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DIGITAL MARKETING
in a digital age

BRAIN DRAIN

A Point of View in Malaysia

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**PLANKTON
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MAJIKAN
DALAM
MENANGANI
TEKANAN KERJA
PEKERJA**

BUBU NAGA

Sekat Rezeki Nelayan Tradisional

HUTANG
Kawan atau Lawan?

Unik tapi Benar
KANTUNG MADU KELULUT BERBEZA

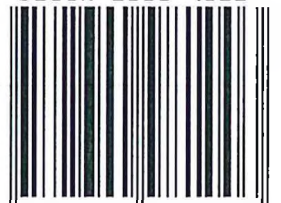
**MOTIVATING
MINDS**

*How Lecturers Can Use Positive
Reinforcement to Boost*

RINTANGAN INSULIN

Punca, Risiko dan Hubungannya dengan Diabetes

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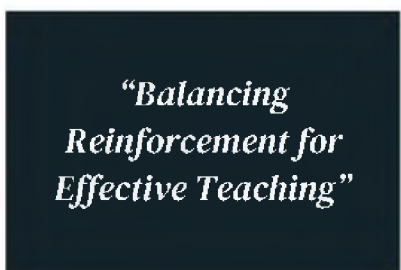
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The implementation of positive reinforcement in university classrooms has several advantages:

- Enhances Student Motivation – Encouraging students through recognition and rewards fosters intrinsic motivation.
- Improves Academic Performance – When students feel appreciated and motivated, they are more likely to put in the effort needed to excel.
- Creates a Supportive Learning Environment – Reinforcement strengthens the student-lecturer relationship, making the classroom a place where students feel valued.
- Encourages Active Participation – Students who receive positive reinforcement are more likely to engage in discussions and collaborative activities.



Balancing Reinforcement for Effective Teaching

While positive reinforcement is an effective tool, lecturers must apply it strategically. Over-reliance on rewards can lead to dependency, where students expect incentives for every effort. Therefore, reinforcement should be complemented by fostering intrinsic motivation, where students find personal satisfaction in learning.

Conclusion

Positive reinforcement provides a practical framework for enhancing student motivation and engagement in university classrooms. By recognizing and rewarding desirable behaviours, lecturers can create a more dynamic and supportive learning environment. Implementing these strategies thoughtfully ensures that students remain motivated, not just for external rewards but for their own academic and personal growth.

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Affiliate Marketing in the Digital Age: A Pathway to Earning Online

The digital era has brought about substantial shifts in how individuals earn income, with affiliate marketing emerging as a prominent method of online monetisation. This model has gained considerable traction in recent years, particularly on platforms, such as TikTok, Shopee, and Lazada, which leverage their expansive user bases to facilitate affiliate opportunities. This article examines the phenomenon of affiliate marketing, focusing on its role in generating online income, its integration within popular digital platforms, recent trends, and factors contributing to its growth.

Affiliate marketing, in its simplest form, is a performance-based marketing strategy where affiliates (individuals or entities) earn a commission for driving traffic or sales to a merchant's site. The model has been around since the mid-1990s but has seen exponential growth with the rise of e-commerce and social media. According to a report by Statista (2023), the global affiliate-marketing industry was valued at over \$17 billion in 2022, with projections indicating steady growth as more brands and influencers leverage the power of affiliate partnerships. The rise of social-media influences has played a pivotal role in the evolution of affiliate marketing. TikTok, for example, has transformed from a simple video-sharing app into a thriving e-commerce platform, in which content creators can engage in affiliate marketing to monetise their following. The platform's short-form video format is ideal for showcasing products, and its algorithm promotes content based on user engagement, giving affiliates a powerful tool to reach vast audiences. According to *Business of Apps* (2024), TikTok's affiliate programme is designed to make it easier for creators to integrate products directly into their content, allowing them to earn commissions without leaving the app.



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Similarly, Shopee and Lazada, two of Southeast Asia's largest e-commerce platforms, have developed sophisticated affiliate systems that empower individuals to promote products through blogs, websites, or social media. These platforms provide affiliate marketers with the opportunity to earn commissions on sales generated through unique referral links, which can be tracked to ensure accurate compensation. Lazada's Affiliate Programme (2023) has proven successful, offering competitive commission rates and incentives that attract a large pool of affiliates, including influencers, bloggers, and everyday users seeking to earn passive income. Several factors contribute to the success of affiliate marketing. First and foremost, the ease of entry for affiliates is a significant factor. Unlike traditional businesses, which often require substantial capital investment, affiliate marketing enables anyone with an Internet connection and a social-media presence to get started. Moreover, the platforms offer user-friendly interfaces that allow affiliates to track their performance, access marketing materials, and manage their earnings.

Furthermore, TikTok's algorithm enables affiliates to reach users who are most likely to be interested in products being promoted, increasing the likelihood of conversion. On e-commerce platforms like Shopee and Lazada, affiliates can tap into a vast pool of potential buyers actively searching for products, making it easier to drive sales. Additionally, the growing trust in influencer marketing has also played a significant role in the success of affiliate marketing. Research by Influencer Marketing Hub (2024) has found that 68% of consumers trust influencers' product recommendations, which boosts the effectiveness of affiliate-marketing campaigns on social-media platforms.

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While affiliate marketing offers significant potential for online income, it is not without its challenges. One of the primary concerns is the intense competition, especially on high-traffic platforms like TikTok. With thousands of creators vying for the attention of similar audiences, standing out can be difficult. Moreover, algorithms may favour content that generates more engagement rather than content that directly promotes affiliate links, making it harder for affiliates to achieve consistent success. Besides, platforms like Shopee and Lazada have specific guidelines for affiliates that can restrict the way products are marketed. For example, some affiliates may face limitations on the types of content they can create, such as bans on misleading product descriptions or explicit calls to action. Hence, affiliates must carefully navigate these rules to avoid penalties or disqualification from the programme.

Looking ahead, affiliate marketing is poised to continue growing as both an online income model and a powerful marketing tool for businesses. The integration of affiliate marketing within social-media platforms is expected to become even more seamless, with features like in-app shopping and live-streamed product promotions enhancing user experiences. Furthermore, advancements in artificial intelligence (AI) tools could help affiliates to better understand audience behaviour, refine targeting strategies, and optimise their campaigns for higher conversions. As e-commerce continues to thrive, affiliate marketing will remain a valuable strategy for monetising digital spaces.

Success in affiliate marketing requires careful navigation of competition, platform rules, and content strategies. As the industry continues to evolve, affiliate marketing will undoubtedly remain a prominent force in online income generation, driven by new technological advancements and the increasing influence of social media and e-commerce.



Understanding Environmental Knowledge and Actions on Cigarette Butt Littering

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