UNIVERSITI TEKNOLOGI MARA

5th I-CReST 2025

INTERNATIONAL CONFERENCE ON RESEARCH AND PRACTICES IN SCIENCE, TECHNOLOGY AND SOCIAL SCIENCES

SYNERGY FOR FUTURE SUSTAINABILITY:
BRIDGING SCIENCE, TECHNOLOGY AND HUMANITIES

Abstract Book

UNIVERSITI TEKNOLOGI MARA
CAWANGAN SELANGOR, KAMPUS DENGKIL
MALAYSIA

13th SEPTEMBER 2025

ORGANISED BY: Centre of Foundation Studies

STRATEGIC PARTNER: UiTM Global

IN COLLABORATION WITH: UTM

Beyond Data: Synergizing AI and Humanities for a Sustainable Future

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ABSTRACT

Data analytics has become the backbone of modern decision-making, yet sustainable progress demands more than quantitative insight. Advances in Artificial Intelligence (AI), particularly in Natural Language Processing (NLP) and Generative AI, enable us to extract meaning from vast, complex datasets which is vital for sustainable future. This session explores how the synergy between AI-powered analytics and the humanities can drive solutions that are not only data-informed but also ethically sound, culturally sensitive, and socially inclusive. We will showcase AI application such as machine translation for indigenous language and tourism sentiment analysis for community engagement, illustrating how integrating human values into data analytics transforms information into wisdom. The result is a pathway to a sustainable future where technology amplifies, rather than replaces, humanity's role in shaping our shared destiny.