



Innovative Machine Learning Behavior and Behavioral Emotions Regulations: A Critical Role of Normative Beliefs and Perceived Norms in Educational Institutes

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ABSTRACT

The human behaviors are regulated with cultural and social norms. In the modern time, the diversity of humanity due to globalism has changed the traditional ways of influencing human behavior. The technological advancement has changed the traditional concepts and the more developed mechanism are considered for it. The purpose of this study was to determine the role of innovative machine learning behavior, normative beliefs and perceived norms to influence the human behavior and emotions regulations in Pakistan. The Likert scale questionnaire was adapted to collect the quantitative data from the respondents for this study. The study demonstrates the significant role of innovative machine learning behavior, perceived norms and normative beliefs for behavior emotions regulations of the human being. The study also has significant framework as a contribution for the literature. The study provides significant practical implications to regulate the human behavior and influence it with the machine learning approach.



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1. Introduction

In the modern world, the innovation of technology has changed the dynamic of the world because people are provided with different kinds of opportunities for their learning (Carfora, Di Massimo, Rastelli, Catellani, & Piastra, 2020). However, unlike the traditional ways of learning, modern people are more technology-oriented and they consider technology as an important component of human life (Niyaz, Sun, Javaid, & Alam, 2015). This kind of relationship between humans and technology has changed the dynamics of the world, which are not only related to human behavior but focusing to develop more strategies for effective emotional regulations. Indeed, emotional control and regulation is the necessary process in human life, if people want to spend life independently and more intellectually (Ismael, Mohammed, & Hefny, 2020). Artificial intelligence has changed the traditional trends of learning behavior because with the help of artificial intelligence the

more reliable and suitable modern trends of learning are introduced to facilitate the people (Widanta, Hudiananingsih, Sitawati, & Ardika, 2019).

Machine learning behavior is to utilize artificial intelligence to determine human behavior for controlling it to a greater level. It is to use technology to modify human behavior and human emotional control (Modini & Abbott, 2017). Further, according to Hilvert-Bruce and Neill (2020) it is believed that normative beliefs are the outcomes of the socio-cultural input of the culture. It is the perception of the people of the society related to the behavioral activities that are provided by the related ones. It has a strong influence on the life of human beings. Similarly, perceived norms are the values that one obtains from the social circle because these values are directly the reaction of the group in which one participates (Bamberg, Rollin, & Schulte, 2020).

The objective of this study was to determine the integration between innovative machine learning behavior and behavioral emotion regulation. It is valuable to determine that because up to the researcher's information no earlier study was conducted to identify the integration between innovative machine learning behavior and behavioral emotion regulation. Significantly, this study is designed to provide a detailed relationship between innovative machine learning behavior, normative belief, perceived norms, and perceived beliefs control to analyze the relationship of these factors with human intention. The earlier studies have demonstrated that the human personality is dynamic, and it is more dependent on the human intention as all the actions are controlled by the human intention (Bamberg et al., 2020; Zhu, Chu, Zhang, & Li, 2020).

This study is significant because it is designed to provide both theoretical as well as practical implications to improve and regulate human behavior productively. It is critical to understand that human behavior is changeable, and can be regulated as demonstrated by the earlier studies. However, the need of the hour is to determine the factors that are controlling the human behavior, because by utilizing these factors the human behavior can be controlled in a better way, if the focus is to regulate the human emotions (Alam & Singh, 2021; Estrada, Priego, Morente, & Mora, 2022). This study is designed to provide different alternative ways that would be significant for the people to help them in controlling their behavior.

2. Literature Review

2.1 Relationship of Innovative Machine Learning Behavior, Normative Belief and Perceived Norms

In modern times, different learning methods are being introduced with the help of technology for the improvement and betterment of the students (Khoshnoodi Far, Mohajerpour, Rahimi, Roshani, & Zarezadeh, 2019). Importantly, technology has changed the traditional way of learning, but it has provided the best alternative that is easy to consider in learning behavior (Carlson & Frazer, 2021; Throop Robinson, Lunney Borden, & Carter, 2022). It is a fact that in the traditional time no substitute was available for the development of learning with the help of technology, because it was completed as the technology is not useful in controlling the learning behavior. However, with the emergence of technology that traditional ways of learning transferred to modern and advanced learning that are providing the best opportunities for the institutions and technology to improve the standard of learning (Mehmood & Hanaysha, 2022; Song & Kim, 2021). In this way, it is the best opportunity to be provided for the people who are involved in the technology in the controlling the emotion of the people who are provided with education. Similarly, in modern times, the focus of educational institutes is to improve the standard of learning by providing and creating the opportunity and integration between the institutions and the technology development to the advanced level (Ayon & Islam, 2019; Ghufroon & Ermawati, 2018).

In the modern time, engineering and technology-related companies are working to integrate the systematic learning procedure with the help of artificial intelligence to provide the best ability to the educational institutions to improve the standard of learning and effectively provide quality education (Qiu, He, Chen, & Xiong, 2022). Further, it is also important to consider that the people who are involved in different kinds of critical activities related to learning their emotional control is important because it helps a lot to modify their behavior and influence the traditional ways of learning. Also, it is believed that the

traditional ways of learning were more focused based on behavioral control, and the perceived norms of the people because people are also part of the society and they have the influence of the culture (Didion, Toste, & Wehby, 2020). In this regard, the cultural influence has changed the dynamics of learning, and it has provided the opportunity to the people to improve the standard of learning by integrating and utilizing modern technology as the people of the advanced culture are using this technology for quality education and learning (Pizzi, Del Baldo, Caputo, & Venturelli, 2022; Uduji, Okolo-Obasi, Onodugo, Nnabuko, & Adedibu, 2021). Importantly, it is noticed that the responsibility of the management is to consider the critical role of artificial intelligence in systematic learning because it is a fact that artificial intelligence influences learning behavior to a greater extent. Therefore, to control the emotion of the people who are the learners, it is the responsibility of the management to careers opportunities with the help of artificial intelligence to provide an alternative solution to integrate the technology with the actual requirements to motivate the people (Ismael et al., 2020).

H1: There is a relationship between innovative machine learning behavior and normative belief.

H2: There is a relationship between innovative machine learning behavior and perceived norms.

H3: There is a relationship between innovative machine learning behavior and behavioral emotions regulations.

2.2 Relationship of Normative Belief, Perceived Norms and Behavioral Emotions Regulations

In Japan, the educational institutes are provided with the opportunity to integrate the learning material with the help of technology in an advanced way to create a benefit for the people because when they would effectively get the related course material it would be useful for them in learning. Besides, the educational institute has integrated the technology into the learning behavior, particularly in the online classes, because in the time of social crisis it was the need to provide the best opportunity for online learning to improve the standard of learning of the people (Ayon & Islam, 2019; Nasir & Dermawan, 2022). Significantly, emotional behavior is the dynamic part of the human personality because it is continuously changing and it is directly dependent on different socio-cultural factors. The important responsibility of the teaching Institute is to determine the changes in the behavior of a people to control their emotions because if the emotions are not considered as the active part of the human personality, it would be amazing for the whole process of learning (Ayon & Islam, 2019; Widanta et al., 2019).

Additionally, it is also understood that the relationship between active learning and emotional behavior is important because with the help of changing behavior the learning procedure of the people develops to a greater extent. The responsibility of the educational institute is to control and regulate human behavior and provide the opportunity to grow with learning. It is also noted that with the help of artificial intelligence more related information about human behavior could be provided to the individual to satisfy them with the opportunity of emotional control (Kraaij & Garnefski, 2019). Indeed, when the human being would be provided with the opportunity of emotional control then it would be greater for them to develop the strategy and eliminate the negative emotion and accept the positive emotions for achieving the greater benefit. The people who don't have the emotional control opportunity and they don't have the skills the control of emotion these people are more neglected and they are failed to achieve the greater success because their negative emotion influences their personality (Fernández-del-Río, Ramos-Villagrasa, & Barrada, 2020; Kraaij & Garnefski, 2019). This all insurance that the negative emotions and the emotional control lead the people into a different way where the emotional regulation becomes to a greater extent. The concept of emotional intelligence is critical to understand and it must be provided to the people of the society because with the help of emotional intelligence any individual in the society can have control of their emotions (Ahmed, Rahman, Nur, Islam, & Das, 2022; Ismael et al., 2020). People who have the capability of emotional intelligence, these people are more attractive and they believe that they can determine where emotions are and regulate their emotions according to their critical situation. In Japan and Korea, the emotional intelligence courses are instructed in the educational institute in which the information related to controlling the emotion is provided

to the student to make them understand related to their mental situation and emotional control (Ghufron & Ermawati, 2018; Hashimoto, 2013; Okada, 2021).

Therefore, with the help of this emotional control it has become easier for the people to develop a different kind of strategies for their emotional balance because when they know their negative emotions are not in their favor, they can regulate their negative emotions to the deep surface and emphasize they're positive emotion to overcome. Similarly, the Canadian government has directed all the stakeholders to ensure that the people are provided with the opportunity of emotional intelligence to determine their negative emotions and replace the emotions with positive emotions. In this way, a large number of Canadian people have emotional control and with the capability of emotional intelligence, they are more productive and more intellectual (Carvalho & West, 2011; Chotimah, Kurnisar, Ermanovida, & Juainah, 2021; Wu, 2022). Indeed, it is the intention of the people that help them to regulate their behavior in society and control their emotions for their personality development, and achieve the attractive goal that is important to them. Significantly, according to Kraaij and Garnefski (2019), if the people are provided with the opportunity to have more control over their emotions then they would develop a more productive intention to regulate their behavior and work in the society. It is also important to understand that the intention of the people is developed by their perceived beliefs and the social norms that they have from society (Carvalho & West, 2011; Okada, 2021).

It is critical to believe that the emotional control of the people is achieved when the people understand that their social norms are not reluctant, but these norms can be eliminated if a greater output is expected. Similarly, it is also critical to understand that if the people are provided with an opportunity to regulate their normative norms and perceived value control in an effective way then it would be more adaptable for them to develop different strategies for their emotional control and the regulatory behavior (Modini & Abbott, 2017; Waheed et al., 2020). The study framework is available in Figure 1.

- H4:** There is a relationship between normative beliefs and behavioral emotions regulations.
H5: There is a relationship between perceived norms and behavioral emotions regulations.
H6: There is mediating role of normative belief in the relationship between innovative machine learning behavior and behavioral emotions regulations.
H6; There is mediating role of perceived norms in the relationship between innovative machine learning behavior and behavioral emotions regulations.

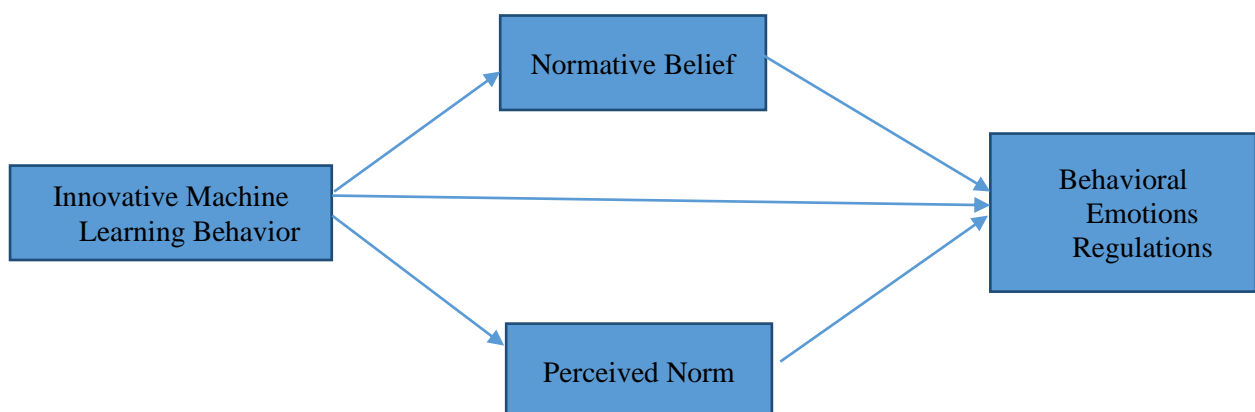


Figure 1: Study Framework

3. Methodology

3.1 Prepare Questionnaire

In this study, the quantitative data was considered as reliable because empirical evidence with partial least square – structural equation modelling were required to proceed with the study. In this regard, the survey method of data collection was considered because it the most suitable and reliable method for data collection in a short period of time with few resources (Avotra, Chenyun, Yongmin, Lijuan, & Nawaz, 2021; Nawaz, Chen, Su, & Zahid Hassan, 2022). Furthermore, five-point Likert scale questionnaire pattern was

adopted for this study because the previous studies related to the structural equation modelling are conducted on this technique (Dar et al., 2022; Xiaolong et al., 2021; Yingfei et al., 2022). In this regard, the scale items for innovative machine learning behavior were taken from the study of Kalipe, Gautham, and Behera (2018). Secondly, the scale items for normative belief, perceived norms were taken from the study of Goh, Ubeynarayana, Wong, and Guo (2018). Additionally, the scale items for behavioral emotions regulations were taken from the study of Kraaij and Garnefski (2019). Importantly, these scale items were taken with careful consideration to identify the relationship between different variables to determine the significant and insignificance of different hypotheses developed in this study.

3.2 Data Collection Process

In this study, the quantitative data were collected by the target respondents on the Likert scale survey questionnaire method. It is important to understand that for any study there is a target respondent, and for this study the respondents were the teenagers of different institutes of Pakistan who are directly or indirectly associated with machine learning. It is due to the reason that the teenagers are the part of the society and they are also representing the human beings. Therefore, 730 questionnaires were provided to these respondents via mail with the brief introduction of the study and expected response rate was 40%. In this way, the introduction of the study was to provide the actual information to the respondents that would be efficient and appropriate for them to respond on the questionnaire. Moreover, along with the questionnaire of the study, the email address of the researcher was also provided to the respondents to ask any quarries. Similarly, all of their quarries were responded and they were appreciated for their contribution in the study. Also, the questionnaires were collected back and by eliminating the incorrect questionnaire, 320 responses were considered for the analyzing the results and provide evidence from partial least square – structural equation modelling.

4. Findings

4.1 Convergent Validity

This section has the results related to convergent validity (see Figure 2). The convergent validity was checked to determine the relationship the scale items or constructs for each variable in this study. This test is important to determine the reliability and validity of the construct. In this way, the PLS Algorithms calculations were identified and according to results presented in Table 1, there is a reliability and validity between the scale items taken for each variable in this study. According to results, the factor loadings values for each variable were greater than 0.60 that is recommended by Henseler and Fassott (2010) for the advance studies. Similarly, the values of composite reliability (CR) for each variable were greater than 0.70 that is recommended for the modern studies. Also, the values of average variance extracted (AVE) were not less than 0.50 recommended by Wong (2013) for the modern studies. In short, there is clear reliability and validity for the scale items taken for each variable of this study.

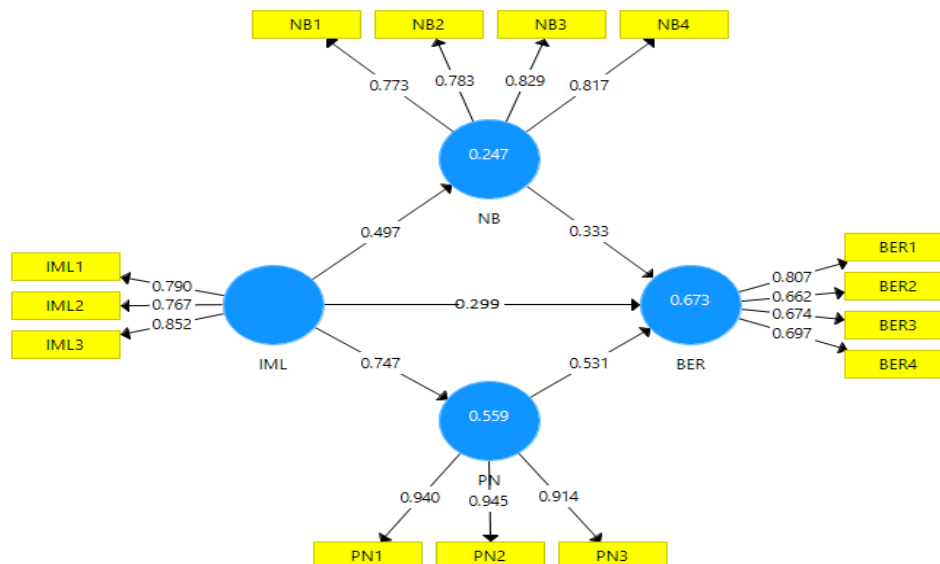


Figure 2: Measurement Model

IML = Innovative Machine Learning Behavior, NB = Normative Beliefs, PN = Perceived Norms, and BER = Behavioral Emotions Regulations

Table 1
Factor Loadings, CR and AVE

Variables	Items	Loadings	Alpha	CR	AVE	
Behavioral Emotions Regulations	I do whatever is required to deal with it	BER1	0.807	0.787	0.804	0.508
	I move on and pretend that nothing happened	BER2	0.662			
	I look for someone who can support me	BER3	0.674			
Innovative Machine Learning Behavior	I look for someone to comfort me	BER4	0.697	0.737	0.845	0.646
	Machine learning improves learning capability	IML1	0.790			
	Machine learning algorithms are predictive	IML2	0.767			
Normative Beliefs	I prefer innovation in machine learning	IML3	0.852	0.814	0.877	0.642
	Most of my fellow workers think I should work safely	NB1	0.773			
	My supervisor(s) think I should work safely	NB2	0.783			
	The Workplace Safety & Health Officer (WSHO) thinks I should work safely	NB3	0.829			
Perceived Norms	When it comes to safety, I would want to do what my WSHO thinks I should do	NB4	0.817	0.926	0.953	0.871
	My manager(s) work safely all the time	PN1	0.940			
	My WSHO works safely all the time	PN2	0.945			
	My fellow workers work safely all the time	PN3	0.914			

IML = Innovative Machine Learning Behavior, NB = Normative Beliefs, PN = Perceived Norms, and BER = Behavioral Emotions Regulations

4.2 Discriminant Validity

In this section of the study, the discriminant validity of the constructs was checked to identify the distinction between these constructs. It is important to understand that discriminant validity is checked to check the distinction for the validity of the scale items. In this way, the Heterotrait-Monotrait (HTMT) method of discriminant validity was adopted. According to the results in Table 2, all the values for discriminant validity were less than 0.90 that is recommended by Henseler and Fassott (2010) for the HTMT method of discriminant validity. In this way, there is a clear discrimination between the scale items taken for each study.

Table 2
Discriminant Validity

	BER	IML	NB	PN
BER				
IML	0.832			
NB	0.844	0.633		
PN	0.863	0.84	0.518	

IML = Innovative Machine Learning Behavior, NB = Normative Beliefs, PN = Perceived Norms, and BER = Behavioral Emotions Regulations

4.3 The PLS-SEMs Results

This section of the study has results of direct relationship of different hypotheses of the study (see Figure 3). The results reveal that there is a significant relationship between innovative machine learning behavior and normative beliefs ($\beta = 0.497$, $T = 9.991$, and $P = 0.000$) and H1 is supported. Also, the results reveal that there is a significant relationship between innovative machine learning behavior and perceived norms ($\beta = 0.747$, $T = 28.580$, and $P = 0.000$) and H2 is supported. Thirdly, the results reveal that there is a significant relationship between innovative machine learning behavior and behavioral emotions regulations ($\beta = 0.299$, $T = 10.678$, and $P = 0.000$) and H3 is supported. Fourthly, the results

reveal that there is a significant relationship between normative beliefs and behavioral emotions regulations ($\beta= 0.333$, $T= 7.128$, and $P= 0.000$) and H4 is supported. Lastly, the results reveal that there is a significant relationship between perceived norms and behavioral emotions regulations ($\beta= 0.531$, $T= 9.208$, and $P= 0.000$) and H5 is supported (see Table 3).

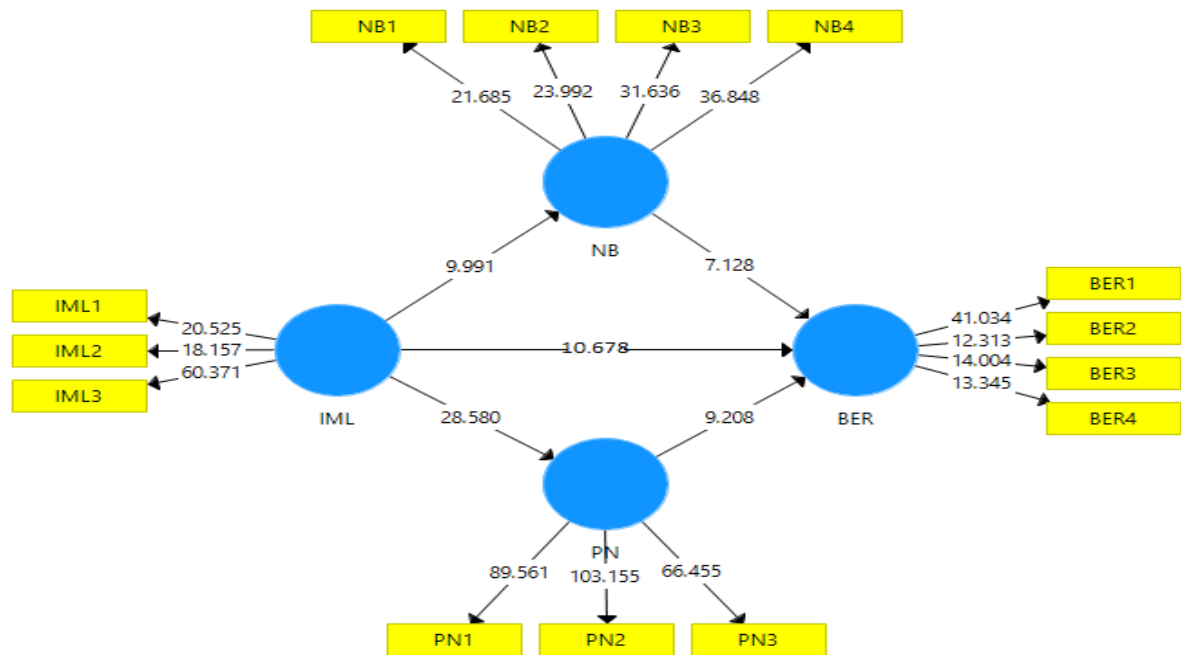


Figure 3: Structural Model

IML = Innovative Machine Learning Behavior, NB = Normative Beliefs, PN = Perceived Norms, and BER = Behavioral Emotions Regulations

Table 3
Path Coefficient

Hypotheses	Beta	Standard Deviation	T Statistics	P Values	Results
IML -> NB	0.497	0.050	9.991	0.000	Supported
IML -> PN	0.747	0.026	28.580	0.000	Supported
IML -> BER	0.299	0.028	10.678	0.000	Supported
NB -> BER	0.333	0.047	7.128	0.000	Supported
PN -> BER	0.531	0.058	9.208	0.000	Supported

IML = Innovative Machine Learning Behavior, NB = Normative Beliefs, PN = Perceived Norms, and BER = Behavioral Emotions Regulations

4.4 Mediation Effects

According to the results presented in Table 4, there is a significant mediation role of normative belief in the relationship between innovative machine learning behavior and behavioral emotions regulations ($\beta= 0.165$, $T= 5.317$, and $P= 0.000$). Similarly, the results also highlight the significant mediating role of perceived norms in the relationship between innovative machine learning behavior and perceived norms ($\beta= 0.397$, $T= 8.604$, and $P= 0.000$).

Table 4
Mediation Results

Mediation	Beta	Standard Deviation	T Statistics	P Values	Results
IML -> NB -> BER	0.165	0.031	5.317	0.000	Supported
IML -> PN -> BER	0.397	0.046	8.602	0.000	Supported

IML = Innovative Machine Learning Behavior, NB = Normative Beliefs, PN = Perceived Norms, and BER = Behavioral Emotions Regulations

5. Discussion and Conclusions

Firstly, according to H1, there is a significant relationship between innovative machine learning behavior and normative belief. Secondly, according to H2, there is a significant relationship between innovative machine learning behavior and perceived norms. Thirdly, according to H3, there is a significant relationship between innovative machine learning behavior and behavioral emotions regulations. It is critical to determine that with the help of innovative machine learning behavior, the opportunity is provided to the people to understand the nature of normative beliefs that are resulted from the culture and the society (Hoseini, Gharayagh Zandi, Bagherzadeh, & Noferesti, 2022; Nguyen et al., 2022). However, according to Bamberg et al. (2020), it must be understood that cultural variation should not be responsible to disturb human intention and actions as people are living in different cultural contexts. Moreover, the responsibility of artificial intelligence and innovative machine learning behavior control people to create awareness in the society and provide appropriate information to the people related to their emotions and beliefs that are integrating and disturbing the whole structure of the society (Hu, 2022). In America, artificial intelligence is widely used in different educational institutes to influencing the behavior of the students (Chan et al., 2020). Indeed, innovative machine learning behavior facilitates to modify the intention. It is reasonable to understand that the emotions of any individual are the only ones responsible for his actions because one cannot divorce the emotion from his personality, therefore, he is always emotional to some extent. Importantly, to regulate emotions it must be accepted that the emotional intelligence education and awareness related to the emotion must be provided to the people to ensure that they are not working in the wrong direction as presented in the study of Mashudi, Nurmansyah, Saenko, Nurjain, and Sharifullina (2022). Similarly, it is noted that the people are not more concerned about their emotional beliefs, because they think that their emotions are the core values that must be accepted but most of the time these emotions lead the people to negativity as discussed in the study of (Xia, Wang, & Zhang, 2022). Therefore, there must be a mechanism to control the emotion and regulate the emotion according to the different situations because these emotions are critical in the human personality and development (Luan & Tsai, 2021).

Furthermore, according to H4, there is a significant relationship between normative beliefs and behavioral emotions regulations. Moreover, according to H5, there is a significant relationship between perceived norms behavior and behavioral emotions regulations. Also, according to H6, there is a significant mediating role of normative belief in the relationship between innovative machine learning behavior and behavioral emotions regulations. At the same time, according to H7, there is a significant mediating role of perceived norms in the relationship between innovative machine learning behavior and behavioral emotions regulations. According to the study of IGE, Usman-Abdulqadri, Salami, and Ogunleye (2020), the people who have strong emotional intelligence and they can modify their emotions according to different situations these people are more relaxed and innovative to moderate their intention and behavior. Also, people with emotional intelligence are more control-oriented because they are well informed about emotional regulation and critical situation intention (Estrada et al., 2022; Moin, 2018). Gao, Wells, Johnson, and Li (2022) demonstrates that the focus of the individual must be to determine different situations and regulate all of these emotions to get a better output. The intention of the individuals can be improved with the help of innovative machine learning behavior and attitude (Ahmed et al., 2022). Besides, the responsibility of the human being is to understand the critical situation and the context of the particular emotion to recognize what kind of emotion is needed in a different situation (Chang & Suttikun, 2017). The more productivity and the more control over the emotions and the behavior of the people would provide the opportunity for the individual to be regulated attractively to not create any kind of disturbance regarding the emotional control. The institutes that are working to create awareness related to emotional behavior and emotional regulation, these institutes are working in a more productive way to regulate human behavior (Waheed et al., 2020). Further, it is also important to consider that to regulate the human behavior the proper understanding of the perceived norms and normative beliefs must be considered to the advanced level for appropriate containment of the negative emotion in the human personality (Carfora et al., 2020; Meng & Yang, 2022).

6. Implications

6.1 Theoretical Implications

This study is designed to provide significant theoretical implications regarding the integration of innovative machine learning behavior and behavioral emotion regulations. It is critical to understand that up to the researcher's knowledge no study was conducted to detect the relationship between innovative machine learning behavior and perceived norms normative beliefs and human intention. In this way, there was a clear gap in the literature that was significant to be fulfilled by the study. This study has developed the theoretical framework based on the theory of reasoned actions because this theory highlights that the action of human beings is the output of the intention of the human being. However, by reviewing the literature in detail it is obtained that other significant variables are contributed to the human intention. These variables are innovative machine learning behavior, perceived norms, and normative beliefs. In this way, this study provides proper guidelines regarding the regulation of human behavior because it is important to understand that the behavior is leading the human being to the action that is based on the attitude. Importantly, the study provides the significant relationship between innovative machine behavior and human intention with the critical role of normative belief, because it is important to understand that beliefs are the output of the cultural forces. Further, this study highlights that the human behavior that emotion must be regulated in an effective way to provide a more reliable and understandable situation for the integration of the innovative machine learning behavior in the life of human beings to modify and control the emotion.

6.2 Practical Implications

The study also provides significant practical implications that are important to consider to determine the relationship between innovative machine learning behavior and behavioral emotions control and regulation. It is important to understand that with the help of technological innovation the dynamics of the world have been changed, and people are now provided with different kinds of opportunities to understand their different behaviors and control them according to the situation. Indeed, it is the emotional intelligence of the human being that provides the opportunity for people to understand their emotions and regulate the emotions according to different circumstances to provide more effective and more reliable surface emotions instead of deep emotions for better output. In this regard, it is the responsibility of the artificial intelligence people to monitor the changing variables and factors in the human behavior to modify these factors for controlling the human emotions. It is critical to understand that if the proper guideline would be developed in the discussion of the study, then it would be more appropriate and reliable for the consulting authority to regulate the human emotions and provide the effective treatment if the emotional intelligence is lost from the human personality. Further, it is the responsibility of the stakeholders of the society to provide effective information and awareness related to the emotional regulation of the society because with the help of these regulations, it would be beneficial for the society to control the emotions by understanding the perceived and belief. Significantly, the study is desired to provide practical implications for understanding the relationship between the integration of innovative machine learning behavior and other variables such as intention, perceived norms, normative beliefs, and behavior emotional control. In this way, it would be great for the human being to understand the different situations and the emotion regarding that situation. Similarly, this understanding of the emotions would help to regulate the emotions with the help of artificial intelligence that would provide reliable information according to the changing human behavior. As result, the more productive human emotions would be developed and the negative emotion from the human personality to get greater benefit and work in a sustainable environment in the society.

6.3 Limitations and Future Directions

The purpose of this study was to determine how innovative machine learning behavior can influence the regulation of the emotions of human beings. For it, this study is limited to the role of normative beliefs, perceived norms to check their relationship with human intention. Similarly, another limitation is the data collection because the sample size is limited. However, during the review of the literature, multiple other factors are also

contributing to human behavior and emotional regulations. For it, this study recommends that future studies must be to consider the important role of emotional intelligence to influence the regulation of human behavior and emotions. Furthermore, future studies also focus on the role of cultural norms in understanding human behavior.

Authors Contribution

Waseem ul Hameed: Conceived the idea, developed the theory and estimated the results.

Ali Junaid Khan: Collected the data and contributed to the interpretation of the results.

Fatima Farooq: Proofread and supervise the manuscript.

Ismat Nasim: Write the Literature Review and verified the analytical methods.

Asad Ali: Incorporate the reviewer comments and complete the citation and references

Conflict of Interests/Disclosures

The authors declared no potential conflicts of interest w.r.t the research, authorship and/or publication of this article.

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