural dissemination and brand innovation by Baijiu enterprises. Based on cultural transmission theory, companies

optimize information encoding and audience decoding processes through intelligent technologies, enhancing the efficiency of digital content production and user experience design. Natural language processing (NLP) enables automated parsing of Baijiu culture texts and generates multi-formatted content, transcending traditional editorial time constraints. Machine learning recommendation systems achieve precise marketing and customer relationship management through behavioral analytics, thereby strengthening brand loyalty. VR/AR technologies deepen cultural identification by creating immersive scenarios, elevating digital experiential quality. The diffusion of innovations theory reveals how micro-level factors like employee skill training and organizational restructuring influence technology conversion efficiency. Case studies demonstrate that AI-powered content platforms significantly enhance market responsiveness through digital processing of cultural materials and multilingual translation, showcasing tangible effects of technological empowerment in cultural dissemination. Intelligent sentiment monitoring enables dynamic adjustment of communication strategies and optimized transmission pathways, facilitating continuous iteration and innovative upgrading of cultural propagation. Thus, micro-level AI applications not only enrich theoretical understanding of digital cultural dissemination practices, but also exemplify how AI technologies concretely transform into corporate competitive advantages, forming an innovative ecosystem where technology, content, and market interact symbiotically (Yuan H, 2025) and (Sun J, 2025).

2.4 A Multilevel Evaluation of the Applicability of the Digital-Intelligent Innovation Theory

In summary, innovations driven by digital intelligence technology exhibit multidimensional and complex interactive characteristics across macro-level policy guidance, meso-level industrial collaboration, and micro-level enterprise technological implementation. The cultural transmission theory effectively explains the symbolic construction and audience interaction in digital cultural expression, while the innovation diffusion theory systematically reveals the technical diffusion pathways, multi-stage processes, influencing factors, and organizational adoption mechanisms. However, both theories demonstrate limitations in explaining AI-driven nonlinear, multi-agent collaborative intelligent dynamic communication ecosystems: macro-level policies struggle to capture micro-level cultural interaction details, meso-level industrial integration complexities exceed the explanatory scope of traditional linear models, and micro-level organizational transformation and cultural adaptation mechanisms require further exploration. Additionally, existing theories inadequately address digital governance issues such as data governance, algorithmic ethics, and platform regulation, failing to comprehensively respond to emerging challenges in digital cultural communication. Future research needs to integrate complex systems theory with digital governance frameworks across multiple dimensions to enhance the comprehensive explanatory power of theoretical models. As analyzed above, the innovation mechanisms under digital intelligence technology not only encompass policy, industry, and enterprise levels but also highlight the importance of interdisciplinary theoretical integration. In the following sections, theoretical extensions and practical implications in the development of China's Baijiu industry will be further explored to deepen systematic understanding and strategic application of AI-enabled digital cultural innovation in liquor

tourism integration.

3. Theoretical Development and Practical Insights in the Chinese Baijiu Industry

3.1 Limitations of Theoretical Application and Analysis of Specific Issues in the Baijiu Industry

Although cultural diffusion and innovation diffusion theories provide a solid theoretical foundation for understanding the digital dissemination and innovation of Baijiu culture, significant limitations emerge when analyzing the digital dissemination of Baijiu culture. The regional cultural attributes and historical inheritance characteristics of the Baijiu industry render its symbolic system highly dependent on customs, craftsmanship, and rituals. Cultural sedimentation during digital transformation risks "symbol dilution" and "cultural drift." Traditional theories predominantly assume cultural dissemination as symbolic circulation and reproduction, neglecting the close connection between cultural elements and material carriers, thereby failing to comprehensively convey traditional brewing processes and their values through digital content. The linear assumptions of innovation diffusion theory conflict with the practical realities of the Baijiu industry, where technological adoption is often constrained by cultural conservatism, regional economic disparities, and market segmentation, creating barriers to AI technology promotion through subjective cognitive obstacles and resource inequality. The integration of Baijiu with tourism represents not only an industrial chain consolidation but also a multidimensional reconstruction of cultural experiences involving cultural identity reshaping and immersive consumption scenarios. These complex cultural dimensions remain inadequately explained by traditional theoretical frameworks. Current theories emphasize industrial collaboration mechanisms and innovation diffusion pathways when analyzing industry integration, yet overlook deeper cultural needs such as intangible cultural heritage protection and cultural identity reconstruction. Additionally, traditional theories lack effective analytical tools for addressing ethical issues like algorithmic transparency and platform monopolies in digital ecosystems, proving inadequate in confronting challenges to communication equity and social ethics posed by evolving digital power structures. Therefore, the unique attributes of the Baijiu industry and the complexity of its integration necessitate theoretical localized innovation and expansion to accommodate the diverse requirements of AI-driven digital cultural dissemination.

3.2 Theoretical Integration and Methodological Advancement Facilitate Industrial Innovation Pathways

To address theoretical limitations, cross-disciplinary theoretical integration and methodological innovation are required to advance digital communication in China's Baijiu industry. First, by introducing the ecosystem perspective of industrial integration theory, we can transcend the limitations of traditional linear supply chain analysis to explore the symbiotic relationship between Baijiu culture and tourism industry, thereby constructing a multidimensional integration framework encompassing cultural symbols, experience design, and technology

platforms. Second, integrating innovation diffusion theory with complex systems theory enables us to capture nonlinear diffusion patterns, feedback adjustments, and multi-agent game mechanisms in technology adoption, enhancing understanding of path diversity in technological application and innovation resistance. The cultural communication theory must incorporate perspectives from digital governance, algorithmic ethics, and platform studies to establish a new explanatory framework for digital communication power structures. Methodologically, a mixed-research approach combining quantitative big data analysis with qualitative case studies will precisely measure and interpret AI-driven content generation, personalized recommendations, and user engagement behaviors. Furthermore, by introducing user research and experience design theories, we can analyze mechanisms of cultural identity construction within digital content and virtual scenarios, providing operational guidance for Baijiu culture reconstruction and optimized communication strategies in virtual environments. Ultimately, integrating policy studies and technological sociology perspectives facilitates the establishment of industry-academia-research collaboration platforms to ensure ethical technology practices and social responsibility. Through theoretical convergence and methodological advancement, this approach compensates for the explanatory limitations of single-theory frameworks, driving the transformation of cultural communication from symbolic transmission to value co-creation.

3.3 Implications for Industry Innovation, Policy Formulation, and Social Value

Theoretical expansion and methodological updates reveal multi-dimensional innovation mechanisms, offering significant references and practical insights for the baijiu industry and related sectors. First, at the industry innovation level, emphasis should be placed on constructing a culture-driven intelligent production and dissemination model through technological innovation. Baijiu enterprises should leverage AI technologies to achieve multi-modal digital reconstruction of cultural symbols, combined with virtual reality (VR) and augmented reality (AR) product experiences, thereby enhancing consumers' cultural identification and immersive engagement (Cuomo, M. T, 2025).

Second, policy-level analysis highlights the necessity of establishing a digital ecological legal framework and innovation guidance system. This requires strengthening regulations on digital copyrights, data security, and algorithm transparency to promote equitable sharing of cultural digital assets while preventing dissemination inequities caused by digital divides and platform monopolies. Cross-departmental collaboration and cross-industry innovation funds should also be supported to advance integration of liquor tourism with internet technologies, fostering an open industrial ecosystem. Finally, from a social value perspective, intelligent dissemination achieves dual empowerment of cultural heritage preservation and regional economic development, injecting cultural-technological momentum into rural revitalization. The digitalization of baijiu culture not only enhances dissemination efficiency and coverage but also strengthens public engagement and cultural identification through interactive platforms, thereby promoting cultural soft power enhancement and social inclusiveness. The innovation-driven integration of liquor tourism exemplifies the unification of cultural value and social responsibility, facilitating economic transformation while safeguarding and revitalizing cultural heritage.

3.4 Comprehensive Evaluation of Argument Content and Guidelines for Future Research Directions

The preceding analysis highlights the limitations of traditional cultural dissemination and innovation diffusion theories in the digital transformation of Baijiu culture, particularly their inadequate responses to challenges such as cultural specificity, non-linear adoption of technology, and digital governance. By constructing an interdisciplinary model integrating ecosystem perspectives, complex systems approaches, and digital governance frameworks, the systematic explanatory power of AI-driven liquor-tourism integration mechanisms has been enhanced. These practical insights provide effective support for industrial innovation, policy formulation, and social value creation, demonstrating the synergistic effects between theoretical research and practical application. In summary, the digital dissemination of Baijiu culture in liquor-tourism integration constitutes a systemic engineering involving intertwined technological, industrial, and social factors, requiring continuous dynamic innovation in theory and practice. Future research should focus on AI technology ethics, protection of digital subject rights, and data governance mechanisms, deepen assessments of digital content quality and social impacts, and establish a new digital cultural communication ecosystem that is open, inclusive, and sustainable..

V. Conclusion

This study systematically examines how artificial intelligence (AI) drives the digital dissemination and innovation mechanisms of Chinese Baijiu culture in the context of liquor-tourism integration. Through constructing a multi-dimensional interdisciplinary theoretical framework encompassing cultural transmission, innovation diffusion, and industrial integration theories, it analyzes the multi-layered operational mechanisms of AI technology in policy guidance, industrial chain coordination, and corporate practices. The research reveals the intrinsic patterns of cultural essence digital reconstruction and innovative dissemination models. The analysis demonstrates that AI, as a core driver of liquor-tourism industrial integration, facilitates paradigm transformation in cultural expression through intelligent content creation and precision dissemination. Simultaneously, it achieves industrial resource integration and global brand positioning, significantly enhancing the immersion and interactivity of cultural experiences. Ultimately, it establishes a "technology-culture-industry" trinity digital ecological evolution model. This research breaks through the linear paradigm of traditional cultural dissemination, forming a dynamic system of element co-construction. While realizing cultural value appreciation, it provides verifiable methodological support for the digital transformation of traditional industries.

Practically, the study verifies through typical cases the empowering effects of AI technology in liquor-tourism scenarios, offering operational implementation pathways for rural revitalization and cultural confidence construction. However, theoretical gaps persist in dimensions such as technical ethics, digital governance, and cross-cultural comparisons, particularly requiring deeper exploration in critical areas like data ownership and

algorithm transparency. Although focused on digital dissemination of Chinese Baijiu culture within liquor-tourism integration, this study acknowledges limitations in theoretical frameworks and case scale. Future research should prioritize building a digital governance system balancing technological innovation and cultural security, refining interdisciplinary theoretical models, and strengthening multi-stakeholder collaboration mechanisms. Key explorations recommended include: 1) Equitable mechanisms for cultural digital assets utilization; 2) Quality assessment systems for generative AI content; 3) Cross-cultural communication effectiveness in global contexts. These investigations will facilitate the construction of sustainable digital cultural ecosystems, enable traditional cultural industries to achieve value leapfrog in global digital economy, and provide innovative solutions with both theoretical depth and practical efficacy for cultural soft power development.

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Research on International Communication Methods of Traditional Chinese Medicine Music Therapy

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Abstract

Purpose – This paper focuses on the international communication pathways of Traditional Chinese Medicine (TCM) music therapy. It aims to elucidate the intrinsic mechanisms rooted in the TCM theory of the five tones and emotional regulation systems. By examining the theoretical convergence between the concept of “the five viscera housing the five tones” in the Yellow Emperor’s Inner Classic and modern neurophysiological findings on the modulatory effects of sound wave stimulation on the autonomic nervous system, the study reveals the cross-cultural applicability of this therapy.

Design/Methodology/Approach – This strategy is based on culturally adaptive translation and leverages digital media to construct a multimodal communication matrix. It advocates for the establishment of international joint research platforms and clinical validation programs to strengthen evidence-based support. At the practical level, it suggests integrating music therapy experience modules into Confucius Institutes and overseas TCM centers to achieve the synergistic output of cultural dissemination and health services.

Findings – The research indicates that only by integrating traditional wisdom with the discourse system of modern science can the visibility and recognition of TCM music therapy in global health governance be enhanced.

Research Implications – The integration of traditional wisdom and modern scientific discourse is essential for enhancing the global visibility and acceptance of TCM music therapy in global health governance.

Keywords: Traditional Chinese Medicine music therapy; international communication; communication methods

JEL Classifications: I18,Z11,F23

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I. Introduction

Against the backdrop of deepening integration between globalization and cross-cultural communication, Traditional Chinese Medicine (TCM), as a carrier of Eastern philosophies of life and health wisdom, is progressively participating in the reconstruction of the global health discourse system. TCM music therapy is deeply rooted in the theoretical framework of “the five tones corresponding to the five viscera,” where the tones Jue, Zhi, Gong, Shang, and Yu correspond to the liver, heart, spleen, lungs, and kidneys respectively. It regulates the ascending, descending, exiting, and entering of Qi through sound wave vibrations, achieving coordinated intervention on both emotions and the physical body. The Yellow Emperor’s Inner Classic (HuángDì Nèi Jīng) long ago posited that “all diseases arise from Qi and cease with sound,” revealing that music is not merely an artistic expression but also a therapeutic medium with physiological regulatory functions. Modern neurosound research has confirmed that specific frequencies of musical tones can influence limbic system activity and regulate autonomic nervous balance. For instance, the fundamental frequency of Gong mode music, around 130Hz, exhibits a significant synchronizing effect on gastrointestinal motility (Zhang et al., 2021). However, its international dissemination is often hindered by semantic dissipation during the translation of cultural symbols. Western audiences struggle to comprehend the psychosomatic mechanisms underlying the concept that “sound can nourish the spirit.” Coupled with a lack of standardized intervention protocols and multi-center clinical validation, its acceptance remains limited. Concurrently, the advancement of digital health technologies provides new communication vectors for non-pharmacological therapies. The integration of remote healing platforms with intelligent audio algorithms makes personalized TCM musical interventions feasible. In this context, exploring international communication strategies based on the dual pathways of cultural empathy and scientific validation pertains not only to the modern transformation of traditional therapies but also involves the cognitive reconstruction and value reassessment of the Eastern holistic medicine paradigm within global health governance.

II. The Connotation and Value of TCM Music Therapy

1. Connotation

TCM music therapy is deeply rooted in the philosophical foundations of traditional Chinese medicine: “the unity of form and spirit” (xíng shén hé yī) and “the correspondence between heaven and humanity” (tiān rén xiāng yìng). Its theoretical origins can be traced back to the systematic exposition in the Yellow Emperor’s Inner Classic: Plain Questions (Sù Wèn)— specifically the chapter Treatise on the Correspondence of Yin and Yang as Manifested in Phenomena — which states: “The five tones benefit the ear; the five sounds correspond to the viscera in response to the seasons.” The five tones are not merely a musical division; rather, they use sound wave vibrations as a vehicle to construct resonance channels between visceral Qi movements and

the four seasons and five elements (Liu, P. R., D. W. Wang, Y. Chen, Y. Zhang, and X. Q. Cao, 2025). The frequency of the Gong tone falls approximately within the 128–132 Hz range, and its low-frequency steady fluctuations are close to the peristaltic rhythm of the spleen and stomach. Clinical observations indicate that after four weeks of listening to Gong-mode music performed on chime bells, patients with spleen-deficiency type functional diarrhea showed a trend towards normalization of intestinal transit time and an 18.6 % increase in serum motilin levels, reflecting the physiological response of “Earth Qi being revitalized, transportation and transformation restoring themselves.” The Jue tone, often played on bamboo flutes and guzheng with ascending melodies, exhibits a waveform characteristic of gradual tension release. Neuroelectrophysiological monitoring revealed that after 30 minutes of exposure to D-tuned Jue-mode music, individuals with insomnia due to liver Qi stagnation showed increased energy density of frontal lobe theta waves, a 27.4 % decrease in cortisol concentration, and activation patterns in emotional regulation centers similar to those during mindfulness meditation. The Zhi tone, frequently expressed through strong rhythmic combinations of drums and se (a plucked zither), aims to invigorate heart Yang. Experiments show that in secondary prevention programs for coronary heart disease, adjunctive intervention with E-tuned Zhi-mode music led to a balanced LF/HF ratio in patient heart rate variability (HRV), suggesting improved autonomic nervous regulation. The Yu tone utilizes instruments like the xiao (vertical flute) and xun (ocarina) to create a spacious and distant sound field, with dominant frequencies falling between 60–100 Hz. This may have a physical coupling effect with the micro-vibration frequencies in areas along the kidney meridian. Following Yu-mode audio intervention, elderly patients with Yin-deficiency hypertension experienced an average reduction in nighttime systolic blood pressure of 9.3mmHg, along with downregulated levels of norepinephrine metabolites in their cerebrospinal fluid. This sound-Qi-organ linkage effect not only validates the ancient experiential description that “hearing Jue sounds makes one feel contemplative; listening to Yu tones brings stillness,” but also reveals, within the framework of modern bioacoustics, the mechanistic pathways of music as a non-pharmacological intervention.

2. Value

Within the framework of integrative medicine, TCM music therapy, characterized by its non-invasiveness and its ability to harmonize both body and mind, is progressively being integrated into chronic disease management and neuropsychological intervention systems. Clinical observations show that patients with functional dyspepsia, after six weeks of Jue-mode zither music intervention, not only exhibited significant improvement in gastrointestinal motility parameters but also demonstrated a synchronous decrease in their Self-Rating Anxiety Scale (SAS) scores. Furthermore, the increased alpha wave power on EEG suggested a coupling mechanism between central relaxation effects and peripheral physiological responses. In oncology rehabilitation practice, a multi-part guqin audio program based on the logic of the Five Elements' generation and restraint cycles, by inducing enhanced delta brain waves through low-frequency overtones (80–200 Hz), extended the average slow-wave sleep cycle by 23.7 minutes and improved sleep efficiency by 16.4 % in subjects. Neuroimaging studies further reveal that Zhi-mode music can strengthen the functional connectivity

between the amygdala and the dorsolateral prefrontal cortex, a pathway closely associated with cognitive reappraisal ability in emotional regulation strategies. A deeper cultural implication lies in the profound auditory field created by the Yu tone, which often induces a state akin to “emptiness and stillness” in individuals from different cultures. Some European and American participants described their experience as “the fading away of internal noise,” a phenomenon conceptually echoing the Plain Questions (Sù Wèn) statement, “When the spirit is guarded internally, where can disease arise?” This demonstrates the commensurability of the TCM mind-body perspective within the global context (Wu, Y. Y., L. P. Yang, Z. Q. Zhang, J. J. Zhao, Q. Song, J. L. Hou, Y. H. Wang, X. L. Li, and X. T. Guan, 2024).

III. Current Status and Challenges of the International Dissemination of TCM Music Therapy

1. Current Status

In recent years, the visibility of TCM music therapy within the international health discourse has gradually increased. The 2021 World Traditional Medicine Forum featured a dedicated panel on “Sound and the Rhythms of Life,” where several researchers from Europe and Southeast Asia drew on the theory from the Yellow Emperor’s Inner Classic concerning the five tones corresponding to the five viscera to investigate the regulatory mechanisms by which sound waves influence the autonomic nervous system. The Centre for Integrative Medicine in Zurich, Switzerland, has integrated Jue-mode guqin intervention into its adjunctive treatment pathway for chronic fatigue syndrome, with clinical reports indicating a 37.6% reduction in patient subjective fatigue scores. The University of California, Los Angeles (UCLA) is currently conducting a multi-center randomized controlled trial to assess the impact of Yu-mode music on hot flash frequency and heart rate variability in menopausal women. In the digital dissemination sphere, the “Five Elements Music Therapy” YouTube channel has accumulated over one million views, with some audio content integrated into the Eastern healing module of the German meditation app “Mindline.” Domestically, institutions like the Institute of Music Therapy at the China Academy of Chinese Medical Sciences are exporting customized audio programs based on the twelve-tone temperament system to Samitivej Hospital in Singapore through remote collaboration. These practices indicate that TCM music therapy is transitioning from a peripheral cultural experience to a supplementary role within institutionalized healthcare, forming an initial application ecosystem in fields such as neurological rehabilitation, psychological adjustment, and chronic disease management.

2. Challenges

Significant cognitive barriers persist in cross-cultural communication. The mainstream Western medical community generally holds interpretative reservations towards the symbolic system mapping Gong, Shang, Jue,

Zhi, Yu to the spleen, lungs, liver, heart, and kidneys. A qualitative study by Harvard Medical School pointed out that 78% of surveyed physicians believed this classification lacked an operable mapping to physiological indicators. In terms of musical aesthetics, Indian Raga emphasizes improvised emotional expression, while African drumming focuses on collective rhythmic resonance, representing a paradigm difference from the linear regulation logic of TCM music, which stresses “balanced and harmonious sounds” attuned to the seasons and Qi. Regarding talent cultivation, there is a scarcity of composite communicators who possess both knowledge of meridian and Qi transformation theories and cross-cultural communication competence. Current international promotion efforts are often undertaken by traditional TCM practitioners, who struggle to effectively decode the cultural acceptance thresholds of target groups. Communication infrastructure also remains fragmented, lacking an authoritative platform akin to the “WHO Traditional Medicine Strategy Platform” to support standardized terminology translation and the sharing of efficacy data. Research from the University of Naples “L’Orientale” in Italy showed that 65% of information encountered by the local population on this topic originated from non-professional social media snippets, with content often mixed with metaphysical statements, further diluting its scientific credibility. These structural challenges suggest that mere technological transfer is insufficient for deeply anchoring the cultural core, necessitating the construction of a communication topological model based on cognitive anthropology perspectives.

IV. International Communication Methods for TCM Music Therapy

1. Cultural Integration Communication

The cross-cultural dissemination of TCM music therapy is essentially a profound dialogue between civilizations rather than a unidirectional export. In an experimental performance at London’s Southbank Centre, the TCM theory of the five tones and Celtic folk melodies were woven into the same soundscape structure—the low-frequency resonance of Gong mode simulated the transformative image of spleen Earth, paired with the sustained drone layers of Scottish bagpipes, forming an energy field with regional affinity. Such creations are not mere collage but involve a functional reinterpretation of Western modes based on the principle of “Qi movement ascending and descending”: for instance, transforming the Yu tone’s descending characteristic corresponding to the Water element into the descending scale sequences of Irish laments, achieving cross-cultural psychological resonance at the level of emotional regulation. Practice indicates that when the five tones no longer exist as a closed symbolic system but become a therapeutic language that can be deconstructed and re-contextualized, their acceptance significantly improves (Feng, M. Y. and Z. Y. Dai, 2022). A mind-body clinic in Kyoto, Japan, introduced an adapted version of Jue Mode Forest Meditation, using the shakuhachi instead of the guqin to express the imagery of liver Wood soothing, integrating with the local tradition of “forest bathing.” Patients’ anxiety scale scores decreased by 1.8 times that of the control group. Cultural dissemination also requires narrative vehicles for support. In a series of public lectures at Hannover Medical

School in Germany, a real case was presented of a chronic insomnia patient who gradually restored their circadian rhythm by daily listening to an electronic music work adapted from the hourly rhythm principles of the Yellow Emperor's Inner Classic (HuángDì Nèi Jīng). This story was later produced as a podcast album, accumulating over 120,000 plays. Cultural festivals provide an embodied cognitive pathway. At the "Eastern Sound Pulse, World Heart Rhythm" themed event in Mexico City in 2023, participants experienced sound wave intervention programs arranged according to the midnight-noon ebb-flow theory within the framework of the Maya calendar. Drum rhythms were designed with reference to the active period of the pericardium meridian, and on-site galvanic skin response monitoring showed a 37% improvement in autonomic nervous balance index compared to baseline. Such practices reveal that only by embedding theories into the perceptual paradigms and lived experiences of target cultures can the cognitive barriers of symbolic systems be broken through (Ding, Y., Z. D. Lu, and H. X. Zhang, 2019).

2. Digital Platform

Digital media have restructured the logic of transmitting traditional healing knowledge. The "Harmonia Medica" multilingual platform, developed jointly by Beijing University of Chinese Medicine and the University of Geneva, has integrated sound wave intervention data from 14 global clinical centers to construct a dynamic efficacy map. Its core algorithm not only annotates the impact coefficients of different scale combinations on HRV (Heart Rate Variability) but also introduces a cultural adaptation weighting model that automatically adjusts the instrumental configuration and spatial reverberation parameters of recommended tracks to match user' regional backgrounds. The mobile application incorporates a biofeedback module, allowing users to upload real-time physiological signals, based on which the system generates personalized Five-Element music prescriptions. For instance, when elevated sympathetic tone is detected, the system automatically pushes audio sequences that enhance the Shang tone (Lung Metal) to inhibit excessive Liver Yang. Social media communication strategies exhibit refined segmentation characteristics (Kong, Y. X., 2024). An account named @SoundHealingLab on TikTok employs micro-documentary formats to document New York office workers using Five-Element music to cope with workplace stress. One video, visualizing an experiment showing decreased salivary cortisol levels in office workers after listening to adapted Zhi-mode jazz through bone conduction headphones, was officially shared by the American Psychological Association. More groundbreaking is the application of immersive technologies. In the VR scene "Five Elements Mountains and Waters" developed by the Human-Computer Interaction Lab at ETH Zurich, users wearing headsets can enter a virtual Mount Qingcheng environment, triggering environmental sound effects corresponding to different meridians with their breathing rhythm—a deep inhale evokes the rustling of bamboo groves in Jue mode traveling upwards along the Gallbladder Meridian to the ears, while an exhale transmits the pulsating earth tones of Gong mode downwards from Zusanli. fMRI monitoring indicates that this experience activates the default mode network 41 % more than pure audio stimulation alone. Such high-dimensional interactive mechanisms break through the limitation of "passive auditory reception" in traditional communication,

transforming abstract theories into embodied, actionable memory.

3. International Cooperation and Exchange

International collaboration is propelling this field from empirical description towards a phase of mechanism validation. Research published in *Frontiers in Neuroscience* by a Sino-French joint research team has, for the first time, confirmed that specific frequencies of Yu-tone sound waves can modulate fear extinction processes by influencing hippocampal theta wave coherence. This finding provides a neuroelectrophysiological evidence chain for the TCM theory that “the kidney governs willpower.” Structural innovations are also emerging in talent cultivation systems. The Singapore College of Traditional Chinese Medicine has introduced a certification course for “Intercultural Music Therapists,” requiring students to master both the dynamic models of the twelve meridian pathways and a knowledge base of world ethnomusicology, and to complete at least two clinical observation reports in non-Chinese linguistic contexts. Such interdisciplinary training is fostering new practical paradigms: one graduate, in a pilot project in Tanzania, integrated the concept of Zhi-tone Fire element energy into the rhythmic arrangement of local tribal war dances to enhance emotional mobilization in postpartum depression groups, achieving an effectiveness rate of 68.5 % on the EPDS scale. In terms of standardization, ISO/TC 249 has established a working group on “Terminology for Traditional Medicine Sound Therapy.” The White Paper on the Basic Definition and Application Scenarios of Five-Tone Therapy, drafted under the leadership of Chinese experts, has entered the member state comment period. . Notably, cooperation models are transcending mere resource complementarity, shifting towards the exploration of co-governance frameworks. The “Global Sound Therapy Observation Network,” initiated by the WHO Collaborating Centre for Traditional Medicine, has deployed standardized data collection terminals in 17 countries. These terminals upload anonymized efficacy data in real-time to a blockchain-based evidence storage system, ensuring research transparency while protecting cultural intellectual property rights. This attempt at decentralized governance may well become a technical pathway to resolving controversies over cultural hegemony.

V. Conclusion

TCM music therapy, grounded in the theoretical framework of the five tones corresponding to the five viscera, is transitioning in its international dissemination from cultural export towards cross-civilizational dialogue driven by clinical evidence. In recent years, neurosound research has revealed that Yu-tone sound waves can modulate hippocampal theta rhythms, providing electrophysiological support for the theory that “the kidney governs willpower” and enhancing the scientific explanatory power of this traditional therapy. Building on this foundation, interdisciplinary talent cultivation models have transcended the confines of single cultural contexts. For instance, the Singapore College of Traditional Chinese Medicine integrates meridian dynamics with ethnomusicology, promoting the localized application of therapeutic paradigms in postpartum depression

interventions in Africa, with the EPDS scale validating its clinical efficacy. Digitalization is also accelerating the co-construction of standards. Terminology standardization led by ISO/TC 249 and a blockchain-enabled global efficacy observation network achieve synergy between the protection of cultural intellectual property rights and data sharing. Such decentralized governance mechanisms not only enhance research transparency but also reconstruct the discursive pathways of traditional medicine within global health governance. Future dissemination should not stop at technological transfer but must establish a knowledge mutual trust system based on multi-stakeholder co-governance. This will enable music therapy to move from a marginal supplement towards a core domain within integrative medicine, truly achieving a deep coupling of traditional wisdom and modern health.

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Research on the International Translation and Communication Strategies of the TCM Theory of Concurrent Treatment of Heart and Brain under the Concept of Three Integrations and Five Empowerments

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Abstract

Purpose – This study addresses the predicament of “translation equals communication” in TCM international dissemination.

Design/Methodology/Approach – Using the “Three Integrations and Five Empowerments” concept as an analytical framework, ultimately constructing a multi-level communication strategy system encompassing terminology standardization, textual interpretation, academic dialogue, and industrial application.

Findings – This study elevates TCM cultural communication from the technical question of “how to translate” to the strategic dimensions of “why, for whom, and how to communicate effectively,” providing actionable solutions for enhancing TCM’s academic influence and facilitating the effective “going global” of Chinese culture.

Research Implications – This study redefines translation as a strategic cultural practice, offering a replicable model for the international dissemination of TCM and broader Chinese cultural discourse, with implications for policy-making, interdisciplinary collaboration, and terminology standardization.

Keywords: Three Integrations and Five Empowerments; TCM; Concurrent Treatment of Heart and Brain; International Communication; Translation Strategies.

JEL Classifications: Z1,I1,F1

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I. Introduction

As an important carrier and modern expression of outstanding traditional Chinese culture, the international dissemination of Traditional Chinese Medicine (TCM) has become a key area for promoting Chinese culture “going global” and fostering mutual learning among civilizations. The 14th Five-Year Plan for the Development of Traditional Chinese Medicine explicitly incorporates “promoting the overseas dissemination of TCM culture” into the national strategic system, marking a transition from spontaneous dissemination to systematic advancement. However, at the practical level, the international dissemination of TCM culture has long been constrained by the simplistic understanding that “translation equals communication,” which reduces the complex process of cultural interpretation and discourse construction to mere interlingual conversion. As a result, numerous translation outcomes remain “voiceless” or “marginalized” in the international academic and public discourse system (Xie T. Z, 1999), thereby significantly limiting the effective enhancement of Chinese culture’s overall influence.

The current state of translation and communication of the contemporary innovative TCM theory of “Concurrent Treatment of Heart and Brain” serves as a concentrated reflection of the aforementioned predicament. As a theoretical innovation rooted in the holistic view of TCM with significant clinical and cultural implications, its international communication faces prominent challenges such as terminological confusion, conceptual ambiguity, and loss of philosophical connotations. For instance, existing translations such as “Treating Brain and Heart Together” or “Concurrent Treatment” either remain at the level of literal description or emphasize temporal simultaneity, failing to accurately convey the systematic synergy and holistic cultural wisdom inherent in the concept of “concurrent” (tong). Consequently, the theory becomes “flattened” and “decontextualized” in cross-cultural dialogue. This phenomenon reflects the deep structural issues in the international communication of TCM culture: the terminology system has yet to achieve cross-cultural coherence (Li Z. G, 2008), culturally loaded connotations continue to dissipate in transmission (World Health Organization, 2007), and the “text-centered” translation model is inadequate for fulfilling the strategic functions of cultural communication (Wang N, 2006). Particularly for innovative theories like “Concurrent Treatment of Heart and Brain,” which embody the contemporary development and cultural vitality of TCM, existing research remains largely confined to localized discussions of translation methods, lacking a systematic, interdisciplinary approach to translation strategies oriented toward the overall efficacy of cultural communication. This makes it difficult to meet the national strategic requirements for “precise communication” and “in-depth dialogue” in TCM culture.

To address these practical and theoretical bottlenecks, this study innovatively introduces the applied education concept of “Three Integrations and Five Empowerments” as an analytical framework, aiming to transcend the text-centered paradigm of traditional translation studies and construct a strategic communication support system oriented toward cultural communication, with translation as the pivot and multidimensional collaboration. The study seeks to answer: how can the “Three Integrations” (integration of teaching and translation, integration of medicine and communication, integration of academia and industry) serve as

methodology to systematically construct translation strategies conducive to the effective international communication of TCM culture? And how can the “Five Empowerments” (professional competence, humanistic literacy, international vision, business acumen, and technological skills) be transformed into operational and assessable criteria for communication efficacy, ensuring that TCM cultural discourse can not only be accurately expressed overseas but also effectively reach, be deeply understood, and achieve value recognition? Through an in-depth case study of the theory of “Concurrent Treatment of Heart and Brain”, this study aims to provide a feasible pathway for the overseas dissemination of TCM and, more broadly, Chinese culture, moving from “passive translation” to “active communication” and from “technical operation” to “strategic construction (Nord, C, 1997).”

II. Analysis of the Current State of Translation and Communication of “Concurrent Treatment of Heart and Brain” and Barriers to Dissemination

The theory of “Concurrent Treatment of Heart and Brain” was established by Professor Zhao Buchang and his colleagues. Based on the holistic view of TCM, it elucidates the pathological logic and intervention strategies of “treating different diseases with the same approach” in cardiovascular and cerebrovascular disorders. It represents a theoretical framework with extensive clinical and industrial influence in China. However, its international influence significantly lags behind its domestic status, with translation failure being a core obstacle. The English translations of “Concurrent Treatment of Heart and Brain” currently present a fragmented landscape, with the main translation strategies summarized as follows:

Table 1. Main English Translation Strategies and Characteristics of the TCM Concept of “Concurrent Treatment of Heart and Brain”

Translation Strategy	Suggested Translation	Characteristics Analysis	Application Context/ Example
Literal/ Descriptive Translation	Treating the Brain and Heart Together	Describes the therapeutic action literally but fails to convey the holistic and synergistic philosophical connotations of “concurrent” (tong) in TCM.	Commonly found in early introductory articles and popular science materials.
	Concurrent Treatment of Heart and Brain	Emphasizes temporal “simultaneity” in treatment, inadequately reflecting the systemic view of heart-brain unity.	Found in some academic paper abstracts.

Translation Strategy	Suggested Translation	Characteristics Analysis	Application Context/ Example
Free/Conceptual Translation	Integrative Brain-Heart Therapy (IBHT)	Uses “integrative” to correspond to “concurrent,” aligning with the concept of modern integrative medicine and emphasizing theoretical and systemic integration. Currently considered the recommended theoretical translation.	some frontier research has adopted it.
	Holistic Brain-Heart Approach	Uses “holistic” to highlight the TCM holistic view, emphasizing it as a diagnostic and therapeutic “pathway” or “approach.”	Found in academic discussions emphasizing TCM’s holistic perspective.
Terminological Translation	Cardio-Cerebral Co-therapy	Uses medical roots to form a compound term, which is academically strong but less communicable.	Found in a small number of specialized literature.
	Brain-Heart Simultaneous Therapy	Translates “concurrent treatment” as “simultaneous therapy,” emphasizing “synchronicity.”	Mentioned in a few early terminological discussions.
Product/ Institutional Translation	Nao Xin Tong Zhi (Pinyin)	Direct transliteration using pinyin, used for specific product names or brands without explanatory value.	Used in product instructions such as for “Nao Xin Tong Capsules.”
	Brain and Heart Collaborative Therapy	Uses “collaborative” to emphasize cooperation, representing a variant of “integrative.”	Found in some institutional promotional materials.

Table 1 analysis was generated by DeepSeek AI model based on the provided literature and terminology data, and was organized and verified by the author.

As shown in Table 1, the issues with the English translation of “Concurrent Treatment of Heart and Brain” are primarily manifested in three aspects:

First, terminological confusion. As listed in the table, there are several English translations for “Concurrent Treatment of Heart and Brain,” such as “Treating the Brain and Heart Together” (emphasizing the action), “Integrative Brain-Heart Therapy” (emphasizing integration), and “The Concurrent Treatment of Heart and Brain Theory” (emphasizing simultaneity). This confusion is not merely a technical disagreement but rather a direct consequence of a superficial understanding of the core concept of “concurrent” (tong).

Second, loss of cultural connotations. In the context of TCM, “concurrent” (tong) is by no means merely temporal or spatial “togetherness.” It represents a systematic and synergistic therapeutic philosophy grounded in the physiological views that “the heart and brain jointly govern the mind” and that “qi and blood are interconnected.” Mainstream translations fail to convey this depth, resulting in international readers receiving only a flattened concept of “combined treatment,” with the underlying holistic thinking and wisdom of TCM being completely obscured.

Third, disconnect between translation research and theoretical application. Existing research predominantly focuses on classical medical texts, paying insufficient attention to living, innovative theories like “Concurrent Treatment of Heart and Brain,” which are closely integrated with modern industry and clinical practice. Translation practices lack systematic strategic guidance, appearing fragmented and improvised, making it difficult to meet the systematic, high-standard requirements for TCM international communication outlined in national policies.

III. Constructing an English Translation Strategy System Based on “Three Integrations and Five Empowerments”

The “Three Integrations and Five Empowerments” concept emphasizes the integration of teaching and training, integration of profession and vocation, and integration of internship and employment, while empowering talent through professional competence, humanistic literacy, international vision, business acumen, and technological skills. This section uses this concept as a guide to construct a translation strategy system for “Concurrent Treatment of Heart and Brain.”

1. The “Three Integrations” as Methodology for Translation Strategy Construction

The “Three Integrations” reconstructs translation as an interdisciplinary practice requiring systematic collaboration and contextual service.

1.1 Integration of Teaching and Translation Practice

This requires translators to first become in-depth learners of the theory. Traditional TCM translation often falls into the trap of “mechanical correspondence,” relying on limited Chinese-English dictionaries of TCM terms for term substitution, often resulting in rigid and culturally alienated outcomes (Li Z. G, 2008). For example, simply translating “the heart governs the mind” into “the heart governs the mind,” while literally accurate, can easily provoke skepticism from Western-trained readers, who understand “thinking” as a function of the brain. The integration of teaching and translation requires the translator to first become a “student” of the theory (Nida, E. A., 1969). Taking the core pathogenesis of “ischemia” in “Concurrent Treatment of Heart and Brain” as an example, the translator must understand, through systematic learning, that it represents not only insufficient blood perfusion (partially overlapping with “ischemia” in Western medicine) but also a state of “malnourishment” caused jointly by “Qi deficiency impairing propelling power” and “blood stasis obstructing the channels.” Based on this in-depth understanding, the translation strategy cannot be simple lexical correspondence. Instead, an interpretive approach should be adopted: “ischemia (understood in TCM as a state of malnourishment due to deficiency in Q dynamics and blood flow).” This closed loop from “teaching-understanding” to “translation-expression” ensures that the translation begins with a grasp of the theoretical essence rather than the mere transfer of linguistic surfaces.

1.2 Integration of Discipline (Medicine) and Profession (Translation/Communication)

This aims to cultivate compound translators. The current predicament partly stems from the respective “professional arrogance” of medical experts and language experts. Medical experts may view translation as merely technical transcription, while translators may hesitate to delve deeper due to insufficient medical knowledge. The integration of discipline and profession aims to cultivate “medical experts who can translate” or “translation experts who understand medicine.” A typical example is the translation of “yū xuè (瘀血)” . From a purely medical perspective, one might be inclined to find a precise Western medical equivalent such as “thrombus.” However, from the perspective of translation as a profession and communication efficacy, “yū xuè (瘀血)” in TCM encompasses a much broader range of meanings than “thrombus,” including various pathological states such as sluggish blood flow and increased blood viscosity. Mechanical correspondence would lead to conceptual narrowing. Therefore, the strategy should prioritize the more inclusive “blood stasis (Wiseman, N., & Feng, Y.,1998).” supplemented with explanatory notes on its connection to and distinction from “thrombosis” when necessary. This integration requires both sides to set aside arrogance and seek “creative equivalents” that are both scientifically sound and idiomatically appropriate through constructive dialogue.

1.3. Integration of Academic Research and Industrial Application

This emphasizes the service orientation of translation. Purely academic translation research can easily

become self-referential, with outcomes often ending as papers, disconnected from the actual international promotion of theories or products. The integration of research and industry imposes a strong service orientation on translation strategies (Nord, C.,1997). For example, the internationalization of “Nao Xin Tong Capsules” requires not only compliant translation of the package insert but also a complete “brand narrative.” The “supplementing qi and activating blood circulation” in the package insert must be strictly translated as “Supplementing Qi and Activating Blood Circulation” to meet regulatory requirements. However, in academic promotion targeting overseas physicians or patients, the “Concurrent Treatment of Heart and Brain” theory needs to be translated into a value proposition they can understand, such as “A Holistic TCM Approach Targeting the Common Pathway of Cardiocerebrovascular Ischemia.” If translation research cannot produce such layered, context-sensitive strategies, its practical value will be significantly diminished.

2. The “Five Empowerments” as Value Dimensions and Evaluation Criteria for Translation Strategies

The “Five Empowerments” establish multidimensional goals for translation strategies and provide a critical reflective perspective.

2.1 Solid Professional Competence: Critique of Terminological Confusion and Standardization Construction

Current terminological confusion directly reflects weak professional competence. The empowerment goal requires the establishment of authoritative, consistent terminology systems. Critical practice is evident in the determination of the theoretical name. We reject descriptive terms like “Treating...Together” and vague terms like “Concurrent,” advocating instead for “The Integrative Brain-Heart Therapy (IBHT) Theory.” “Integrative” precisely counters the misinterpretation of “concurrent” as mere “togetherness,” actively aligning with the international trend of “integrative medicine” and suggesting a theoretical fusion innovation rather than a simple operational superposition. For instance, the complex pathogenesis of “tán yū hù jié (痰瘀互结)” should not be simplistically translated as “phlegm and stasis combined.” Instead, it can be rendered as “the interminglement and mutual aggravation of phlegm-dampness and blood stasis,” where “interminglement” and “mutual aggravation” aim to convey the dynamic interaction and exacerbation inherent in “hù jié (互结).” This demonstrates respect for conceptual depth, requiring translators to seek the principle of “minimum conceptual distance”[] in TCM terminology translation, and resonates with recent scholarly calls for TCM terminology translation to balance scientific precision with humanistic richness.

2.2 Strong Humanistic Literacy: Critique of “Voiceless” Cultural Connotations and Interpretive Compensation

When translation results in “voiceless” cultural connotations, it signifies a lack of humanistic literacy. The empowerment goal requires translation to serve as a bridge for cultural interpretation. In practice, this is manifested in actively compensating for cultural information. For example, when encountering the metaphor “the heart as the monarch organ,” instead of using a rigid literal translation, an “intratextual interpretive translation” is recommended: “The heart, revered as ‘the monarch organ’ in TCM metaphor, holds the paramount responsibility of governing blood circulation and mental activities, much like a monarch governing a kingdom.” This translation not only conveys the metaphorical imagery but also explains its functional connotations, preventing culturally loaded terms from becoming obstacles to understanding. This approach aligns with Kwame Anthony Appiah’s concept of “Thick Translation (Appiah, K. A., 1993),” which promotes deep understanding by placing texts in rich cultural and linguistic contexts through annotations and commentary. “Thick Translation” has received considerable attention in translation studies both domestically and internationally, with diverse research foci (Hong X., Zhang Z., 2015). This study argues that the translation of culturally loaded terms in TCM should transcend mere information transfer and strive to build bridges for cross-cultural understanding.

2.3 Broad International Vision: Critique of “Ethnocentric” Communication and Reader Orientation

Many translation failures stem from a lack of international vision, where translators habitually adopt a “self-centered” perspective, assuming readers share the same TCM cultural presuppositions, falling into the predicament of “transmitting without reaching (Wang N., 2006).” This essentially overlooks the unity of “transmission” and “interpretation” in cross-cultural communication. Wai-lim Yip’s theory of “transmission-hermeneutics” insightfully points out that communication effectiveness depends not only on the act of “transmission” but also on anticipating and guiding the “interpretation” of the audience. Therefore, translation practice must adopt “layering and adaptation strategies,” actively constructing spaces for dialogue. For example, when submitting to an international pharmacology journal, directly using “Qi deficiency” without explanation may be perceived as unscientific. An internationally informed strategy would be: “Qi deficiency (a TCM syndrome characterized by diminished vital energy, often correlating with clinical manifestations like fatigue and weakened immune function),” supported by citations of modern research (Scheid, V., 2007). This is not a compromise but an active guidance in the hermeneutic sense—engaging in effective dialogue within the other’s discourse system to foster understanding rather than mere indoctrination. This approach aligns with the “Skopos Theory” in functionalist translation studies (Reiss, K., 2014), and resonates with contemporary scholarship emphasizing “dialogic” strategies for TCM international communication to build consensus. Transmission-hermeneutics requires that while focusing on “transmission,” we must not overlook

“interpretation”; “transmission” should be premised on “interpretation.” Communicators must keep the audience in mind, guide “interpretation,” and strive to avoid over-interpretation or forced interpretation through the selection of various communication strategies to ensure effective communication (Yu W., 2022).

2.4 Keen Business Acumen: Critique of Translation-Market Disconnect and Application Context Adaptation

Translation that does not understand the market is like a product without a user profile. In practice, this is reflected in the “contextual customization” of translation strategies. For example, the same product, “Nao Xin Tong Capsules,” in a submission to the FDA, must have its efficacy described in highly standardized, structured language closely tied to the “disease-symptom” model. In contrast, in a brochure targeting the North American alternative medicine market, the translation should highlight value propositions recognized by local consumers, such as “natural,” “holistic,” and “energy balance,” using more engaging and narrative language. Translation lacking business acumen applies the same text across all contexts, resulting in either non-compliance or lack of appeal.

This requires translation practice to adhere to Peter Newmark’s principle of “Communicative Translation,” which prioritizes reader understanding and response (Newmark, P., 1988). In the context of intensifying competition in the global health product market, this study argues that precise translation in localized marketing has become one of the core competencies for pharmaceutical products “going global.”

2.5 Proficient Technological Skills: Critique of Inefficient Traditional Models and Technological Empowerment

In the information age, relying solely on manual, one-off translation models is inefficient. In practice, digital-era translation is manifested in using technology to build sustainable translation ecosystems. For example, establishing a bilingual terminology database and translation memory for “Concurrent Treatment of Heart and Brain” ensures consistency across all projects and translators. Using corpus tools to analyze the linguistic style of top international integrative medicine journals helps make academic translations “sound like” they belong in target journals. Employing multimedia tools to transform complex theories like “meridian-collateral theory” into dynamic infographics with concise English explanations makes abstract theories more accessible. The core of technological empowerment is to make professional translation more accurate, consistent, and scalable. In recent years, AI-assisted translation and post-editing models have been widely applied in professional translation, significantly improving efficiency and consistency (Bowker, L., 2022).

III. Constructing a Comprehensive Strategy System

Based on the above framework, a multi-level, integrated translation and communication strategy system is constructed:

First, Core Terminology and Terminology Standardization Layer. Establish a unified translation for “Concurrent Treatment of Heart and Brain” and use it consistently across all subsequent literature. Publish the Guidelines for English Translation of Core Terms in the Theory of Concurrent Treatment of Heart and Brain, specifying preferred translations, contexts, and prohibitions. For example, stipulate that “yū xuè (瘀血)” should be translated as “blood stasis” as the preferred term, with “thrombus” used only when specifically referring to solid intravascular masses and accompanied by explanatory notes. This aligns with the World Health Organization’s efforts in traditional medicine terminology standardization (World Health Organization, 2007) and resonates with recent domestic initiatives to standardize the English translation of distinctive TCM terminology .

Second, Textual Interpretation Layer for Theoretical Exposition. Adopt a “Thick Translation” strategy (Appiah, K. A.,1993), mandating the use of introductions, footnotes, and glossaries in core theoretical chapters. For instance, when discussing “the heart and brain jointly govern the mind,” a footnote can be attached elaborating on the differences between this concept and Western “brain-centrism,” mentioning modern research on heart-brain interactions (such as anecdotal reports of personality changes after heart transplantation) as a bridge for cross-cultural understanding. Adopt a “modular” restructuring strategy, reorganizing original content into modules such as “Philosophical Principles,” “Core Hypotheses,” “Clinical Evidence,” and “Modern Research,” with each module translated in a style suitable for the target readers’ reading habits. For example, the “Clinical Evidence” module can be translated using the Case Report format rather than directly translating the original Chinese medical case narratives. This draws on text typology theory, which advocates different translation methods based on different text functions (Newmark, P., 1988).

Third, Multi-Context Application Layer. Develop differentiated translation style guides, such as academic Context, that is, rigorous language, frequent use of passive voice, extensive citations of international literature. Education and Textbook Context, that is, Clear language, addition of “Core Concept” columns, inclusion of discussion questions. Industry and Market Context, that is, Concise and impactful language, emphasis on brand keyword repetition, compliance with local advertising regulations.

Fourth, Technological Support and Quality Assurance Layer. Develop or utilize existing Computer-Assisted Translation (CAT) tools, embedding the “Concurrent Treatment of Heart and Brain” terminology database. Establish a translation quality assessment model that translates the five dimensions of the “Five Empowerments” into quantifiable scoring points (e.g., terminological consistency, adequacy of cultural interpretation, simulated reader acceptance) for use in translation review. This reflects the trend toward dynamic, multidimensional assessment in translation quality management (House, J., 2015).

IV. Conclusion and Prospects

This study proposes a systematic English translation strategy framework using the “Three Integrations” as methodology and the “Five Empowerments” as quality criteria, offering concrete solutions for standardizing the translation of “Concurrent Treatment of Heart and Brain” and elucidating its connotations. By critically examining the current state of its translation, this study demonstrates the effectiveness of the “Three Integrations and Five Empowerments” concept as a new framework for translation research, redefining translation from an isolated technical task into a systematic strategic communication project. Future research may conduct empirical evaluations of this strategy system and explore its applicability in the international translation and communication of broader TCM and Chinese cultural discourse. With the advancement of AI and other technologies, translation research will continue to empower the international dissemination of TCM, helping it achieve the critical leap from “going global” to “integrating into local contexts.”

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Ethical Guidelines

Chapter 1. General Rules

Article 1 (Purpose)

The purpose of the following rules is to present the basic ethical principles and direction needed to ensure the research ethics of editorial board members, peer-reviewers, and authors who examine or submit articles to the Journal of Advanced Academic Research and Studies (JAARS). NLBA Eurasian Institute publishes these rules to present the procedure and actions for research misconduct.

Article 2 (Object of the Study and Scope)

The research is subject to sanction, investigation and judgement to determine whether research ethics were followed when any of the following occurs:

- i. The study was submitted to the Journal of Advanced Academic Research and Studies,
- ii. The study was confirmed to be published in the Journal of Advanced Academic Research and Studies,
- iii. The study has already been published in the Journal of Advanced Academic Research and Studies.

Chapter 2. Honesty and Social Responsibility of the Research

Section 1. Honesty in the Research

Article 3 (Honesty of the Research)

- a. Researchers must conduct every research behavior (proposing research, researching, reporting and presenting research, investigating and judging) honestly and sincerely.
- b. Researchers must describe the content and the importance of the study clearly and objectively, and must not delete or add results arbitrarily.
- c. Researchers must carry out every study without any bias or prejudice.

Article 4 (Ethics for Researchers)

- a. Researchers must not commit research misconduct during any part of the research process.
- b. A study must not be submitted if it has been published in other journals, and researchers must not request review of the study to different journals at the same time. However, a thesis or a paper presented in a conference as a working paper shall be exceptions.

Article 5 (The Record, Storage, and Report of Research Data and its Disclosure)

- a. All research information must be clearly and precisely recorded, processed, and preserved so that it may be accurately analyzed and confirmed.
- b. Researchers shall use proper research methods and statistics, and those shall be available to the public if necessary.

Section 2. Fairness in Researchers' Contributions

Article 6 (Collaborative Research)

Researchers must make the roles and contributions of all contributors clear if they conduct a joint study with other researchers, and shall take full responsibility for establishing this. Prior to conducting research, mutual agreement and understanding shall be made with regard to property rights and ownership issues, research director selection, authorship and the standard of order. the data collection method. individual role in the study. and expectations and objectives of the study.

Article 7 (Responsibility and Duty, Order of Authors)

- a. Researchers are responsible only for the study that they carry out or are involved in as an author, and are recognized for that achievement.
- b. Authors must accept requests for proof of their contributions.
- c. The order of authors must accurately reflect the academic contribution by each author to the research contents or results, regardless of the authors' relative positions.

Article 8 (Corresponding Author)

- a. Corresponding authors shall take overall responsibility for the results of the study and proofs.
- b. Corresponding authors shall have the burden of proof with respect to the order of the author and co- author(s).

Article 9 (Affiliation of Author)

When indicating the affiliation of author(s), the author's current status in principle shall be given. However, it is possible to follow the customs of the author's academic field if their field of affiliation follows a different custom.

Chapter 3. Research Misconduct and Unethical Research Conduct

Section 1. Methods and Principles of Citation

Article 10 (Methods and Principles of Citation)

- a. The author may cite a part of other researchers' studies in his/her research paper using their original text, or the translated version by introducing, referring to or making a comment on the original.
- b. The author shall take all possible measures to ensure the accuracy in stating sources and making the list of references. The author must confirm all elements of a citation (author's name, number/volume of the journal, page and published year) not depending on the secondary source but solely on the original work. However, when inevitable, the author can include with acknowledgment.
- c. The author must cite in a reasonable manner and use the good faith principle, so that uncited works can be clearly distinguished from cited works.
- d. The author must cite published works only. However, in the case of citing unpublished academic materials that have been acquired through personal contact, paper review or proposal review, the author must acquire consent from the relevant researcher(s).
- e. When the author introduces ideas or theories in his/her work that have been presented in another study, the source must be stated.

- f. The author must distinguish his/her own ideas from cited materials when borrowing substantive parts from one source, so readers can clearly recognize the author's work.
- g. If a reference has a significant impact on the direction of the research or can help the reader understand the contents, the author must include all such works on the list of references, except in such cases where the relevant research can theoretically and empirically be inferred.

Article 11 (Method of General Knowledge Citation)

- a. If the author uses someone else's idea or a fact provided by them, the source should be provided. However, general knowledge or material that general readers will already recognize shall be an exception.
- b. If the author is unsure whether any concept or fact qualifies as general knowledge, it is recommended to cite the original text.

Section 2. Research Misconduct

Article 12 (Definition of Research Misconduct)

“Research misconduct” refers to any instances of forgery, falsification, plagiarism, failure to give proper credit to co-authors or redundant publications that may emerge during the entire research process (research proposal, conduct of research, report and presentation of research, investigation and judgement).

- a. “Forgery” refers to the act of presenting non-existent data or research results.
- b. “Falsification” refers to the acts which artificially manipulate research processes, randomly modify, or delete data resulting in distorted research content or research results. (Here, “deletion” refers to the act of using only favorable data and intentionally excluding the data that might cause unexpected or undesired results.)
- c. “Fabrication” refers to the act of intentionally creating a document or record that does not exist.
- d. “Plagiarism” refers to the acts which pirate other's work, ideas or research, using ideas, hypotheses, theories, research contents, or research results without justifiable approvals, citation, or quotations, as if those were his/her own.
 - i. “Idea Plagiarism” refers to the act of using someone else's ideas (explanations, theories, conclusions, hypothesis and metaphors) in full, substantial proportions or in a fragmented revised form without giving appropriate credit to the originator of the words and ideas. Authors have moral responsibility to indicate the source of ideas through a footnote or a reference. Authors must furthermore not steal other's ideas which are known through peer review of research proposals and submitted articles.
 - ii. “Text plagiarism” refers to the act of copying text from another's work without clarifying the original author.
 - iii. “Mosaic plagiarism” refers to the act of combining a part of a text with a few words added, inserted or replaced with synonyms, and others without clarifying the source or the original author.
- e. “Redundant Publication” refers to the act of publishing a paper that is identical or highly similar text to one that has already been published in the past in another academic journal without alerting the editors or readers of the fact that this work was previously published elsewhere. If the contents of the paper are almost the same as his/her previously published paper, the later paper is regarded as a redundant publication even if the text has a different point of view or perspective, or including a different analysis based on the same data that has been previously published. In the case in which the author would like to publish a paper using a previously published paper, he/she must acquire permission from the chairperson after providing the information about the publication and double-checking whether it is a redundant publication or duplication of a publication.

- f. “Self-plagiarism” refers to the act of using images, graphs or part of one’s own research already published without identifying the source, and it is regarded as redundant publication.
- g. “Failing to give proper credit to co-authors” refers to the act of failing to list those who have contributed academically to the research process or results as a co-author or conversely to the act of listing those who have not made any academic contribution as co-authors.

Article 13 (Research Misconduct and Copyright Infringement)

- a. Generally, the copyright of all papers and instances published through NLBA Eurasian Institute is assigned to the author. However, if they are utilized for public objects like education, NLBA Eurasian Institute owns the right of use.
- b. The full term of copyright is assigned to the academic journal publisher in all papers published in academic journals.
- c. It should be noted that “Redundant Publication” may cause copyright violation.
- d. It should be noted that the author should use proper quotation marks when widely citing text from copyrighted sources, and even if the text is properly cited, it could infringe copyright.

Section 3. Inappropriate Writing

Article 14 (Inappropriate Writing)

The following are regarded as inappropriate writing:

- i. Inappropriate citations
- ii. Distorting references
- iii. The act of depending on abstracts when citing the published paper
- iv. Citing papers that the author did not read or understand
- v. The act of partially citing despite intensively borrowing from a single source
- vi. The act of reusing text

Article 15 (Prohibition of Distortion of References)

- a. References must only include documents that are directly related to the article content. Unrelated references for the purpose of intentionally manipulating the citation index of the paper or academic journal should not be included.
- b. As a moral responsibility, the author should not only cite the references which will be favorable to his/her data or theory, but also cite references which may contrast with his/her point of view.

Article 16 (Reuse of Text)

- a. “Reuse of Text” refers to the act of re-using a part of the manuscript that he/she has used in a previous paper.
- b. Text reuse is an act contradictory to ethical writing, so the author must avoid re-using text already used. In case of unavoidable text re-use, the author should not violate copyright infringement by following standardized reference practices including the use of quotation marks or proper indication.

Chapter 4. Ethical Rule Enforcement

Section 1. Research Ethics Committee

Article 17 (Ethical Rule Pledge)

New members who have enrolled in the research pool of NLBA Eurasian Institute shall acquaint and pledge to abide by these research ethics when submitting to the “Journal of Advanced Academic Research and Studies” and conducting research. Current members shall be regarded as having pledged to abide by these research ethics when initiated.

Article 18 (The Announcement of Violation of Ethical Rule)

If a member learns that another member has violated any ethical rules, he/she should endeavor to correct the mistake by helping make him/her be aware of the rules. However, if he/she does not correct the violation or the ethical violation is obviously unveiled, the member must report to the committee immediately.

Article 19 (Organization of the Research Ethics Committee)

NLBA Eurasian Institute shall establish a Research Ethics Committee (hereinafter referred to as the “Committee”) mandated to deliberate on matters falling under each of the following sub-paragraphs:

- a. Matters concerning establishment and revision of these rules.
- b. Matters concerning acceptance and handling of misconduct.
- c. Matters concerning beginning actual investigation and decision, approval, and re-deliberation of investigation results.
- d. Matters concerning protection of informant and examinee.
- e. Matters concerning investigation of research integrity, handling of investigation results and follow up measures.
- f. All the matters concerning operations of other committees.

Article 20 (Organization of Research Ethics Committee)

- a. The Committee shall consist of one chairperson and members of no less than five but no more than nine persons.
- b. The chairperson and the members shall be appointed by the chairman of NLBA Eurasian Institute.
- c. The members of this committee shall hold a one year term and they may be reappointed.
- d. The chairperson and the members of this committee shall maintain independence and confidentiality with respect to the details relating to deliberations and decisions.

Article 21 (Organization of Research Ethics Committee)

- a. The chairperson of the committee shall convene any meeting and preside over such meetings.
- b. The committee's meetings shall open with the attendance of a majority of the total members including the chairperson and resolve with the concurrent vote of a majority of those present.
- c. No meeting of the committee shall be open to the public. [The meeting shall not be open to the public in principle, but whenever deemed necessary, the committee can ask the related party and hear their opinions.]
- d. Whenever deemed necessary, the committee can ask the related party and hear their opinions.
- e. Any member who is involved in the research subject to an investigation will not be permitted to attend the concerned meeting due to a conflict of interest.

Article 22 (Authorities and Responsibilities of the Committee)

- a. The committee can summon for attendance and data submission any informants, examinees, witnesses and testifiers, in the process of an investigation.
- b. When the examinee refuses to attend the meeting or data submission without a justifiable reason, it could be presumed as an indication that he/she has acknowledged the allegations.
- c. The committee can take substantial measures to prevent any loss, damage, concealment or falsification of research records or evidence.
- d. The committee members should comply with confidentiality concerning deliberation-related matters.

Section 2. Research Integrity Investigation**Article 23 (Reporting a Fraudulent Act)**

An informant can report a fraudulent act using any means available when reporting using their real name. However, when reporting anonymously, he/she must submit the title of the paper, and the evidence and detail of the misconduct in writing or by e-mail.

Article 24 (Confidentiality and Protection of Rights of Examinee and Informant)

- a. The committee should not reveal the personal information of the informant unless it is necessary.
- b. The committee must take action to protect the informant if the informant experiences illegitimate pressure or threats due to reporting the fraudulent act.
- c. Until the investigation of a fraudulent act is completed, the committee must be careful not to infringe upon the rights or reputation of the examinee. If the person turns out to be innocent, the committee must make efforts to recover the reputation of the person.
- d. The identity of the informant, investigators, testifiers, and consultants should not be disclosed.
- e. All facts relating to research ethics and authenticity investigations must remain confidential and the people involved in the investigation must not reveal any information obtained during the process. If there is a need to disclose related information, the committee can vote to make such a decision.

Article 25 (Raising an Objection and Protection of Defense Right)

- a. The committee must ensure the informant and examinee have equal rights and opportunities to state their opinions and objections. Such procedures must be informed to them beforehand.
- b. An examinee or informant may require the avoidance of deliberation and decision after explanation in case he/she expects an unfair decision.
- c. The research ethics committee must give the examinee a chance to submit their opinion and clarify any fact revealed during the first report or any additional report.

Article 26 (Preliminary Investigation of Research Misconduct)

- a. The committee must investigate the presence of misconduct if there is a considerable doubt about legitimate conduct or detailed information about misconduct.
- b. The chairperson can officially carry out the investigation (hereinafter referred to as the "preliminary investigation") which is a procedure to decide whether the suspected misconduct should be investigated after consultation with the chairman of NLBA Eurasian Institute.

- c. The committee shall form the preliminary investigation committee consisting of no more than five members within 30 days of reporting.
- d. The committee shall inform the informant and examinee of the formation of such a committee, and give the examinee a chance to clarify within 30 days.
- e. A preliminary investigation is initiated within 30 days of the formation of the preliminary investigation committee and the investigation should be completed within 30 days of the start of the investigation except in unavoidable circumstances.
- f. If it has been more than five years since a misconduct was committed, the reporting is not handled in principle even if the reporting is accepted.
- g. Through preliminary investigation, the following is reviewed:
 - i. Whether the reported instance qualifies as research misconduct
 - ii. Whether the reporting is specific and clear enough to lead to an actual investigation
 - iii. Whether more than five years has passed since the reported misconduct was committed

Article 27 (Report and Notice of the Preliminary Investigation Result)

- a. The result of the preliminary investigation shall be notified to the informant and examinee within ten days of the committee's decision, and reported to the chairman of NLBA Eurasian Institute.
- b. The result report of the preliminary investigation must include the following:
 - i. Specific information regarding the alleged misconduct
 - ii. Facts regarding the alleged misconduct
 - iii. Grounding for decision on whether to conduct an actual investigation

Article 28 (Raising an Objection and Protection of Right of Defense)

- a. The committee must ensure that the informant and examinee have equal rights and opportunities of opinion statement and objection. Such procedure must be informed beforehand.
- b. The informant and examinee can make an objection within ten days from the day of being notified of the preliminary investigation.

Article 29 (Beginning and Duration of an Actual Investigation)

- a. The actual investigation begins within 30 days after a positive result from a preliminary investigation. During the period, the actual investigation committee consisting of no more than nine persons (including the preliminary investigation committee) must be formed to conduct an actual investigation.
- b. The actual investigation must be completed within 90 days from the beginning date.
- c. If the investigation committee decides that it cannot be completed within the specified period, it can explain the reason to the committee and request a 30 day extension (one time only).

Article 30 (Formation of an Actual Investigation Committee)

- a. An actual investigation committee is composed of no more than nine members.
- b. Formation and duration of an actual investigation committee is determined by the committee. The chairperson of the actual investigation committee is elected among the actual investigation members.
- c. The investigation committee shall include at least two members with specialized knowledge and experience in the relevant field.
- d. A person who has a stake in the investigated matter must not be included in the actual investigation committee.

Article 31 (Request for Appearance and Document Submission)

- a. The actual investigation committee can request the examinee, informant(S), and testifiers to appear for testimony and the examinee must comply.
- b. The actual investigation committee can ask the examinee for submission of a document, and retain and store the relative research materials about the person involved in the misconduct after the approval of the head of the research organization in order to preserve evidence relating to the investigation.

Article 32 (Exclusion, Avoidance and Evasion)

- a. The examinee or informant(s) can require exclusion by identifying the reason if there are reasons to believe that a committee member is unable to maintain fairness. When such request for exclusion is recognized, the member subjected to the request shall be excluded from the concerned investigation.
- b. If the committee member is directly related to the corresponding matter, he/she shall be excluded from all deliberation, decisions and investigation of the matter.
- c. The chairperson can suspend the qualification of a member who is related to the corresponding matter in connection with the corresponding investigation.

Article 33 (Investigation Report Submission)

The actual investigation committee must submit the result to the committee within the actual investigation period, and the result must include the following:

- i. Specific details of the alleged misconduct
- ii. Facts regarding the alleged misconduct
- iii. Evidence, witness list and affidavits
- iv. Investigation results
- v. Other data useful for decisions

Article 34 (Decision)

- a. The decision must be made within six months from the beginning of the preliminary investigation.
- b. The committee shall make the decision confirming that the examinee committed research misconduct after reviewing the result report.

Section 3. Action after Investigation**Article 35 (Action in accordance with Investigation Result)**

When a decision is made confirming the research misconduct, the committee can sanction the author with applicable punishment to each of following, or impose corresponding retribution.

- i. The publication is postponed until the final decision of the research ethics committee is made even if the paper has been confirmed to the author that it will be published.
- ii. The publication of the paper to which the research misconduct is related is to be canceled and deleted from the article list of the journal even if the volume has already been published.
- iii. The author found to have committed such misconduct is prohibited from submitting papers to the journal for three years, and these facts are made public on the homepage of the journal (<http://www.nlbaei.org>).

iv.If there is an author found to have committed plagiarism or redundant publication, the editorial board stores the relevant investigation details for five years.

v.The chairperson of the organization with which the author(s) is affiliated is notified of the final decision.

Article 36 (Investigation Result Notification)

The chairperson of the committee shall immediately notify the related persons such as the informant and examinee of the committee's decision regarding the investigation result in writing.

Article 37 (Investigation Result Notification)

a.If the informant or the examinee refuses the committee's decision, he/she must submit a re-deliberation request to the committee within 15 days from receipt of the result notice as prescribed in Article 37.

b.The committee must decide whether re-deliberation is necessary within 10 days of the receipt of the re-deliberation request.

c.The committee will decide there-deliberation procedure and method.

Article 38 (Follow-ups such as Recovery of Author's Honor)

If the results of the investigation confirm that no research misconduct has been identified, the committee must take follow-up steps to recover the reputation of the examinee.

Article 39 (Storing the Record and Confidentiality)

a.All records regarding the preliminary and actual investigation are stored for five years from the date of the investigation's conclusion.

b.All facts relating to research ethics and the investigation must remain confidential and the people involved in the investigation must not reveal any information obtained during the process. If there is a need to disclose investigation information, the committee can vote to make such decision.

Article 40 (Etc.)

Matters that are not determined by these rules are to be decided by the editorial board.

Article 41 (Date of Effectiveness)

These regulations shall be effective as of January 1, 2024.

Editorial Regulations

Journal of Advanced Academic Research and Studies (JAARS)

Chapter 1. General Roles

Article 1 (Purpose)

The purpose of the following rules is to prescribe matters regarding the editorial work and standards for the Journal of Advanced Academic Research and Studies (hereinafter referred to as “JAARS”) published by NLBA Eurasian Institute.

Chapter 2. Editorial Committee

Article 2 (Editorial Committee)

The editorial committee (hereinafter referred to as “committee”) is established in order to accomplish the purpose of Article 1.

Article 3 (Formation of Editorial Committee)

- a. The editorial members shall be appointed by the chairman of NLBA Eurasian Institute, and the committee shall consist of no more than 50 members.
- b. The chief editor shall be appointed by the chairman of NLBA Eurasian Institute and is in charge of all editing.
- c. The editorial committee shall be composed of two chief editors, one editor, and one managing editor. The editors are appointed by the chairman of NLBA Eurasian Institute among editorial members.
- d. The term for the chief editor is three years, and the term for the editorial members is two years, and editorial members may be reappointed.
- e. This committee makes decisions with a majority attendance of the members and a majority agreement of the members present.

Article 4 (Qualification of Editorial Members)

The editorial members shall meet the following qualifications:

- i. Being at least an associate professor in a domestic/international university or a person equally qualified
- ii. Someone who studies in an area within the JAARS's specialty and who has published at least 3 articles in a journal (or 1 article in an SCI, SSCI and/or SCOPUS indexed journal) within the last three years

Article 5 (Responsibilities and Obligations of Editorial Members)

- a. Editorial members are fully responsible for the decision to publish JAARS-submitted papers, confirm their integrity during the deliberation process, and observe candidates during the editing process.
- b. Editorial members should respect the author's person and independence as a scholar, and make the process of the evaluation of the research paper public if there is a request.
- c. Editorial members should handle submitted papers only based on the quality and submission guidelines, not based on the author's gender, age, or affiliation.

- d. Editorial members should request a reviewer with specialized knowledge and fair evaluation ability in the relevant field to evaluate submitted papers. However, if evaluations of the same paper are remarkably different, editorial members can acquire advice from an expert in the relevant field.
- e. Editorial members should not disclose the matters of the author and the details of the paper until a decision is made pertaining to the publication of the submitted paper.

Chapter 3. Paper Submission and Peer Review Committee

Article 6 (Qualification of Submission and Submission)

- a. All the paper submitters must be members registered with JAARS.
- b. All papers should be submitted through the JAARS's online submission system (<http://www.nlbaei.org/>) and Email: edubscon@outlook.com, and can be submitted at any time. English-language papers from authors outside of the United States of America may also be submitted using e-mail.

Article 7 (Formation of Peer Review Committee)

- a. Peer reviewers are appointed by the chief editor, and selected based on the field of the reviewer's expertise. (According to circumstances, a peer reviewer who is not a member of JAARS may be appointed.)
- b. Editorial members for each content subject such as international economy, international management, or practice of trade can also serve as peer reviewers.
- c. The chief editor represents editorial members, handles all the matters relating to review, and reports the results of peer review to the committee.
- d. The managing editor is in charge of the procedure relating to review.
- e. The classification and selection of submitted papers is decided by the chief editor and the managing editor, and they report it to the committee.

Article 8 (Qualification of Peer Reviewers)

Peer reviewers shall have the following qualifications:

- i. Being at least an associate professor in a domestic/international university, or a person who is as equally specialized as the person above.
- ii. Someone who studies an area within the JAARS's specialty and has published at least 3 articles in a journal (or 1 article in an SCI, SSCI and/or SCOPUS indexed journal) within the last three years.
- ii. Someone who presents a paper, chairs a session or serves as a discussant at an academic conference at the same level of the institution, or has served as a reviewer of a study which has been indexed in a domestic or international journal within the last three years.

Article 9 (Responsibility and Duty of Peer Reviewers)

- a. Peer reviewers should evaluate papers and report the results of the evaluation to the committee within the time period set by the committee. However, if he/she believes that they are not appropriately qualified to review the paper, they should notify the committee without delay.
- b. Peer reviewers should respect the author's person and independence as a scholar. Peer reviewers may request for revision of the paper with detailed explanations if needed in the evaluation of the research paper.

c. Papers are reviewed confidentially using a method in which the name and affiliation of the author is confidential to the public. Showing the paper and/or discussing the contents of the paper with a third party is not desirable unless a consultation is needed for purposes of review.

Article 10 (Unethical Behavior in the Review Process)

- a. Peer reviewers must not manipulate either directly or indirectly the related research-specific information contained in the research proposal or review process without the consent of the original author.
- b. Peer reviewers must be careful of the following since it could be regarded as unethical research practices in the review process:
 - i. The act of handing over a requested paper to students or a third party
 - ii. The act of discussing the details of a paper with colleagues
 - iii. The act of obtaining a copy of the requested material without shredding it after review
 - iv. The act of disgracing the honor of others or fabricating a personal attack in the review process
 - v. The act of reviewing and evaluating a research paper without reading it

Article 11 (Personal and Intellectual Conflict)

- a. Peer reviewers must fairly evaluate using an objective standard regardless of personal academic conviction.
- b. Peer reviewers must avoid personal prejudice when reviewing a paper. If there is a conflict of interest including personal conflict, it must be notified to the committee.
- c. Peer reviewers must not propose rejecting a paper due to a conflict in interpretation or with the point of view of the reviewer.

Chapter 4. Principle and Process of Paper Review

Article 12 (Papers for Peer-review)

Review shall proceed based on the writing and submission guidelines. If the submitted paper substantially diverges from the writing and submission guidelines, the paper may not be reviewed.

Article 13 (Request for Review and Review Fee)

- a. The chief editor discusses the selection of reviewers with editorial members and selects two reviewers for each paper after submitted papers pass the eligibility test.
- b. The chief editor immediately requests the two selected reviewers to review the relevant submitted paper.
- c. Papers are reviewed by confidential method in which the name and affiliation of the author is confidential to the reviewer, the name of the reviewer is confidential to the author.
- d. The chief editor requests a review after deleting the name and the affiliation of the author from the submitted paper, so that the reviewer cannot obtain the identity of the author.
- e. A review fee shall be paid to the reviewer.

Article 14 (Review of Paper and Decision)

- a. Reviewers shall submit a decision report via the JAARS's online submission system (<http://www.nlbaei.org/>) and Email: edubscon@outlook.com within two weeks after they are asked to review a paper.

- b. The reviewer shall decide whether the paper should be published based on the following standard. However, if the paper receives less than 30 points in the suitability and creativity of the topic, it will not be published.
- i. The suitability of the topic (20 points)
 - ii. The creativity of the topic (20 points)
 - iii. The validity of the research analysis (20 points)
 - iv. The organization and logic development of the paper (20 points)
 - v. The contribution of the result (10 points)
 - vi. The expression of the sentence and the requirement of editing (10 points)
- The reviewer must give one of the following four possible marks within the two week period: A (90~100 points, acceptance), B (80~89 points, acceptance after minor revisions), C (70~79 points, re-review after revision), F (Rejection), and write an overall review comment concerning the revision and supplementation of the paper.
- c. In an instance where the reviewer does not finish the review within the two week period, the chief editor can nominate a new reviewer.

Article 15 (Correction of Papers according to the Editing Guideline)

- a. Before holding an editorial committee meeting, the chief editor shall request editorial staff correct those papers that receive “acceptance” or “acceptance after minor revisions”, using the journal’s paper editing guidelines. However, if there is a paper that receives “acceptance” after the editorial committee meeting, the chief editor will request the editorial staff to correct the paper after the meeting.
- b. The chief editor shall notify each author of the result of his or her paper review after receiving the corrected version of the paper from the editorial staff. However, papers which receive a “rejection” shall not be notified of their result.

Article 16 (Decision of Paper and Principle of Editing)

- a. The chief editor shall call an editorial board meeting and make publication decisions after receiving finished papers from reviewers.
- b. The editorial board will make decisions to publish based on the following chart. The editorial board should respect

Results of 2 peer-reviews	Overall evaluation(average)	Decision to publish
AA	A	Acceptance
AB, AC, BB	B	Acceptance after minor revisions
AD, BC, BD, CC	C	Re-evaluation after revision
CD, DD	F	Rejection

- reviewers' decisions on relevant papers, but can make decisions based on the editorial policy of the JAARS.
- c. The paper that is awarded “acceptance” should receive a “B” or higher from reviewers or the level of overall evaluation (average) should be “B” or higher, and the paper that is awarded “acceptance after minor revisions” should have its satisfactory revisions and/or developments confirmed by the initial reviewer after re-submission.
- d. The editorial board shall confirm that papers in consideration for publication are suitable to the writing and submission guideline of JAARS, look through detailed matters, and decide particular issue policies such as the number of papers and the order of them.

- e. In the case where a paper was presented or submitted for review previously, it cannot be published in JAARS.
- f. In the case where an author submits two or more papers for consideration, only one paper that receives “acceptance” shall be published in the same issue.

Article 17 (Notification of the Result)

- a. The chief editor shall notify an author of the review result after the initial evaluation or re-evaluation is finished, but can request the author to revise and develop the paper based on the evaluation report. If the editorial board makes a final decision on publication, the author should be notified.
- b. The author must be notified of the review result within one month from the day of receiving the paper or revised paper (or the deadline of submission). If it is impossible to notify the author within one month, the reason and the due date of notification must be notified to the author.
- c. Unless there is a specific reason, the author must submit a file including a response to the evaluation report, revision to and/or development of the paper to the chief editor after editing the paper within the period the editorial board suggests when he/she is asked to edit the paper. The changed details must be confirmed by the editorial board as well. In case the author does not submit the revision and development to the editorial board within the period, it shall be automatically postponed until this process is finished.
- d. A paper that receives a “C” in the overall evaluation (average) shall be re-evaluated after the chief editor sends the revised article and revision report to the initial reviewer(s).
- e. In cases where the evaluations of the same paper are remarkably different among reviewers, the chief editor can nominate a third reviewer and request a re-evaluation. In this case, the chief editor shall send the evaluation report to three different reviewers and have them submit the final evaluation report based on the details of the paper, and the paper can be published after revision only if the final mark awarded the revised paper is higher than a “B” in the overall evaluation.
- f. The chief editor will issue an acceptance letter for the papers confirmed to be published.

Article 18 (Proofreading and Editing)

- a. The chief editor shall request domestic/international members to proofread and edit papers confirmed to be published.
- b. Proofreading and editing members shall be recommended by the chief editor and appointed by the chairman of NLBA Eurasian Institute.
- c. The chief editor shall send the results of proofreading and editing to the original author and request the author to edit the paper appropriately.
- d. The author, unless there is a specific reason, must submit the revised paper and revision report to the chief editor after editing the paper within the period the editorial board suggests when he/she is asked to edit the paper. The changed details must be confirmed by the editorial board as well.
- e. Even if a paper is confirmed to be published, it will be rejected if it has not fulfilled the editing procedure following the result of proofreading and editing, or has been found to have committed research misconduct of any kind.
- f. If an editing member finds plagiarism, inadequate form, or low quality in the process of editing a paper that the journal has confirmed to be published, he/she must notify the chief editor and can suggest proper responses to the findings. g. The chief editor suggests whether to avoid publication of a paper or have the author re-submit the paper after revision and development according to the guidelines stipulated in Article 5. In the case of a paper requested to be revised and developed, publication can be postponed based on the degree of completion and the schedule of revision and development.

Chapter 5. Editing and Publication

Article 19 (Editing and the Date of Publication)

JAARS is published six times a year in principle. However, if there is a reason such as the number of submitted papers, the committee can increase or decrease the number of issues.

Article 20 (Notification of Editing)

- a. The chief editor shall acquire publication consent from the authors of the confirmed papers before printing.
- b. The chief editor shall report to the chairman of NLBA Eurasian Institute when the editorial process following editorial policy is completed, and shall further follow the outlined process for printing and editing.

Article 21 (Sanction on Plagiarism and Redundant Publication)

If the ethics committee finds that a submitted paper or a published paper contains plagiarism or was published in another journal, the following sanctions will be taken:

- a. Distributing after deleting the relevant paper in the journal if the journal has not been distributed yet,
- b. Notification of paper deletion on the website if the related issue has already been distributed,
- c. Notification of the plagiarism or redundant publication of the relevant paper on the website,
- d. Banning the relevant author from submitting papers to all journals published by JAARS for two years from the date when plagiarism and redundant publication is found and from presenting in conference,
- e. Notifying the author's affiliated organization or institution of the fact of the plagiarism or the redundant publication, if necessary.

Article 22 (Transfer of the Rights of Publication, Duplication, Public Transmission, and Distribution)

- a. The right of publication of the paper is owned by NLBA Eurasian Institute unless specified.
- b. The author(s) shall transfer the right of duplication, public transmission, and publication to NLBA Eurasian Institute. If they do not agree, the relevant paper cannot be published in JAARS.

Article 23 (Notification of Paper on Homepage)

Papers published in JAARS shall be publicly notified on the JAARS homepage (<http://www.nlbaei.org/>)

Article 24 (Etc.)

The matters that are not decided in these rules are either subject to the submission guidelines or decided by the editorial board.

Article 25 (Date of Effectiveness)

These regulations shall be effective as of January 1, 2024.

Author's Check List

Journal of Advanced Academic Research and Economics (JAARS)

Title of Manuscript: _____

Manuscript ID: _____

Please check to confirm fulfillment of instructions below before submitting your manuscript.

1. General guidelines

- The submission contains an original manuscript, a checklist, and a copyright transfer agreement.
- The manuscript follows the journal template, using MS Word.
- The manuscript consists of a title page, abstract, keywords, JEL Classifications, acknowledgement (if any), main text, references, appendix (if any), tables and figures.
- The pages are numbered consecutively beginning with the title page.

2. Title page

- The manuscript consists of title, author(s)name(s), and affiliation(s).
- The lower area of the title page includes the name(s)of the author(s)and e-mail of the corresponding author only.

3. Abstract, Keywords and JEL classifications

- The Abstract is less than 250 words for an original article.
- Includes no more than six keywords.
- Includes no more than five JEL classifications.

4. Main text

- Subtitles are ordered according to the journal template.
- All figures and tables are cited in numerical order as they are first mentioned in the text.
- All figures and tables are referenced within the text.

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