



Asian Regional Association for Home Economics

celebrates

World Home Economics Day 2024

# HOME ECONOMICS 3.0: A CRITICAL UPDATE

JOIN US

**30 MAR 2024**

Jakarta, Bangkok: 9am - 1030am

Bruinei, Hong Kong, Kuala Lumpur, Manila, Singapore:  
10am - 1130am

Tokyo, Seoul: 11am - 1230pm

To register:  
<https://tinyurl.com/whed2024>

Scan QR code to register:



## CONTACT

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# Program



## **OPENING & WELCOME REMARKS**

Dr Sarunya PUAKPONG, ARAHE President

## **ARAHE-WHED MESSAGE**

Dr Meesok PARK, Former ARAHE President

## **THEMATIC MESSAGE 1**

The Mission of Future Community and Home Economics on Chinese Path to Modernization

– Prof LI Lu (President of Zhejiang Shuren University, China)

## **BEST PRACTICE**

Kusina at Konsumo Market: A Gather Town Virtual World on Consumer Education for High School Students

– Mr King Joshua ARCIAGA (Educator, Philippines)

## **THEMATIC MESSAGE 2**

AI-Powered Pedagogy: Revolutionizing Teaching and Learning in Home Economics

– Dr Rahimah JAMALUDDIN (Universiti Putra Malaysia)

## **THEMATIC MESSAGE 3**

Nurturing empathy through home economics education in Japan by instructing diversity in everyday life culture

– Prof Akiko UENO (Kinjo Gakuin University, Japan)

## **UPDATE ON 22nd ARAHE BIENNIAL INTERNATIONAL CONGRESS 2025**

## **CLOSING REMARKS**

Prof Yukiko KUDO, ARAHE Vice-President (Admin)

ARAHE World Home Economics Day 2024

**HOME ECONOMICS 3.0:  
A CRITICAL UPDATE**

# HOME ECONOMICS 3.0: A CRITICAL UPDATE



## About our speakers:



### **Prof LI Lu, President of Zhejiang Shuren University, China**

Zhejiang Provincial Government Special Researcher, professor and PhD supervisor of the School of Public Health of Zhejiang University, expert with special government allowance of the State Council of China, national high-end think-tank distinguished researcher, ARAHE executive committee member (head of east Asia), academic committee member of the "Collaborative Innovation Center for Social Organizations and Social Governance" jointly built by the province and the Ministry, Vice Chairman of the Expert Advisory Committee of "Healthy Zhejiang Action", Chairman of Zhejiang Home Economics Education Union, Honorary Chairman of the Social Medicine Branch of the Chinese Preventive Medical Association, etc.

Research interests: Social medicine and health policy, life quality evaluation, health management of vulnerable people, etc.

#### **Title of Thematic Message 1:**

The Mission of Future Community and Home Economics on Chinese Path to Modernization

**Abstract:** China has achieved moderate prosperity. It is moving to common prosperity led by modernization, and future community construction has become the basic condition and platform for realizing a better life. This topic is in accordance with the vision proposed by ARAHE, that is, "to explore the contribution of home economics to the improvement of life quality". The report will be presented from 3 parts:

- 1.Relationship between Future Community and Chinese Modernization
- 2.Future Community Construction in China --Taking Zhejiang as an Example
- 3.Home Economics into Communities to Provide Modernized Livelihood Services



### **Akiko UENO, Ph.D., Professor, Kinjo Gakuin University**

Dr. Akiko Ueno is a Professor at Kinjo Gakuin University, College of Human Life and Environment, Department of Life Management, in Nagoya Japan. Her research specialty is school home economics education, especially in the fields of family studies and consumer education. She received a Ph.D. in Secondary Education from the University of Alberta, Canada, in 2002. Dr. Ueno also has a Master degree in Education from Yokohama National University in Japan. She is a writer and editor for the Japanese government approved high school home economics textbooks as well as book chapters and academic research papers. For many years, she has been continuingly active with international comparative research projects in home economics education. In 2022, Dr. Ueno was awarded the Japan Association of Home Economics Education 'Association Award' for her research on "Home Economics Education in Canada and Multicultural Education in Home Economics."

#### **Title of Thematic Message 2:**

Nurturing empathy through home economics education in Japan by instructing diversity in everyday life culture

**Abstract:** Japan has been experiencing a drastic population decrease. The total population is predicted to decline to half its current number before the 22nd century. On the other hand, there is an increase of people coming from overseas to live in Japan, as well as an increase in the number of Japanese people living abroad. Children of this century, regardless of their nationality, will inevitably be exposed not only to the culture of their birth country but also to the diverse cultures of other countries. It is crucial to identify strategies for addressing challenges that arise from cultural differences encountered in schools and society. Research conducted in Canada has highlighted key considerations for promoting multiculturalism among students, within the context of home economics. As a result, multicultural education materials and lesson plans have been developed and implemented in junior high home economics classes in Japan. In a world increasingly defined by its multicultural nature, securing one's livelihood will be challenging without striving for coexistence and understanding beyond the interests of oneself and/or one's own country. Cultivating empathy through the deliberate recognition of commonalities among different cultures is essential.



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## About our speakers:



### **Dr Rahimah JAMALUDDIN, Senior lecturer, Universiti Putra Malaysia**

Rahimah Jamaluddin started her career as a senior lecturer at the Department of Science and Technical Education, Faculty of Education Studies, Universiti Putra Malaysia in 2013. She has extensive experience in the field of Technical and Vocational Education. Her major is in Home Science, and she taught courses related to Fashion and Clothing, Food Service, and Family Life Education. She is the coordinator for the master's and Ph.D. programs in Technical and Vocational Education. Recognized for her excellence in teaching, she received the Vice Chancellor's Fellowship Award as Young Instructor in 2015. Since 2018, she has actively engaged in teaching and learning innovation competitions at national and international level, winning numerous awards including 10 gold medals, 12 silver medals and 6 bronze medals. She is also actively involved in carrying out activities of industry and community networking. She has handled 92 industrial and community projects. Two of her projects received High Impact Industry Network Awards in 2017 and 2018. She is the exco of the Malaysian Association of Home Economics (MAHE).

#### **Title of Thematic Message 3:**

AI-Powered Pedagogy: Revolutionizing Teaching and Learning in Home Economics

#### **Abstract:**

In this talk, the presenter will explore the transformative potential of AI in revolutionizing Home Economics education. Beginning with an introduction to AI and its relevance to Home Economics. Then, discuss the integration of AI in Home Economics pedagogy, including adaptive learning platforms, and smart tutoring systems. The presenter will explore how these AI-powered tools can personalize the learning experience, simulate real-world scenarios, and provide personalized feedback to students. In addition, presenters will highlight the role of data-driven insights in optimizing teaching strategies and curriculum development. Finally, presenters will speculate on future trends and encourage further exploration into innovative AI applications in Home Economics education.



### **Mr King Joshua ARCIAGA, Educator in the Department of Education – Cavite Province**

King Joshua Arciaga graduated from Technological University of the Philippines – Manila with the degree of BS in Industrial Education major in Home Economics in 2017. He has been teaching for six years and has since taught home economics in the elementary and junior high school level. He has trained with Technical Education and Skills Development Authority (TESDA) and has obtained national certificates related to HE skills. He is currently a teacher in the Department of Education – Cavite Province and is presently teaching the Technology and Livelihood Education (TLE) subject in the Grade 7 level. He is currently pursuing graduate studies in the University of the Philippines Diliman in the Master of Home Economics program of College of Home Economics. His interests also include learning Filipino Sign Language (FSL) and volunteering for children with disabilities (CWDs).

#### **Best Practice Demonstration:**

Kusina at Konsumo Market: A Gather Town Virtual World on Consumer Education for High School Students

**Abstract:** The Kusina at Konsumo Market aims to educate high school students about consumer topics through an immersion to an online virtual world. Kusina at Konsumo Market runs on the web-conferencing website Gather Town. Its main objective is to facilitate consumer education of topics related to food preparation, thus the name coming from Filipino terms Kusina at Konsumo (translates to Kitchen and Consumption). Topics included are the 'Halal food products' and 'Timbangan ng Bayan (Centralized weighing scale in markets)'. The virtual room is designed interactively and is intended for participants to collaborate to resolve consumer problems, and share their own real life experiences. The topics are delivered in comprehensive high school consumer education as the learning competencies from which the topics are drawn from are originally from the exploratory Technology and Livelihood Education (TLE) curriculum for the junior high school level. The assessment of learning for the activity can be done by answering a short quiz using Google Forms.