



Asian Regional Association for Home Economics

celebrates

World Home Economics Day 2025

TACKLING OVERCONSUMPTION

JOIN US

21 MAR 2025

online via Webex

Bangkok, Jakarta: 1 - 2.15 pm

Beijing, Brunei, Kuala Lumpur, Manila, Singapore: 2 - 3.15 pm

Seoul, Tokyo: 3 - 4.15 pm

Register via this link or QR code:

<https://forms.gle/kVtuY84WaEQ2kogj8>



WEBEX details:

<https://ku-edu.webex.com/ku-edu/j.php?>

MTID=ma8e48644f2ba2a20524686665fcc5f93

Meeting number: 2512 845 6820

Meeting password: WHED2025

CONTACT

 arahe.secretary@gmail.com

 www.arahe.info



Program



OPENING & WELCOME REMARKS

Dr Sarunya PUAKPONG, ARAHE President

ARAHE-WHED MESSAGE

Dr Joanne Bantang, ARAHE Assistant Secretary

THEMATIC MESSAGE 1

Overconsumption of Home Health Products Analysis

Prof Hong Yan, Dean, School of Economics and Management,
Zhejiang Shuren University, Hangzhou, China

THEMATIC MESSAGE 2

*Empowering Future Consumers: The Role of Educators and MAHE in
Tackling Overconsumption in Malaysia*

Mdm Rosy Mastura Yahya, Expert Teacher, SMK Sultan Ismail 2,
Kemaman, Terengganu, Malaysia

THEMATIC MESSAGE 3

*Scroll, Watch, Repeat: Overconsumption in the Age of Digital
Distraction*

Assistant Professor Aurora S. Llige, PhD. College of Home Economics,
Manila, University of the Philippines

UPDATE ON 22nd ARAHE BIENNIAL INTERNATIONAL CONGRESS 2025

CLOSING REMARKS

Prof Yukiko KUDO, ARAHE Vice-President (Admin)

ARAHE World Home Economics Day 2025

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About our speakers:



Prof Hong Yan, Dean, School of Economics and Management, Zhejiang Shuren University, Hangzhou, China

Professor Hong Yan obtained his Ph.D degree from Carnegie Mellon University in 1993. He worked in The Boston Consulting Group (Hong Kong) before he joined School of Business, The Hong Kong Polytechnic University, where he served as an Assistant Professor, Associate Professor and Professor for more than 25 years. He is currently working as professor and dean of School of Economics and Management, Zhejiang Shuren University. His research interest mainly covers supply chain management, environmental management as well as operations research. He published more than 200 research papers and several books, and also led many consulting projects in industry and public service.

Title of Thematic Message 1:

Overconsumption of Home Health Products Analysis

Abstract:

Along with the increasing of economic and social level, people have more and more invested on health care. Home health care products, including normal medicines, nourishing ingredients, sport products and entertainment products, are hoarded at considerable levels. We define the extremely low consumption level of these products "overconsumption". Purchasing, hoarding and product disposal are all followed by a considerable waste, and even harmful impact. We propose a concept of "integrated consumption and withdrawing". Theoretical analysis and empirical test show that these practices can greatly enhance the people's environmental protection concept and reduce the overconsumption of home health production.



Mdm Rosy Mastura Yahya, Expert Teacher, SMK Sultan Ismail 2, Kemaman, Terengganu, Malaysia

Rosy Mastura Binti Yahya is an Excellent Teacher (Guru Cemerlang) specializing in Home Science at SMK Sultan Ismail 2, Kemaman, Terengganu, Malaysia. She is also an Executive Committee Member (Exco) of the Malaysia Association of Home Economics (MAHE). Recognized nationally and internationally, she has received numerous awards, including the National and State Icon Teacher Awards (2015), Innovative Teacher Award (2021), and also awarded as Innovative Teacher in conjunction with the 21st Biennial International Congress of Asian Regional Association for Home Economics (ARAHE 2023). Additionally, she is an award-winning educator in digital teaching. Beyond teaching, she is a motivational book author and YouTube educator. Passionate about integrating digitalization in education, she continues to inspire and innovate in Home Economics and pedagogy in Malaysia.

Title of Thematic Message 2:

Empowering Future Consumers:

The Role of Educators and MAHE in Tackling Overconsumption in Malaysia

Abstract:

Overconsumption in Malaysia is rising due to digitalization, aggressive marketing, and e-commerce growth. Impulsive buying behaviors, driven by "Buy Now, Pay Later" schemes and flash sales, contribute to financial instability and environmental degradation. Reports from Bank Negara Malaysia (2023) and SWCorp Malaysia (2023) highlight concerns over increasing household debt, fast fashion waste, and e-waste. Educators play a crucial role in addressing this issue by integrating financial literacy, sustainability education, and digital awareness into the curriculum. Subjects such as Home Science and Home Economics equip students with responsible consumer habits through project-based learning. The Malaysia Association of Home Economics (MAHE) supports these efforts through World Home Economics Day (WHED) campaigns and the Tackling Overconsumption Infographic Poster Competition, engaging Home Economics students nationwide. By fostering mindful consumption, teachers and MAHE empower students to make informed financial and environmental decisions for a sustainable future..





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About our speakers:



Assistant Professor Aurora S. Lliger, PhD. College of Home Economics, University of the Philippines, Manila, The Philippines

Aurora Suarez Lliger is an Assistant Professor from the College of Home Economics, University of the Philippines. She obtained her doctoral degree in International Studies with a special focus on development-related issues from the Graduate School of International Studies, Ewha Womans University in Seoul, South Korea. She is also trained in teacher education and curriculum development for her bachelor's and master's degrees. She teaches undergraduate and graduate classes on subject areas such as resource management, sustainable development, and curriculum and instruction.

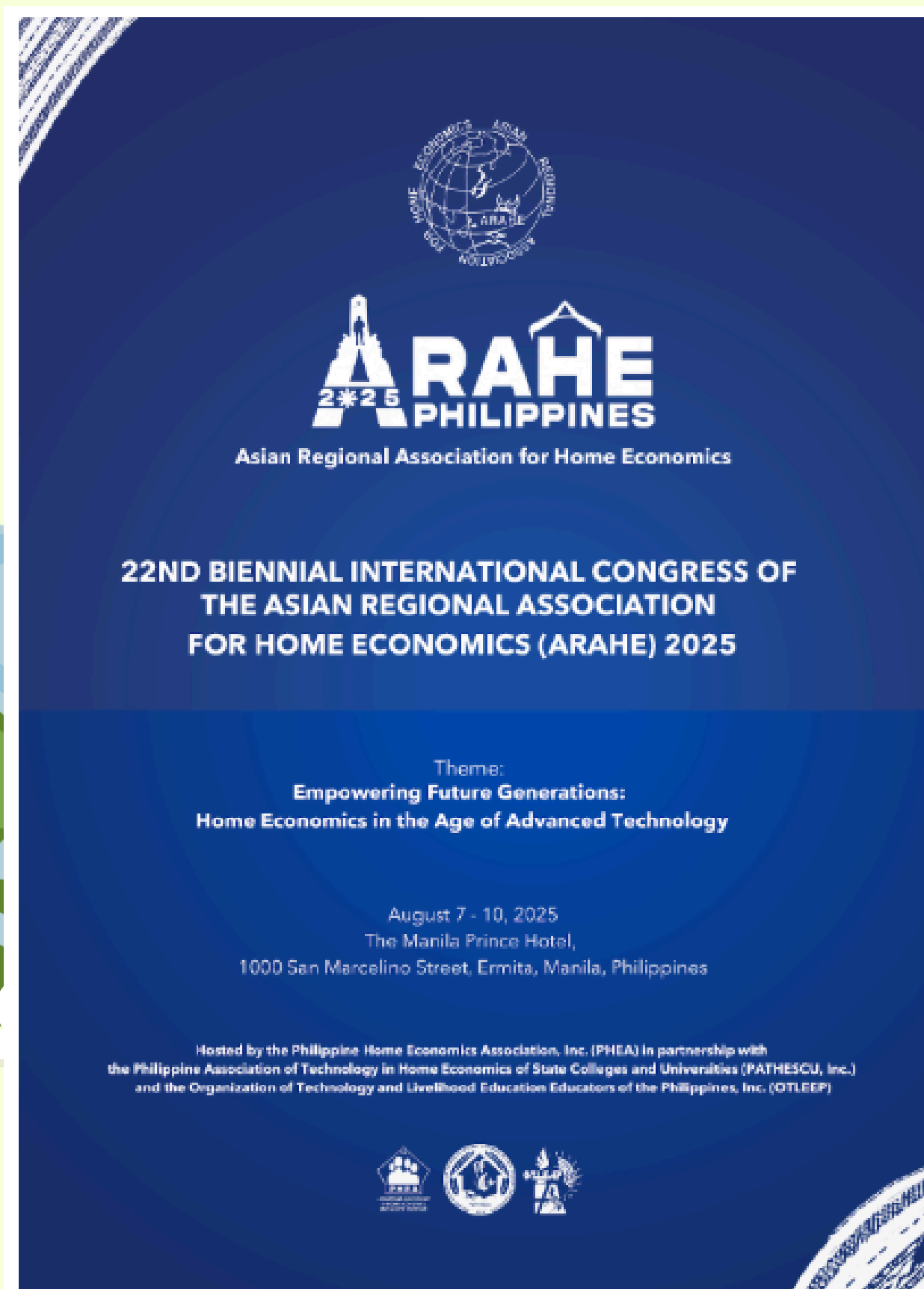
Title of Thematic Message 3:

Scroll, Watch, Repeat: Overconsumption in the Age of Digital Distraction

Abstract:

Dr. Lliger will present her talk under the theme of "Tackling Overconsumption" through a discussion of the current trends and issues related to online content (mostly social media) consumption. This includes the concepts and phenomena of mindless scrolling, binge-watching, popcorn brain, info loop, and dopamine hit, to name a few. All of this impacts the different aspects of people's lives, such as mental and physical health and personal and social relationships. She will discuss these issues, related causes, and some strategies to address them.

Join us at the **ARAHE CONGRESS 2025**



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