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CONTENTS

Trends and Clinical Outcomes of In Vitro Fertilization in Selected Nigerian Cities: A Multi-Center Retrospective Study **1-8**

Enyioma-Alozie Swesme

Hepatitis D and E Viruses Cause Liver Damage: Management and Prevention are the Best Policies of Elimination These **9-14**

Haradhan Kumar Mohajan

Research on Promotion Strategies for Financial Information Technology Innovation Products in Small and Medium-Sized Financial Institutions: Construction and Application of a Data-Driven Decision System **15-20**

Jin Zhang

Big Data-Driven User Behavior Analysis and Experience Iteration Strategies for Hotel Supplier Portals **21-26**

Chao Zhang

Practical Exploration of Digital Governance in Smart Apartment Communities from the Perspective of Data Interoperability **27-32**

Han Liu

Digital Twin-Driven Intelligent Collaborative Automation Model for Global Warehouse Networks and Application Validation **33-38**

Dingsong Ni

Protective and Curative Effect of Clove Isolates on Trichloroacetic Acid-Induced Sperm-Endocrine Deficit, Redox Imbalance and Histomorphology in Adult Rat **39-58**

Irozuoke Angela Chidimma

INNOVATION IN SCIENCE AND TECHNOLOGY

ISSN 2788-7030 AUG. 2025 VOL. 4, NO. 7

CONTENTS

Fairness Assessment and Ethical Governance of Insurance AI: A Patch Approach for Vulnerable Groups **59-64**

Ying Nie

NX COB Ultra LED Display Technology: From Integrated Innovation to Ecosystem Construction — A Study Based on Multi-Dimensional Empirical and Interdisciplinary Perspectives **65-71**

Hong Liang

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Trends and Clinical Outcomes of In Vitro Fertilization in Selected Nigerian Cities: A Multi-Center Retrospective Study

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Abstract

Background: The advent of In vitro fertilization (IVF) in the late 20th century has greatly transformed reproductive medicine. It has brought hope to millions of individuals and couples facing the challenges of infertility. Assisted Reproductive Technology (ART), notably In Vitro Fertilization (IVF), has shown promise in treating infertility, yet its use in Nigeria is limited by high costs, inconsistent success rates, and a lack of standardized clinical protocols. ***Aim:*** The current study investigated the trends and clinical outcomes of IVF treatments in two Nigerian cities, Abuja and Jos, between 2016 and 2022, providing a comprehensive analysis of IVF demand, success rates, and associated risk factors. ***Methodology:*** A retrospective analysis of 26,233 medical records from four fertility centers in Abuja and Jos was conducted. Data, including clinical indications, treatment outcomes, and infertility-related variables, were extracted from patient records spanning six years. Descriptive statistics and comparative analyses were employed to examine trends and identify significant factors affecting IVF success. ***Results:*** The study revealed a notable increase in IVF cases, with Abuja Hospital showing a surge from 503 cases in 2018 to 1,665 in 2022. Success rates varied, with Abuja Hospital achieving a 94% success rate in 2021. Male infertility was a primary cause of IVF failure, and multiple pregnancies were common, especially in 2022, with 974 multiple pregnancies out of 1,552 successful IVF treatments at Abuja North Hospital. ***Conclusion:*** The findings demonstrate growing demand for IVF services in Nigeria, with a high incidence of multiple pregnancies. These trends highlight the need for improved embryo selection and management protocols. This study provides valuable insights for optimizing IVF practices and improving patient outcomes in Nigeria.

Keywords: In Vitro Fertilization, infertility, assisted reproductive technology, IVF success rates, multiple pregnancies, management protocols, patient outcomes

1. Introduction

The burden of infertility is particularly heavy in low- and middle-income countries (LMICs), where cultural and societal pressures often link reproductive success with personal and familial fulfillment (Inhorn & Patrizio, 2015). Current global estimates suggest that infertility affects approximately 48 million couples and 186 million individuals worldwide (WHO, 2020), with sub-Saharan Africa shouldering a disproportionate part of this burden.

In this region, the most common causes of infertility include infections of the genital tract and sexually transmitted infections, which account for a significant proportion of both male and female infertility cases (Ombelet *et al*., 2020). Male infertility is frequently attributed to low sperm count, impaired sperm motility, or abnormal sperm morphology (WHO, 2020), while female infertility may result from ovulatory disorders, tubal blockages, uterine abnormalities, or endocrine dysfunctions (Koster-Oyekan, 1999; Ekwuazi *et al*., 2022). Beyond the biological causes, access to infertility care in Nigeria remains hampered by poor documentation,

limited public health infrastructure, and a high reliance on expensive private facilities (Owolabi *et al*., 2021).

Assisted Reproductive Technology (ART), particularly In Vitro Fertilization (IVF), has emerged as a transformative tool in addressing infertility. IVF involves fertilizing an ovum with sperm outside the human body, followed by embryo transfer into the uterus (Murtaza *et al*., 2019). Since the birth of the first IVF baby, Louise Brown, in 1978, IVF has become increasingly utilized across various global regions, including Africa. IVF now offers hope even in severe male factor infertility (Bungum *et al*., 2021). IVF has proven particularly useful in cases where infertility stems from tubal disease, endometriosis, ovulatory dysfunction, advanced maternal age, or idiopathic factors (Macklon & Fauser, 2004).

Despite its promise, IVF utilization in Nigeria is limited by high costs, lack of insurance coverage, variable clinical success rates, and inadequate health information systems (Okafor *et al*., 2023). Many IVF clinics in Nigeria operate privately, often without standardized documentation and follow-up data, making it difficult to evaluate trends, outcomes, or optimize protocols. In many cases, couples who fail to conceive following IVF experience emotional and financial distress, which could further undermine their trust in ART services.

This study addresses a critical gap in local evidence by conducting a multi-center retrospective analysis of IVF trends and clinical outcomes in selected fertility centers in Abuja and Jos, Nigeria, between 2016 and 2022. These two cities are key hubs for assisted reproductive care in North-Central Nigeria. By systematically reviewing records from multiple centers, this study aims to provide a comprehensive profile of patients accessing IVF, understand and assess success rates and challenges encountered during treatment.

This research is significant in several respects. First, it contributes to the limited empirical data on IVF trends and outcomes in Nigeria, a context where infertility is heavily stigmatized, and ART remains inaccessible to many. Second, by offering multicenter data over a six-year period, the study enhances the reliability of its findings and offers a foundation for benchmarking IVF practices across the country.

2. Materials and Methods

2.1 Study Area

This retrospective study was conducted in selected tertiary health facilities within the Federal Capital Territory (FCT), Abuja, and Jos, Plateau State, Nigeria. In Abuja, data were obtained from one IVF hospital in Abuja North, and one in Abuja South. In Jos, data were collected also from one IVF facility in Jos North and one in Jos South respectively.

2.2 Sample Size

A total of 26,233 medical records of couples who sought in vitro fertilization (IVF) treatment between 2016 and 2022 were reviewed across the selected hospitals. Of these, 14,590 records were retrieved from facilities in Jos, while 11,643 records were obtained from the hospitals in Abuja.

2.3 Data Collection Procedure and Technique

Data were retrospectively extracted from patient case folders over a period spanning 5 to 7 years using a pre-designed proforma sheet. Information was collected daily from the case records and included clinical indications for IVF, outcomes of treatment, and relevant demographic and etiological variables. Specific variables recorded included the number of IVF failures categorized by cause (e.g., male factor, female factor, or genetic causes), as well as the frequency and percentage distribution of associated risk factors contributing to infertility in both male and female patients.

2.4 Data Analysis

Data were entered and analyzed using Microsoft Excel 2016. Descriptive statistics were applied to determine frequencies and percentages, which were illustrated using bar charts. Comparative analyses were performed to explore correlations between IVF indications, outcomes, and associated risk factors across the two study locations. All findings were presented in tabular form for clarity and interpretation.

2.5 Ethical Considerations

Ethical approval for the study was obtained from the University Research Ethics Committee. Approvals were also obtained from the heads of IVF departments in all participating hospitals. Patient confidentiality and anonymity were strictly maintained throughout the study, and all data were handled in compliance with ethical standards for research involving human subjects.

3. Results

3.1 Number of IVF Cases Across the Selected Hospitals in Abuja and Jos

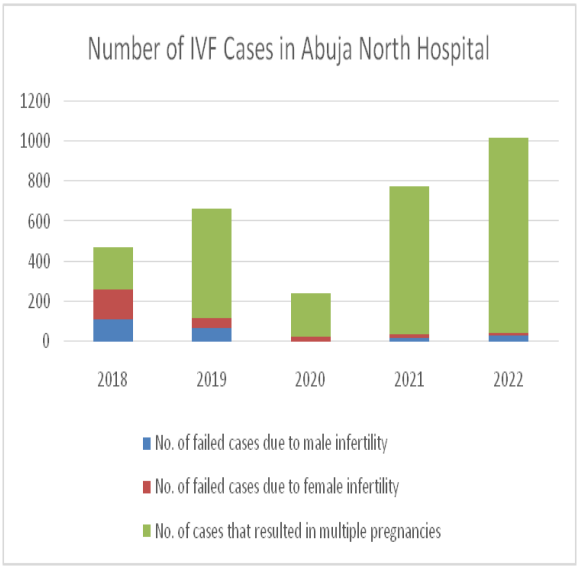
Figure 1 (A – D) shows the data from four hospitals across Abuja and Jos spanning 2016 – 2022. The Data reveal several key insights into the frequency, success rates, and outcomes of IVF treatments in these regions. The

number of IVF cases across the hospitals fluctuated yearly, with Abuja North hospital showing a significant increase in the number of IVF cases from 503 in 2018 to 1665 in 2022. This reflects a marked rise in IVF demand, potentially due to improved awareness, accessibility, and advancements in fertility treatments. The success rates also varied, with a high success rate in 2021, where 899 out of 957 IVF attempts were successful, resulting in a success rate of approximately 94%. Similarly, Abuja South hospital also showed fluctuations in case numbers, with a peak in 2021 at 1559 cases, and a steady success rate across the years, particularly in 2016 and 2017. The two hospitals from Jos North and South respectively had a steady flow of IVF cases over the years, with Jos North hospital showing a marked rise in successful cases in 2022.

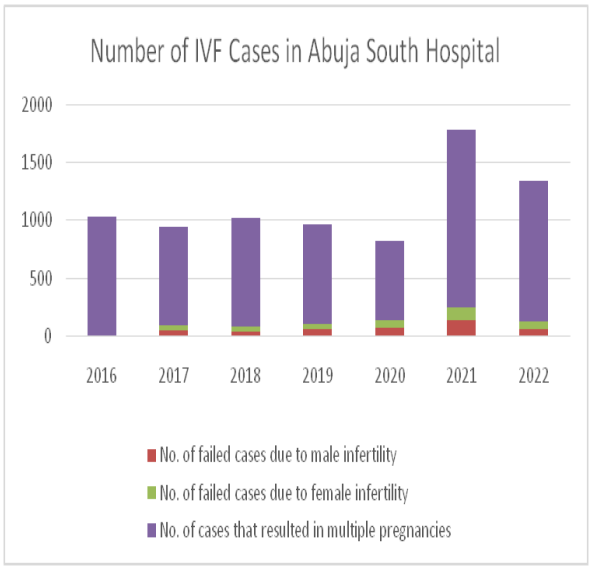
The analysis of failed cases revealed that male infertility contributed significantly to the failures across the hospitals. Abuja North Hospital in 2018 had 109 cases attributed to male infertility. Similarly, Abuja South Hospital had a notable proportion of failed cases due to male infertility, particularly in 2021 with 131 failed cases. On the other hand, female infertility was also a major contributing factor, with Abuja North Hospital reporting 150 failed IVF cases in 2018 due to female infertility. This trend was consistent across other hospitals as well, highlighting the multifactorial nature of infertility and the need for targeted interventions.

Another significant observation was the occurrence of multiple pregnancies in successful IVF cases. Abuja North Hospital reported a substantial number of multiple pregnancies in 2022, with 974 cases out of 1552 successful IVF treatments, reflecting the higher likelihood of multiple births associated with IVF treatments, especially when multiple embryos are implanted. This trend was observed across other hospitals as well, with Jos South hospital showing 1201 multiple pregnancies out of 1284 successful IVF cases in 2022.

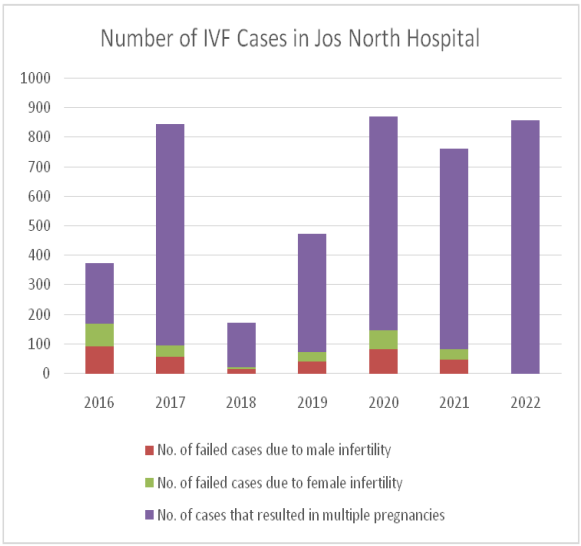
The data illustrates that IVF success rates across the hospitals are generally high, though variations exist due to factors such as male and female infertility issues and the occurrence of multiple pregnancies. The rising number of IVF cases, particularly in the Abuja hospitals, indicates an increasing demand for fertility treatments, which may be driven by greater awareness and improved technologies.

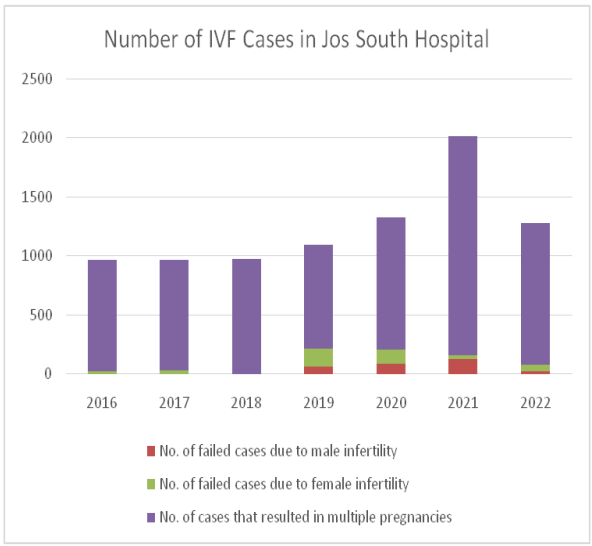


A. Abuja North Hospital



B. Abuja South Hospital





C. Jos North Hospital D. Jos South Hospital

Figure 1 (A – D). Simple Bar Charts showing the Number of IVF Cases across the Selected Hospitals

3.2 Comparison of Number of IVF Cases Across the Selected Hospitals

The comparison of in-vitro fertilization (IVF) cases across selected hospitals in the Federal Capital Territory (Abuja) and Jos, Plateau State is presented in Table 1. No significant differences were observed in the total number of IVF cases, the number of successful IVF cases, or the number of fetuses for successful cases across the hospitals, as indicated by the *P*-values (0.706, 0.577, and 0.227, respectively). Also for failed IVF cases due to male or female infertility, no significant differences were observed, with *P*-values of 0.762 and 0.624, respectively.

A statistically significant difference ($P = 0.014$) was observed in the number of cases that resulted in multiple pregnancies, with Abuja South hospital reporting notably higher rates (1014±108) compared to Abuja North and Jos North hospitals. This suggests that while the overall IVF success rates and failures due to infertility factors were similar across the hospitals, there is a distinct difference in the prevalence of multiple pregnancies.

This result highlights that while the total number of IVF cases and success rates are comparable, the incidence of multiple pregnancies stands out as a significant variable, especially in the Abuja South hospital, which may be attributed to differences in treatment approaches or patient selection criteria.

Table 1. Showing the Total Number of IVF Cases across Hospitals Compared on One – Way ANOVA

	HOSPITAL			**F**	***P* - value**
	Abuja North Hospital	**Abuja South Hospital**	**Jos North Hospital**		
No. of IVF Cases	874±225	1039±108	907±126	.356	.706
No. of Successful IVF Cases	749±232	924±95	824±122	.569	.577
No. of Fetuses for Successful Cases	1609±489	1075±110	1717±250	1.627	.227
No. of Failed Cases due to Male Infertility	44±19	58±14	46±13	.277	.762
No. of Failed Cases due to Female Infertility	51±26	57±13	37±10	.486	.624
No. of Cases that Resulted in Multiple Pregnancies	538±148	1014±108*	538±107	5.683	.014

Values are expressed MEAN±SEM, *$P<0.05$ (Statistically significant difference).

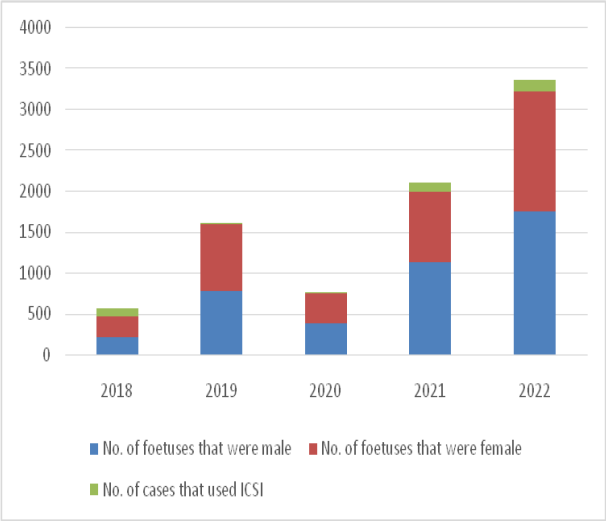
3.3 Number of Fetuses Across the Hospitals

The data on the number of fetuses across selected hospitals in the Federal Capital Territory (FCT), Abuja, and Jos, Plateau State as presented in Figure 2 (A – D), reveals trends in the distribution of male and female fetuses over a span of several years, as well as the use of intracytoplasmic sperm injection (ICSI) in these cases. At the hospital in Abuja North, the number of fetuses fluctuated considerably over the five years. In 2018, there were more female fetuses (258) than male fetuses (217), but by 2022, the trend reversed, with 1750 male fetuses and 1474 female fetuses. The use of ICSI was most prevalent in 2021 and 2022, with 112 and 137 cases, respectively, showing a marked increase in ICSI use during these years. At the hospital in Abuja South, the male and female fetus numbers were more balanced over the years. Notably, in 2016 and 2017, the number of male fetuses exceeded that of female fetuses, but this shifted in 2021, when the number of female fetuses (797) slightly exceeded male fetuses (790). The use of ICSI remained relatively low, with only a slight increase in 2020 and 2021.

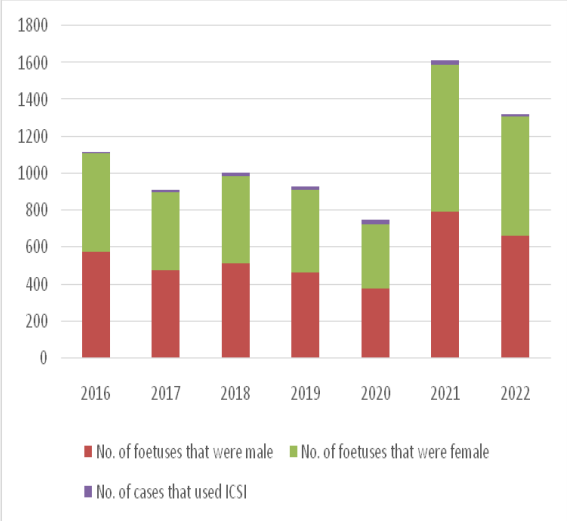
In the Jos North hospital, there was a notable shift in the distribution of male and female fetuses. In 2017, the hospital recorded a significantly higher number of female fetuses (1700) compared to male fetuses (1200). However, in subsequent years, the number of male fetuses steadily increased, especially in 2022 when 1327 male fetuses were recorded compared to 773 female fetuses. Interestingly, ICSI was mostly used in 2020 (23 cases), and the number of cases involving ICSI dropped in the following years, with no reported use of ICSI in 2021 and 2022.

The hospital in Jos South showed a steady distribution of male and female fetuses, with a slight predominance of female fetuses in most years. In 2016 and 2020, the number of female fetuses (469 and 487) slightly outnumbered the male fetuses (415 and 453), whereas this trend slightly reversed in 2022. The use of ICSI in this hospital also exhibited an increasing trend, with the highest usage recorded in 2020 (19 cases) and consistently present use in subsequent years.

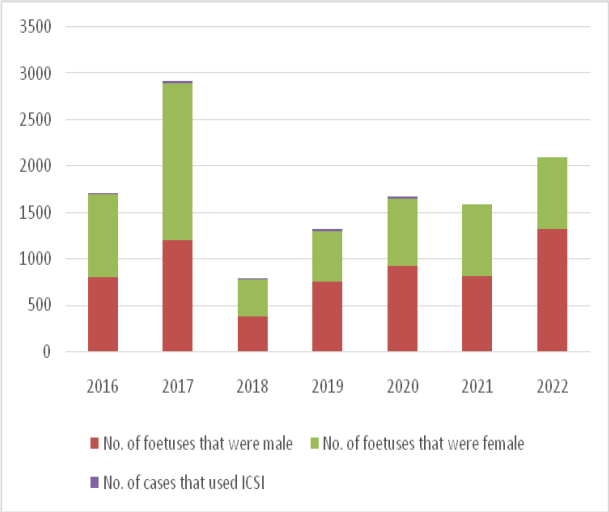
The data suggests an increasing tendency towards the use of ICSI in recent years, especially in Abuja North hospital, while the male-to-female fetus ratio varied by hospital. While Abuja North Hospital had a marked shift towards more male fetuses, other hospitals like Abuja South and Jos South Hospitals exhibited relatively balanced distributions.



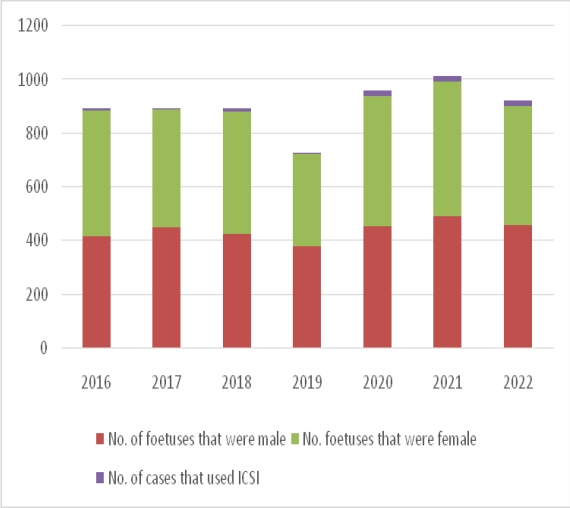
A. Abuja North Hospital



B. Abuja South Hospital



C. Jos North Hospital



D. Jos South Hospital

Figure 2 (A – D). Simple Bar Charts Showing the Number of Fetuses across the Selected Hospitals

3.4 Comparison of Number of Fetuses across the Selected Hospitals

The results presented in Table 2 shows comparison in the number of fetuses and the use of Intracytoplasmic Sperm Injection (ICSI) across the selected hospitals in Abuja and Jos. The findings showed no statistically significant difference in the number of male fetuses (P = 0.222) and female fetuses (P = 0.289) among the hospitals, suggesting that fetal gender distribution was relatively similar across the institutions.

There was a statistically significant difference in the number of cases that utilized ICSI (P = 0.002). The hospital in Abuja North recorded the highest mean number of ICSI cases (77±24), which was significantly higher compared to Abuja South Hospital (16±3) and Jos North Hospital (12±4). This implies that Abuja North Hospital may have a higher preference or indication for ICSI, possibly due to more complex infertility cases or different treatment protocols.

This result implies that, while fetal sex ratios were comparable across hospitals, significant variation existed in the application of ICSI, highlighting differences in clinical practices or patient demographics between the centers.

Table 2. Showing the Total Number of Fetuses across Hospitals Compared on One – Way ANOVA

	HOSPITAL			**F**	***P* - value**
	Abuja North Hospital	**Abuja South Hospital**	**Jos North Hospital**		
Number of fetuses that were male	854±275	551±53	885±118	1.654	.222
Number of fetuses that were female	755±215	525±58	833±157	1.341	.289
Number of cases that used ICSI	77±24*	16±3	12±4	9.191	.002

Values are expressed MEAN±SEM, *P<0.05 (Statistically significant difference).

4. Discussion

The analysis of in-vitro fertilization (IVF) cases and their associated outcomes across the selected hospitals in Abuja and Jos provides a comprehensive understanding of fertility treatment dynamics in Nigeria between 2016 and 2022. The data presented highlights both trends and variations in the demand for IVF services, treatment success rates, and the incidence of multiple pregnancies and fetuses.

The significant increase in the number of IVF cases, particularly at the hospital in Abuja North, from 503 in 2018 to 1665 in 2022, underscores a growing demand for fertility treatments in the region. This increase could be attributed to several factors, including greater awareness of IVF as a viable option for infertility, improved accessibility to fertility clinics, and advancements in reproductive technologies. A similar upward trend in IVF demand has been observed in other regions of sub-Saharan Africa, particularly in urban centers, reflecting a

global shift towards more advanced fertility treatments (Akinola *et al*., 2021). The consistent success rates at Abuja North hospital, especially in 2021, with a success rate of 94%, further supports the idea that advancements in IVF technologies and better clinic facilities contribute to better outcomes.

The success rates varied slightly between the hospitals, but generally, the rates were high across the board. The hospital in Abuja South, for example, exhibited fluctuations in case numbers, peaking in 2021 with 1559 IVF cases, yet maintaining a steady success rate in the years under review. This is consistent with global reports, which suggest that while IVF success rates are generally high in specialized hospitals, individual success is influenced by various factors, including the clinic's experience, technology, patient demographics, and underlying infertility issues (Zhou *et al*., 2022). The success rate at Abuja North hospital, particularly in 2021, aligns with the findings of recent studies that show high success rates in well-established IVF centers with advanced laboratory techniques, including cryopreservation and genetic screening (Yin *et al*., 2022).

A particularly striking finding was the high number of multiple pregnancies, especially at the Abuja North hospital, where 974 out of 1552 successful IVF treatments in 2022 resulted in multiple pregnancies. This trend is consistent with global studies that indicate a higher likelihood of multiple births following IVF, particularly when multiple embryos are implanted (Liu *et al*., 2022). The trend of multiple pregnancies, though an expected outcome of certain IVF practices, raises concerns regarding maternal and fetal health risks. Recent studies highlight the importance of reducing the incidence of multiple pregnancies through better embryo selection practices and single embryo transfers (Jiang *et al*., 2021). When comparing IVF case numbers across hospitals in Abuja and Jos, no significant differences were found in terms of total IVF cases, successful IVF cases, or failed cases due to infertility factors. This suggests a consistency in the availability and utilization of IVF services across the hospitals in both cities. However, a statistically significant difference was observed in the occurrence of multiple pregnancies, with the hospital from Abuja South reporting notably higher rates than the other hospitals. This could be due to differences in treatment protocols, such as the number of embryos transferred, patient selection, or clinic-specific practices that emphasize higher embryo transfer rates. A similar study by Zhang *et al*. (2022) also found variations in multiple pregnancy rates across IVF centers, often attributable to differences in patient management protocols and clinic-specific practices.

The data on the number of fetuses in successful IVF cases indicates a shift in the male-to-female fetus ratio over the years, particularly at Abuja North hospital, where the number of male fetuses outnumbered female fetuses by 2022. This shift, however, was not observed at other hospitals, where the ratio remained more balanced. Similar trends in sex ratios have been observed in other IVF studies, with some suggesting that sex selection, often influenced by clinic practices and patient preferences, could account for such imbalances (Zhao *et al*., 2021). The data from the hospital in Abuja North also showed an increased use of Intracytoplasmic Sperm Injection (ICSI), particularly in 2021 and 2022, reflecting a growing preference for ICSI in complex infertility cases. This increase in ICSI use is consistent with global trends, where ICSI has become a preferred method for male infertility cases due to its success in overcoming male-related infertility issues (González *et al*., 2020). While the distribution of male and female fetuses was relatively similar across the hospitals, a significant variation was noted in the use of ICSI. The Abuja North hospital had the highest number of ICSI cases, which is consistent with findings from other studies where higher rates of ICSI are associated with more complex infertility cases, including male infertility (Stojanov *et al*., 2021). The findings from the current study align with these studies, suggesting that the major female infertility conditions are consistently observed across different regions in Nigeria.

5. Conclusion

This study shows a marked increase in IVF demand, especially at Abuja North hospital, reflecting growing awareness and improved access to fertility services. Findings underscore the growing incidence of multiple pregnancies, especially at Abuja North hospital, highlighting the need for improved embryo selection practices. These insights provide valuable information for improving IVF practices and patient care, emphasizing the need for tailored treatments and better management protocols.

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Hepatitis D and E Viruses Cause Liver Damage: Management and Prevention are the Best Policies of Elimination These

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Abstract

Viral hepatitis is a term that refers to inflammation of the liver due to a viral infection. The hepatitis D virus (HDV) is a blood-borne pathogen and only occurs as either a co-infection with hepatitis B virus (HBV) or as a super-infection of persons with chronic HBV. The hepatitis E virus (HEV) is a virus that can infect both animals and humans. The HDV infection may be severe in children. On the other hand, HEV infection may be severe in pregnant women. Common symptoms of both infections are nausea and vomiting, fever, abdominal pain, fatigue, malaise, and jaundice. Both infections can cause acute for short-term infection or become a long-term chronic infection that may cause liver failure, chronic hepatitis, and liver cirrhosis. There is no vaccine of both viruses, and treatments are supportive. The pegylated interferon alpha (Peg-IFNα) is the available therapy to treat both infections associated with significant side-effects. An attempt is taken here to discuss the management and prevention strategies of both infections.

Keywords: HDV, HEV, acute and chronic hepatitis, liver cirrhosis

1. Introduction

Hepatitis D virus (HDV) is a dependent virus that depends on hepatitis B virus (HBV) to survive, transmission, replication, and synthesize genomes in human body (Muhammad et al., 2021). Hepatitis E virus (HEV) is the most common cause of acute viral hepatitis globally that is responsible for the major liver infection and may develop in people who have a suppressed immune system (Pilot et al., 1987). The HDV is the most aggressive form that can transform the disease rapidly to cirrhosis, hepatocellular carcinoma (HCC), and ultimately to death (Gow & Mutimer, 2001). Infection with the HEV may be related to acute illness, chronic hepatitis, liver cirrhosis, and liver failure. Liver transplantation is the only option for patients due to HDV and HEV infections when the therapies and medications do not response (Guerra et al., 2017).

The HDV is discovered in 1977 by Italian virologist Mario Rizzetto and then he thought it to be an unrecognized new HBV antigen and is characterized it as the hepatitis delta virus (Rizzetto et al., 1977). The HEV was discovered in 1983 by Russian virologist Mikhail Surenovich Balayan investigating an outbreak of unexplained hepatitis using immunoelectron microscopy among Soviet soldiers serving in Afghanistan. In 1989, the viral genome was successfully sequenced and this pathogen was formally designated as HEV (Izopet et al., 2014). Most prevalence regions of HDV are the Mediterranean, Middle East, Pakistan, Central and Northern Asia, Japan, Taiwan, Greenland, East Africa, the Amazon Basin, and certain areas of the pacific (Niro et al., 2012). The prevalence of HEV is the highest in East and South Asia. Also Bangladesh, India, China, Middle-East, Mediterranean region, Ethiopia, Mexico, South America, and Kenya carry the highest burdens of HEV infection (Zeng et al., 2021).

Incubation period of HDV is 2-8 weeks, and that of HEV is 2-9 weeks. Hepatitis E is water-borne disease that

spreads by the HEV contamination with the fecal material ingestion, and mortality is high in pregnancy (Polley et al., 2022). Hepatitis D is a neglected disease and primarily affects developing countries. The HDV mainly spreads among persons through the contact with blood or body fluids (parenterally) (horizontal transmission), such as saliva, blood, semen, vaginal secretions; sex with an infected partner (Liaw et al., 1990). The global burden of HDV is estimated to be 62-72 million, affecting nearly 1% of the general population (Chen et al., 2019). At present about 74 million of HBV surface antigen (HBsAg) positive patients worldwide are also co-infected with HDV (Chen et al., 2021). Every year there are an estimated 20 million HEV infections globally with 3.3 million symptomatic cases, 3,000 stillbirths, and 44,000-70,000 HEV-related deaths per year (WHO, 2020).

2. Literature Review

The literature review section is an introductory region of research, which shows the works of previous researchers in the same field within the existing knowledge (Polit & Hungler, 2013). It helps the novice researchers to understand the subject, and it serves as an indicator of the subject that has been carried out before (Creswell, 2007). Amanda Cheung and Paul Kwo have shown that HDV is more likely to cause chronic infection in the setting of HDV superinfection in hepatitis B surface antigen positive individuals and HEV cause of chronic infection in immuno-compromised individuals and is more common in genotypes 3 and 4, with sporadic cases occurring worldwide (Cheung & Kwo, 2020). Haradhan Kumar Mohajan has studied diagnosis and management of the HDV and HEV infections in some details (Mohajan, 2024i, j).

Haris Muhammad and his coauthors have discussed the epidemiology, pathogenesis, clinical presentation, treatment options, and ultimately liver transplantation of HDV patients (Muhammad et al., 2021). Christopher Dietz-Fricke and his coworker have confirmed on the safety and efficacy of bulevirtide monotherapy in a large real-world cohort of patients with hepatitis D treated in Germany. More studies are needed to explore the long-term benefits and optimal duration of bulevirtide treatment (Dietz-Fricke, 2023).

Silvia E. Tritz and her coauthors have investigated zoonotic transmission of HEV in rural settings of Lao People's Democratic Republic where humans are in close contacts with ruminants and where pigs are rare. They have highlighted on the need to raise the awareness of the rural population about water- and food- borne pathogens, and about the role of cattle as a possible source of infection (Tritz et al., 2018). Chunchen Wu and her coworkers have shown that the HEV causes self-limiting viral hepatitis, and among pregnant women the infection can be severe that has been associated with up to 30% mortality in the third trimester. They have also indicated that in pregnancy HEV is also associated with high rates of preterm labor and vertical transmission. They have summarized the current knowledge about HEV infection during pregnancy that focuses on the epidemiology, clinical manifestations, and mechanisms underlying severe liver injury; and also management and prevention of HEV infection during pregnancy (Wu et al., 2020).

3. Research Methodology of the Study

Research is a logical and systematic search for new useful information on a specific topic, which investigates to find solutions of scientific and social problems through systematic analysis (Rajasekar et. al., 2013). Methodology is the systematic and theoretical analysis of the methods is applied to a field of study. Therefore, research methodology is the science of studying how research is done scientifically (Patel & Patel, 2019). I have used both published and unpublished secondary data sources of HDV and HEV infections to prepare the research paper (Mohajan, 2017, 2018, 2020). I have also taken help from the journal articles, conference papers, published books and handbooks, internet, websites, etc. (Mohajan, 2024a-f).

4. Objective of the Study

Main objective of this article is to discuss the aspects of HDV and HEV (Mohajan, 2024m, n). At present there are about 74 million patients worldwide infected with HDV and about 20 million people globally infected with HEV (WHO, 2020). Other minor objectives of the study are as follows:

- to focus on HDV and HEV infections,
- to highlight on virology and transmission of HDV and HEV, and
- to demonstrate the treatment of HDV and HEV.

5. Hepatitis D Virus (HDV)

The HDV causes infection only in human that can be an acute, short-term infection or become a long-term, chronic infection. The HDV affects about 72 million people worldwide that is the severe form of viral hepatitis, leading to accelerated liver disease progression, cirrhosis and its complications, such as end-stage-liver disease and hepatocellular carcinoma (Lampertico et al., 2023).

5.1 Virology of HDV

The HDV genome is an unusual, 1,700 nucleotides defective, single-stranded circular minus RNA virus that requires the presence of HBV in order to replicate. The HDV infection develops only in patients who are positive for the hepatitis B surface antigen (HBsAg). Infection may be acquired along with HBV (co-infection) or after HBV infection (superinfection) (Miao et al., 2020). The hepatitis D virion consists of the hepatitis D RNA genome, hepatitis D antigen (HDAg), and a lipoprotein envelope containing HBV surface antigen (HBsAg) proteins. Thus, HDV requires HBV in addition to cellular RNA polymerases for replication and cannot infect individuals without the presence of HBsAg, which is required for cell entry, virion assembly and export (Rizzetto & Verme, 1985). HDV co-infection with HBV may be associated with increased risk of severe clinical hepatitis, fulminant hepatic failure, chronic liver disease, liver cirrhosis, and hepatocellular carcinoma (Ni et al., 2014).

5.2 Symptoms and Transmission of HDV

The symptoms of HDV infection are fever, fatigue, loss of appetite, malaise, nausea and vomiting, joint pain, abdominal pain, dark urine, and jaundice (Kamal et al., 2020). The HDV is transmitted through the infected blood, serous body fluids, and plasma derivatives, such as anti-hemophilic factor, contaminated needles, drugs, and also sexual transmission may possible (Mohajan, 2024l, m). The perinatal transmission is rare. It only occurs primarily in drug addicts and persons with hemophilia (Urban et al., 2021). The HDV needs hepadnavirus to function and for its propagation in hepatocytes, and is therefore acquired as a co-infection with HBV, or as a super-infection in those with existing chronic HBV infection. It can be transmitted percutaneously and sexually (Stockdale et al., 2020).

5.3 Diagnosis and Treatment of HDV

HDV is diagnosed for confirmation through HBsAg or IgM anti-HBc positive and positive research laboratory result for HDV RNA or detection of antibody to HDV (Wranke et al., 2014). It is also diagnosed by high levels of anti-HDV immunoglobulin G (IgG) and immunoglobulin M (IgM), and confirmed by detection of HDV RNA in serum. The HBV deoxyribonucleic acid (DNA) and HDV RNA tests are helpful in understanding how active hepatitis B and hepatitis D are in the body (Le Gal, 2017).

There are no vaccines and no known treatments for acute HDV (Urban et al., 2021). The HDV may be self-limiting or progress to chronic infection. The pegylated interferon alpha (Peg-IFNα) is the generally recommended treatment to suppress the HDV for some patients. Evidence shows that bulevirtide is effective in adults compared with standard care but there are some uncertainties on how long it works (De Ledinghen et al., 2021).

6. Hepatitis E Virus (HEV)

The HEV infection can cause acute liver failure, chronic hepatitis, and liver cirrhosis that remain a clinical challenge and still account for high mortality. It is water-borne disease that spreads by the HEV contamination with the fecal material ingestion. It may prove to be dangerous in pregnant women, especially during the third trimester; older people; and people who have existing chronic liver disease (Polley et al., 2022).

6.1 Virology of HEV

The HEV is a small, icosahedral, non-enveloped, single-stranded, positive-sense RNA virus with genome of 7.2 kb and 27-34nm in diameter that is highly unstable due to the lack of a lipid membrane (Mayr et al., 2018). At present HEV can be clustered genetically into 8 genotypes (GTs); HEV 1-8 that recognize with distinct differences in geographic distribution. HEV GTs 3 and 4 can cause liver disease in humans (Sridhar et al., 2017).

6.2 Symptoms and Transmission of HEV

Consistent symptoms of HEV are fever, headache, anorexia, nausea, vomiting, diarrhea, abdominal pain, and jaundice. Incubation period of HEV is 2-9 weeks. The HEV is usually a self-limiting illness. There are no reports of chronic infection with HEV. Fulminant disease occurs in about 10% of cases. In pregnancy, the mortality rate may be as high as 15-20% (Heymann, 2015).

The HEV is transmitted through the person to person fecal-oral spread. Contaminated drinking water is the most common source of infection. Maternal-neonatal transmission may occur. Zoonotic spread may occur through the cows, pigs, sheep, goats, and rodents (Wu et al., 2020). Higher rates of HEV seroprevalence are detected in slaughterhouse workers and vets. It is evaluated that one third of the worldwide population has been in contact with the virus (Patra et al., 2007).

6.3 Diagnosis and Treatment of HEV

Diagnosis can be made indirectly by detecting antibodies against HEV in the serum, or directly by detecting the genome of the virus in blood or other body fluids. Diagnosis of hepatitis E depends on clinical and epidemiologic features to detect IgM and IgG anti-HEV in serum (Kamar et al., 2014). No vaccine is currently

available to prevent HEV. The treatment of HEV is supportive. Good hygiene and sanitation are the best practice to prevent the virus. Current therapeutics are used to treat HEV infection are the nucleoside analog ribavirin and pegylated interferon-α (PEG IFN-α) (Wu et al., 2020).

7. Conclusions

From this study, I have observed that the HDV and HEV infections are significant causes of acute and chronic viral hepatitis worldwide. To reduce the transmission of HDV, all people infected with HBV must be screened for HDV. The HEV is potentially preventable by simple improving hygiene and sanitary measures, and clean and healthy food intake. Both of the infections are increasing global morbidity and mortality due to millions of chronically infected people.

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Research on Promotion Strategies for Financial Information Technology Innovation Products in Small and Medium-Sized Financial Institutions: Construction and Application of a Data-Driven Decision System

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Abstract

The rapid development of financial technology has positioned financial information technology innovation products as crucial tools in enhancing the efficiency of financial services, optimizing risk management, and improving customer experience. However, small and medium-sized financial institutions (SMEFs) face significant challenges in their digital transformation journey, including inadequate technological capabilities, substantial cost pressures, and concerns over data security and privacy. These challenges have impeded the widespread adoption of financial information technology innovation products. This study constructs a Data-Driven Promotion Decision System (DDPDS) to meticulously analyze the business requirements, operational models, and market trends of SMEFs, thereby devising a targeted promotion strategy. The research initially clarifies the characteristics of financial information technology innovation products and their current application status in SMEFs. Subsequently, the DDPDS is employed to conduct a precise analysis of SMEFs' needs, and a differentiated promotion plan is proposed in conjunction with market trends.

Keywords: financial information technology, small and medium-sized financial institutions, promotion strategies, data-driven, digital transformation, demand analysis, market trends, application effect evaluation, financial technology, customer relationship management, channel expansion

1. Introduction

1.1 Research Background

The swift advancement of information technology has established financial information technology as a key driver of digital transformation in the financial industry. The rise of financial technology has propelled the rapid development of financial information technology, encompassing multiple domains such as mobile payments, blockchain, artificial intelligence, and big data analytics. These innovations have altered the traditional modes of financial business operations and given rise to numerous emerging financial service models. However, SMEFs encounter numerous obstacles in their digital transformation process, such as insufficient technological capabilities, significant cost pressures, and issues related to data security and privacy protection. Despite these challenges, SMEFs possess advantages in decision-making flexibility and proximity to customer needs. Given their limited resources, their demand for financial information technology innovation products is more urgent, as they hope to enhance operational efficiency and competitiveness through the introduction of advanced technologies. This study aims to construct a Data-Driven Promotion Decision System (DDPDS) to conduct an in-depth analysis of the needs and market trends of SMEFs and design targeted promotion strategies to facilitate the application of financial information technology innovation products in SMEFs and promote their digital

transformation.

1.2 Research Objectives

The objective of this study is to explore the promotion strategies of financial information technology innovation products in SMEFs to enhance their digital level and competitiveness. Specifically, the research will conduct an in-depth analysis of the business characteristics and needs of SMEFs, identify the pain points in their digital transformation process; construct a Data-Driven Promotion Decision System (DDPDS) to provide precise decision-making support for promotion; design a comprehensive promotion strategy covering aspects such as product positioning, customer relationship management, marketing, channel expansion, training, and technical support; and verify the effectiveness of the promotion strategy through actual cases, propose optimization suggestions, and form a replicable promotion model to provide theoretical support and practical guidance for the digital transformation of the financial industry.

1.3 Research Content

This study will revolve around the promotion of financial information technology innovation products. Firstly, it will provide an overview of financial information technology innovation products, analyze their characteristics and current application status in SMEFs. Subsequently, it will conduct an in-depth study of the characteristics and needs of SMEFs, identify the pain points in their digital transformation process. Based on this, a Data-Driven Promotion Decision System (DDPDS) will be constructed, and targeted promotion strategies will be designed. Finally, the effectiveness of the promotion strategies will be verified through actual cases, optimization suggestions will be proposed, and a complete promotion model will be formed.

2. Overview of Financial Information Technology Innovation Products

2.1 Definition and Scope of Financial Information Technology

Financial information technology refers to the process by which financial institutions widely apply modern information technology to achieve the digitalization, networking, intelligence, and automation of financial services. This process covers various business areas of financial institutions, such as payment settlement, credit management, risk management, and customer service, and also promotes the innovation of financial service models. The scope of financial information technology is extensive, including traditional banking information systems as well as innovative applications of financial technology (FinTech), such as mobile payments, digital currencies, blockchain technology, artificial intelligence, and big data analytics. The application of these technologies not only improves the efficiency, quality, and security of financial services and reduces operating costs but also poses new challenges for financial regulation.

2.2 Characteristics of Financial Information Technology Innovation Products

Financial information technology innovation products are typically based on the latest information technologies, such as artificial intelligence, blockchain, and big data. The application of these technologies has brought entirely new functions and experiences to financial services. For instance, blockchain technology can facilitate decentralized financial transactions, enhancing the transparency and security of transactions. Artificial intelligence can be utilized for risk assessment and customer service, thereby improving the accuracy and efficiency of decision-making. These products not only achieve technological breakthroughs but also innovate in functionality. For example, robo-advisory systems can provide personalized investment advice based on customers' financial status and investment preferences. Mobile payment systems have changed people's consumption habits by offering convenient payment methods. Financial information technology innovation products focus on enhancing user experience and service quality. Through digital channels, customers can access financial services anytime and anywhere, without the need to visit physical branches. Moreover, these products offer more personalized and customized services to meet the diverse needs of different customers. Additionally, financial information technology innovation products are highly data-dependent. By collecting and analyzing a vast amount of customer data, financial institutions can better understand customer needs, optimize products and services, and enhance risk management capabilities. Data-driven decision-making has become one of the core features of financial information technology. During the design and implementation process, financial information technology innovation products must strictly comply with relevant laws, regulations, and regulatory requirements to ensure data security and customer privacy. Financial institutions need to adopt various security measures, such as encryption technology, identity authentication, and access control, to prevent data leakage and financial fraud.

2.3 Current Application Status of Financial Information Technology Innovation Products in SMEFs

In recent years, the application of financial information technology innovation products in SMEFs has gradually increased, but the overall application level remains relatively low. SMEFs face numerous challenges in their digital transformation process, such as insufficient technological capabilities, limited funding, and a shortage of

talent. Despite these challenges, some SMEFs have begun to introduce financial information technology innovation products to enhance their competitiveness and operational efficiency. For example, some small and medium-sized banks have expanded their customer base by introducing mobile payment systems. Some financial institutions have optimized credit risk management by utilizing big data analytics technology. However, there are still some problems in the application of financial information technology innovation products in SMEFs, such as insufficient product adaptability, low customer acceptance, and significant pressure on data security and privacy protection. These issues have restricted the widespread application of financial information technology innovation products in SMEFs and highlighted the importance of researching promotion strategies. By gaining an in-depth understanding of the needs and pain points of SMEFs and designing targeted promotion strategies, the application rate of financial information technology innovation products in SMEFs can be effectively increased, thereby promoting the digital transformation of the financial industry.

3. Characteristics and Needs Analysis of SMEFs

3.1 Definition and Classification of SMEFs

SMEFs play a vital role in the financial system. They provide a wide range of financial services to small and medium-sized enterprises and individual customers and are an important force in supporting local economic development. According to the definition of the China Banking and Insurance Regulatory Commission, SMEFs mainly include city commercial banks, rural commercial banks, rural cooperative banks, village and town banks, rural credit cooperatives, private banks, etc. These institutions generally have a smaller asset scale and a limited business scope. However, they have unique advantages in serving the local economy, supporting small and micro enterprises, and individual customers. For example, as of the end of 2023, there were 128 city commercial banks in China, with a total asset scale reaching 45.5 trillion yuan, accounting for 13.4% of the total assets of banking financial institutions (Bharadiya, J.P., 2023). These SMEFs have played an important role in supporting the local economy and small and micro enterprises. However, they also face challenges in digital transformation.

3.2 Business Characteristics and Operational Models of SMEFs

The business characteristics of SMEFs are mainly reflected in their relatively narrow business scope, specific customer groups, and flexible operational models. According to relevant data, the business scope of SMEFs mainly focuses on traditional deposit and loan services, payment settlement services, and some intermediary services. For example, rural commercial banks and rural credit cooperatives mainly serve rural areas, focusing on supporting agricultural production and rural economic development. According to statistics from the China Banking Association, as of the end of 2023, the proportion of agricultural loans of rural small and medium-sized financial institutions exceeded 60%, effectively supporting the stable development of the rural economy.

Their customer groups are mainly small and medium-sized enterprises, individual business owners, and rural residents. These customers have personalized and diversified financial service needs. Data shows that in terms of financing needs, the demand for short-term working capital loans from small and medium-sized enterprises accounts for more than 70%. Meanwhile, the demand for convenient payment methods among rural residents is also increasing, with the popularization rate of mobile payments in rural areas exceeding 75%. For example, small and medium-sized enterprises need flexible loan products to support short-term capital turnover, while rural residents are more concerned about convenient payment methods and basic financial services.

Moreover, SMEFs have relatively flexible decision-making mechanisms that enable them to quickly respond to market changes and customer needs. For example, village and town banks can design personalized financial products and services based on local economic characteristics and customer needs. However, this flexibility also brings challenges in risk management. Due to the lack of advanced risk management technologies and resources of large financial institutions, SMEFs generally have a higher non-performing loan ratio. According to data from the China Banking and Insurance Regulatory Commission, in 2024, the average non-performing loan ratio of SMEFs was 2.5%, higher than the 1.5% of large banks. (Goodell, J.W., Kumar, S., Lim, W.M. & Pattnaik, D., 2021)

Table 1.

Data Category	**Specific Data**
Agricultural Loan Balance Ratio	Over 60%
Proportion of Short-term Working Capital Loan Demand for SMEs	Over 70%
Mobile Payment Penetration Rate among Rural Residents	Over 75%
Non-performing Loan Ratio of Small and Medium-sized Financial Institutions	2.5%

Non-performing Loan Ratio of Large Banks	1.5%

3.3 Needs of SMEFs for Financial Information Technology Innovation Products

The needs of SMEFs for financial information technology innovation products mainly focus on improving operational efficiency, optimizing risk management, enhancing customer experience, and supporting compliance and regulation. They hope to introduce advanced information technology to optimize business processes, reduce manual operations, and enhance service efficiency. For example, by introducing intelligent customer service systems, 24/7 online services can be realized to quickly respond to customer needs and improve customer satisfaction. Financial information technology innovation products can assist SMEFs in better identifying and managing risks. For instance, by utilizing big data analytics technology, financial institutions can more accurately assess customers' credit status, thereby optimizing credit decision-making. In addition, SMEFs need to provide more convenient and personalized financial services through digital channels. For example, mobile payment and online banking services can meet customers' needs to handle business anytime and anywhere. Financial information technology innovation products can also help SMEFs better meet regulatory requirements and ensure business compliance. For example, blockchain technology can be used for tamper-proof storage of transaction records, enhancing the security and transparency of data.

3.4 Pain Points of SMEFs in the Application of Financial Information Technology

Although SMEFs have a strong demand for financial information technology innovation products, they face numerous challenges in actual application. On the one hand, these institutions generally lack professional technical talents and advanced technical equipment. As a result, when introducing new technologies, the system often runs unstably, affecting business operations. According to surveys, about 75% of SMEFs reported facing the problem of insufficient technical talent when introducing new technologies. For example, when Sunshine Rural Credit Cooperative introduced new technologies, due to the lack of technical talent, the system frequently malfunctioned, significantly reducing customer experience and increasing customer complaints by 30%. At the same time, the development and implementation of financial information technology innovation products require substantial financial investment, which is a significant burden for resource-limited SMEFs. It is estimated that Huaxing City Commercial Bank had to invest about 5 million yuan in introducing advanced risk management software, which poses considerable financial pressure on the bank and may even crowd out funding for the development of other business areas. According to the data, the investment of small and medium-sized financial institutions in innovative information products accounts for only about 5% of their total budget, significantly lower than the 15% for large financial institutions.

Table 2.

Data Category	**Specific Data**
Proportion of institutions lacking technical talent	75%
Increase in customer complaint rate	30%
Investment in risk management software	5 million yuan
Proportion of investment in information technology innovation products	5%
Proportion of information technology investment by large financial institutions	15%

4. Design and Application of the Data-Driven Promotion Decision System (DDPDS)

4.1 Theoretical Basis of the Data-Driven Promotion Decision System

The Data-Driven Promotion Decision System (DDPDS) is a decision support tool constructed based on data science and artificial intelligence technologies, aiming to optimize promotion strategies through the collection, analysis, and utilization of large amounts of data. The core theoretical basis of the DDPDS includes data mining, machine learning, predictive analysis, and data visualization. Data mining technology is used to extract valuable information from vast amounts of data. Machine learning algorithms identify patterns and trends within the data. Predictive analysis helps forecast market changes and customer needs. Data visualization presents complex data in an intuitive manner for decision-makers to understand and apply. For example, in the financial sector, data mining can uncover customer consumption habits and credit risk characteristics. Machine learning algorithms can predict customer churn probability and potential needs, thereby providing a scientific basis for promotion strategies.

4.2 System Architecture and Functional Modules of the DDPDS

The system architecture of the DDPDS comprises four layers: data collection, data processing, analysis and decision-making, and application display. The data collection layer is responsible for gathering data from multiple sources, including internal business systems of financial institutions, customer feedback, and market research data. The data processing layer cleans, transforms, and integrates the collected data to ensure its quality and consistency. The analysis and decision-making layer utilizes data mining and machine learning algorithms to analyze the processed data and generate decision support information. The application display layer presents the analysis results in an intuitive manner to users, facilitating real-time decision-making and strategy adjustment.

The functional modules of the DDPDS include customer profiling, demand forecasting, market trend analysis, and promotion effectiveness evaluation. The customer profiling module analyzes customer data to generate detailed customer profiles, helping financial institutions better understand customer needs and behavioral characteristics. The demand forecasting module uses historical data and machine learning algorithms to predict customers' potential needs, supporting personalized promotion. The market trend analysis module examines market dynamics and industry trends to provide a basis for adjusting promotion strategies. The promotion effectiveness evaluation module monitors and assesses the effectiveness of promotion activities in real-time, offering feedback for strategy optimization.

4.3 Demand Analysis of SMEFs Based on the DDPDS

The DDPDS collected and analyzed customer data, transaction records, and business process data from Sunshine Village and Town Bank, generating a comprehensive customer demand analysis report. The data shows that the customer base of Sunshine Village and Town Bank is primarily located in rural and small town areas, accounting for approximately 70% of the total. These customers have a high demand for convenient payment methods and flexible loan products, especially in the area of small loans. The bank receives an average of 5,000 loan applications per month, with most loan amounts being under 100,000 yuan (Ellahham, S., Ellahham, N. & Simsekler, M.C.E., 2020). Through the customer profiling module, the DDPDS found that elderly customers (aged 55 and above) prefer traditional offline services, with 60% opting to visit bank branches to conduct business. In contrast, younger customers (aged 35 and below) are more inclined to use mobile payment and online banking services, with 80% indicating a preference for completing transactions via mobile banking. The demand forecasting module further predicts that over the next year, the number of mobile payment users at the bank will increase by 30%, and the demand for small loans will rise by 20%, with an estimated additional 1,000 loan applications per month.

Table 3.

Dimension of Analysis	**Description**
Customer Distribution	The customer base is primarily located in rural and small-town areas, accounting for approximately 70%.
Payment Method Preferences	Customers aged 55 and above: 60% prefer traditional offline services.
Loan Product Demand	High demand for microloans, with an average of 5,000 loan applications per month, mostly for amounts below 100,000 yuan.
Future Demand Forecast	The number of mobile payment users is expected to increase by 30%.

4.4 Market Trend Analysis Based on the DDPDS

The DDPDS analyzed market data to provide market trend forecasts and competitive analysis for SMEFs. Taking Lvdiao Rural Commercial Bank as an example, the DDPDS analyzed the changes in local rural financial market demand, the business layout of competitors, and the development trends of financial technology. The data shows that with the increasing Internet penetration rate in rural areas, rural residents' acceptance of digital financial services is gradually increasing. The DDPDS predicts that over the next two years, the mobile payment market size in rural areas will grow by 40%, and the market share of online wealth management products will increase by 30%. Meanwhile, the DDPDS found that the main competitors in the area are increasing their investment in financial technology and launching a series of innovative products and services. Based on these market trend analyses, Lvdiao Rural Commercial Bank adjusted its promotion strategy, increasing the promotion of mobile payment and online wealth management products. It also partnered with financial technology companies to introduce an intelligent customer service system, enhancing customer experience and service efficiency.

5. Conclusions and Future Work

5.1 Research Conclusions

This study has thoroughly explored the promotion strategies of financial information technology innovation products in SMEFs. By constructing the Data-Driven Promotion Decision System (DDPDS), it has analyzed the business characteristics, pain points, and market trends of SMEFs and designed a targeted promotion strategy. The results indicate that data-driven promotion strategies can significantly increase the adoption rate of financial information technology innovation products in SMEFs, enhance operational efficiency, optimize customer experience, and strengthen risk management capabilities. The actual case verification demonstrates that the DDPDS exhibits high accuracy and practicality in demand analysis and market trend forecasting, providing strong support for the digital transformation of SMEFs.

5.2 Innovations and Contributions of the Study

The innovation of this study lies in the construction of the Data-Driven Promotion Decision System (DDPDS). This system integrates multi-source data and employs data mining and machine learning techniques to achieve precise analysis of SMEFs' needs and market trends. The DDPDS not only provides a scientific basis for the formulation of promotion strategies but also offers a feedback mechanism for strategy optimization through real-time monitoring and evaluation of promotion effectiveness. Moreover, by combining actual cases, the study has verified the effectiveness of the promotion strategies, forming a replicable promotion model that provides practical guidance for the promotion of financial information technology innovation products. In terms of theoretical contributions, this study enriches the research on the promotion strategies of financial information technology, especially in the application of SMEFs. In terms of practical contributions, the study offers specific strategy recommendations for the digital transformation of SMEFs, contributing to the overall development of the financial industry.

5.3 Limitations and Future Research Directions

Despite the achievements in both theory and practice, this study still has some limitations. First, the construction and application of the DDPDS rely on high-quality data. However, the data foundation of SMEFs is relatively weak, and the completeness and accuracy of the data may affect the system's performance. Second, the case analysis in this study mainly focuses on a limited number of SMEFs, and the universality of the promotion strategies needs further verification. Additionally, the promotion of financial information technology innovation products is influenced by policy regulations, market environment, customer behavior, and other factors. The study's exploration of these aspects is not yet in-depth.

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Big Data-Driven User Behavior Analysis and Experience Iteration Strategies for Hotel Supplier Portals

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Abstract

Amidst the increasingly fierce competition in the hotel industry, user experience has emerged as a pivotal factor in enhancing supplier cooperation satisfaction and platform competitiveness. The rapid development of big data technology has provided robust support for user behavior analysis and experience optimization in hotel supplier portals. Drawing on the author's practical experience in the hotel sector, this paper delves into big data-driven user behavior analysis methods and their application in experience iteration for hotel supplier portals. By analyzing user behavior data, this study proposes personalization-based recommendation, interface optimization, and function optimization strategies underpinned by A/B testing, and demonstrates their effectiveness through real-world cases. The findings indicate that the implementation of big data analysis and iteration strategies can significantly enhance user experience in hotel supplier portals, thereby improving supplier cooperation satisfaction and platform operational efficiency. This research not only offers theoretical support for the informatization construction of the hotel industry but also provides references for user experience optimization in other industries.

Keywords: big data, user behavior analysis, hotel supplier portal, user experience optimization, A/B testing, iteration strategy, personalization-based recommendation, interface design, function improvement, supplier cooperation, data-driven decision-making, hotel informatization

1. Introduction

1.1 Research Background

In the current highly competitive hotel industry, user experience has become a core element of competitiveness. With the vigorous development of the tourism market, consumers are presented with an ever-growing array of choices and increasingly high demands for service quality and experience. The hotel supplier portal, as a crucial platform for interaction between hotels and suppliers, directly impacts supplier cooperation satisfaction and platform competitiveness. Meanwhile, the acceleration of the informatization process in the hotel industry has further highlighted the importance of supplier portals. An efficient and user-friendly supplier portal can significantly enhance the cooperation experience of suppliers, boost the platform's appeal and competitiveness. Against this backdrop, the rapid development of big data technology has provided strong technical support for user behavior analysis. By collecting and analyzing user behavior data in supplier portals, a deep understanding of user needs and preferences can be achieved, thereby providing a scientific basis for optimizing user experience. Big data technology is capable of processing vast amounts of user behavior data, revealing user behavior patterns and supporting precise user experience optimization strategies. In the internet and mobile application fields, A/B testing and data-driven iteration strategies have become commonly used methods for optimizing user experience. Through A/B testing, the effects of different design schemes can be compared, and the optimal scheme can be selected for promotion. This data-based iteration strategy can effectively enhance user experience while reducing trial-and-error costs.

1.2 Research Significance

Optimizing the user experience of hotel supplier portals and enhancing supplier cooperation satisfaction hold significant importance for the informatization construction of the hotel industry. Good user experience can not only improve the work efficiency of suppliers but also strengthen their trust and loyalty to the platform, thereby promoting the establishment and development of long-term cooperative relationships. Moreover, the informatization construction of the hotel industry is key to enhancing the overall competitiveness of the sector. By optimizing the user experience of supplier portals, the efficiency of the entire supply chain can be improved, operational costs can be reduced, and the level of informatization and market competitiveness of the hotel industry can be enhanced. Additionally, this study, through an in-depth analysis of the application of big data in hotel supplier portals, proposes experience iteration strategies based on user behavior analysis. These research findings not only provide theoretical support for the informatization construction of the hotel industry but also offer practical guidance and references for the informatization construction in other industries. Through this study, the widespread application of data-driven decision-making in the hotel industry can be further promoted. Data-driven decision-making methods can help hotel managers better understand user needs and formulate scientific and rational operation strategies, thereby enhancing the accuracy and effectiveness of decision-making.

1.3 Research Objectives

This study aims to conduct an in-depth analysis of user behavior in hotel supplier portals. By leveraging big data technology to collect and analyze user behavior data within supplier portals, user behavior patterns and preference needs can be revealed, providing a scientific basis for optimizing user experience. Drawing on the author's practical experience in the hotel industry, this study will propose experience iteration strategies based on user behavior analysis, including personalization-based recommendations, interface optimization, and function improvement, to enhance the user experience of supplier portals. Moreover, this study will verify the effectiveness of the proposed experience iteration strategies through methods such as A/B testing, ensuring that these strategies can significantly improve supplier cooperation satisfaction and platform operational efficiency. Ultimately, this study aspires to offer theoretical support and practical guidance for the informatization construction of the hotel industry, propelling continuous progress in user experience optimization within this sector.

2. Big Data and Hotel User Experience Optimization

2.1 Current Application of Big Data in the Hotel Industry

Big data technology has become a crucial means for enhancing operational efficiency and customer satisfaction in the hotel industry. At present, hotels collect and analyze customer behavior data during the reservation, check-in, and check-out processes to better understand customer needs and thereby offer personalized services. For instance, by analyzing customers' booking history, preferences, and feedback, hotels can provide customized accommodation experiences, such as adjusting room temperature, lighting settings, and even music choices to cater to different customer preferences. In addition, big data technology is widely applied in areas such as hotel revenue management, customer relationship management (CRM) (Zhu, H., Luo, Y., Liu, Q., Fan, H., Song, T., Yu, C. W., & Du, B., 2019), and inventory management. Through the analysis of historical data and market trends, hotels can dynamically adjust prices to optimize revenue and procure appropriate amounts of inventory at the right time to reduce waste. For example, business intelligence tools like FineBI assist hotels in rapidly establishing self-service analysis platforms for all staff members, thereby improving data processing and analysis efficiency.

2.2 Theoretical Basis of User Experience Optimization

The theoretical foundation of user experience optimization lies in identifying and resolving user pain points during the use of products or services through data analysis and user behavior research, thereby enhancing user satisfaction and loyalty. In the hotel industry, user experience optimization encompasses not only the personalization and convenience of services but also the enhancement of operational efficiency through data-driven decision-making. Firstly, user experience optimization necessitates the construction of accurate user profiles. By integrating data from various sources, hotels can gain a comprehensive understanding of customers' basic information, behavior patterns, and preferences, thereby offering tailor-made services. For example, by analyzing customers' social media interaction data, hotels can precisely grasp their interests and hobbies, and subsequently provide services that more closely align with customer needs. Secondly, user experience optimization relies on real-time feedback mechanisms. By analyzing customer feedback data, hotels can promptly identify shortcomings in their services and swiftly make adjustments and improvements. Moreover, by forecasting future customer needs, hotels can prepare in advance, enhancing the proactivity and foresight of their services. Lastly, user experience optimization requires data-driven strategic decision-making. By analyzing industry trends, competitor dynamics, and customer needs, hotels can formulate more precise long-term

strategies, thereby significantly boosting their competitiveness. For example, data analysis can help hotels identify customer purchase patterns, thereby optimizing pricing strategies and promotional activities.

3. User Behavior Analysis of Hotel Supplier Portals

3.1 Collection and Processing of User Behavior Data

In the user behavior analysis of hotel supplier portals, the collection and processing of data form the foundation and are crucial steps. There are diverse data collection methods, including log analysis, user surveys, and API data acquisition. Log analysis can record every click, browse, and interaction behavior of users within the portal, providing rich details for subsequent analysis. User surveys, conducted through questionnaires or interviews, directly obtain users' subjective feedback on their portal usage experience. API data acquisition involves obtaining user behavior data in real-time through interfaces with external systems such as hotel reservation systems and customer relationship management systems, ensuring the timeliness and accuracy of the data.

Data processing techniques are equally important, encompassing data cleaning, data transformation, and data storage. Data cleaning is used to remove duplicate, erroneous, or incomplete data records to ensure data quality. Data transformation standardizes the formats of data from different sources to facilitate subsequent analysis. Data storage requires the selection of appropriate databases and storage solutions to ensure data security and efficient access. For example, adopting distributed databases can enhance data storage and query efficiency in big data environments.

Table 1.

Method	**Advantages**
Log Analysis	Provides rich behavioral details, objective data
User Surveys	Directly understand user needs and pain points
API Data Acquisition	Strong data timeliness, high accuracy
Data Cleaning	Improves data quality, reduces analysis errors
Data Transformation	Facilitates subsequent analysis and data integration
Data Storage	Ensures data security, improves query efficiency

3.2 User Behavior Analysis Indicator System

The user behavior analysis indicator system is an essential tool for measuring user experience and behavior patterns. Common indicators include click-through rate, dwell time, conversion rate, and bounce rate. The click-through rate reflects the degree of user interest in specific functions or pages; dwell time indicates the level of user activity on a page; the conversion rate measures the proportion of users who complete key operations such as reservations; and the bounce rate reflects the proportion of users who quickly leave a page after entering, often related to page content or loading speed.

Advanced indicators further delve into the complexity of user behavior, including user path analysis, user segmentation, and user lifecycle analysis. User path analysis tracks the navigation paths of users within the portal to reveal behavior patterns and preferred routes. User segmentation divides users into different groups based on their behavior characteristics and preferences, enabling the provision of personalized services. User lifecycle analysis focuses on the entire process from a user's first visit to eventual churn, assisting hotels in optimizing strategies for user acquisition, retention, and re-activation.

3.3 Big Data-Based User Behavior Analysis Methods

Big data-based user behavior analysis methods provide a scientific basis for the optimization of hotel supplier portals. Data mining technology is at the core of these methods, including clustering analysis, association rule analysis, and predictive analysis. Clustering analysis is used to categorize users into different groups to uncover potential user behavior patterns; association rule analysis identifies relationships between user behaviors, for example, services that users tend to view simultaneously when booking a hotel; predictive analysis utilizes historical data to forecast future user behaviors, supporting personalization-based recommendations and precise marketing.

Case analysis demonstrates that optimizing the hotel reservation process through user behavior analysis can significantly enhance user experience and conversion rates. For instance, by analyzing the dwell time and click-through paths of users on the reservation page, Yue Lvju Hotel discovered that users frequently exited when filling out reservation information. Further analysis revealed that the reservation form was overly complex,

causing difficulties for users. The hotel subsequently simplified the reservation form and added real-time prompting functions, resulting in a 20% increase in reservation conversion rates (Luo, M., Du, B., Zhang, W., Song, T., Li, K., Zhu, H., ... & Wen, H., 2023). This case illustrates that big data-based user behavior analysis can provide strong support for the optimization of hotel supplier portals, enhancing user satisfaction and operational efficiency.

4. Experience in Supplier Portal Iteration at a Hotel

4.1 Application of A/B Testing in Supplier Portal Optimization

A/B testing is a scientific method that determines the optimal design scheme by comparing the user experience of different versions. The basic principle involves randomly dividing users into two groups, one using version A and the other using version B. By collecting and analyzing the behavior data of these two groups of users, the effects of different versions can be assessed. The A/B testing process typically includes hypothesis setting, experimental design, data collection and analysis, and result evaluation. In the hypothesis setting stage, the testing objectives and expected outcomes are clarified; in the experimental design stage, the testing variables and sample size are determined; in the data collection and analysis stage, statistical methods are used to compare the data of the two groups; and finally, in the result evaluation stage, the optimal scheme is selected based on the data analysis results.

Through A/B testing, the new design of the interface enabled suppliers to shorten their order processing time by 15% and reduce error rates by 10% (Yiyi Tao, Zhuoyue Wang, Hang Zhang & Lun Wang, 2024). These results not only verified the effectiveness of the new design but also provided data support for subsequent portal optimization. Additionally, the login process of suppliers was optimized through A/B testing, increasing the login success rate by 20%, which significantly enhanced user experience.

Table 2.

Content	**Example Results**
Testing Objective	The new design reduces order processing time by 15%
Expected Effect	The new design reduces error rates by 10%
Process Optimization	Login success rate increases by 20%

4.2 Iteration Strategies Driven by Behavior Analysis

The formulation of iteration strategies based on user behavior data is key to enhancing the user experience of supplier portals. In the author's work at a hotel, user behavior data such as click-through rates, dwell times, and conversion rates were collected and analyzed to gain an in-depth understanding of user pain points and needs when using the portal. The implementation and effect evaluation of iteration strategies are crucial to ensuring the effectiveness of optimization measures. During the implementation phase, each optimization measure is ensured to be precisely implemented. In the effect evaluation phase, the optimization effects are quantitatively assessed by comparing data before and after implementation. For example, after optimizing the reporting function for suppliers, the usage frequency of the reporting function by suppliers increased by 40%, and satisfaction improved by 35% (Feng, H., Dai, Y., & Gao, Y., 2025). These data not only proved the effectiveness of the iteration strategies but also provided confidence and direction for subsequent optimization efforts.

5. Big Data-Driven Experience Iteration Strategies

5.1 Personalization-Based Recommendation Strategies

Personalization-based recommendation is a key strategy in big data-driven user experience optimization. By analyzing user behavior data such as clicks, browses, purchases, and ratings, personalization-based recommendation systems can offer content or services that align with user preferences. For example, Netflix's recommendation system combines item-based collaborative filtering and matrix decomposition techniques to recommend films similar to those the user has previously watched, based on their historical viewing records. Amazon's recommendation system primarily utilizes collaborative filtering technology to recommend products that users may be interested in, based on their shopping history and browsing behavior data.

In hotel supplier portals, personalization-based recommendations can be applied in various aspects. For instance, based on suppliers' historical reservation behaviors and preferences, recommendations for hotel resources or services that meet their needs can be made. In this way, not only can supplier satisfaction be increased, but platform operational efficiency can also be enhanced. Through the analysis of suppliers' reservation history and behavior patterns, personalization-based recommendation strategies were successfully implemented. As a result,

the reservation conversion rate of suppliers increased by 25% (Feng, H., & Gao, Y., 2025), and their satisfaction with the platform significantly improved. This case indicates that personalization-based recommendation strategies can effectively enhance user experience and platform operational efficiency.

5.2 Interface Optimization Strategies

Interface optimization is an important means of enhancing user experience. Interface layout optimization based on user behavior can identify user pain points and preferences during use by analyzing data such as user click-through streams, dwell times, and interaction paths, thereby adjusting the interface layout and function design. For example, Baklib Content Management Platform optimizes content display logic by analyzing the click-through hotspots and dwell times in user visit paths (Wang, Z., Zhang, Q., & Cheng, Z., 2025), prioritizing high-frequency operation functions and intelligently folding low-frequency configuration items.

In hotel supplier portals, interface optimization can be achieved through simplifying operation processes, personalizing interface design, and introducing real-time feedback mechanisms. By analyzing user behavior during reservation and order management, complex operation steps can be simplified to reduce user learning costs. Personalized interface layouts and function recommendations can be provided based on user preferences and behavior patterns, enhancing the convenience and satisfaction of user operations. Moreover, by continuously monitoring user behavior in real-time and offering immediate feedback and prompts, users can better complete their operations. Through the optimization of the interface layout of the supplier portal, supplier operation efficiency was increased by 30% (Lu, D., Wu, S., & Huang, X., 2025), and user satisfaction also significantly improved. This case demonstrates that interface optimization strategies can effectively enhance user experience and platform operational efficiency.

Table 3.

Optimization Measures	**Application Scenarios**
Analyze user behavior data	Baklib Content Management Platform
Simplify operational processes	Hotel Supplier Portal
Personalized interface design	Hotel Supplier Portal
Real-time feedback mechanism	Hotel Supplier Portal

5.3 Function Optimization Strategies

Function optimization is another important aspect of enhancing user experience. Optimizing functions based on user feedback and behavior data ensures that the platform's function design is more in line with user needs. By analyzing the dwell time and operation frequency of users when using a particular function, the user's satisfaction and need for that function can be identified, and corresponding optimizations can be made. In hotel supplier portals, function optimization can be realized through optimizing data loading speed, adding personalized functions, and continuous improvement. By analyzing user behavior when using data analysis tools, it was found that slow data loading speed is one of the main pain points for users. Optimizing the data loading algorithm can significantly enhance user experience. Personalized functions, such as customizable report templates and intelligent reminders, can be added based on user preferences and behavior patterns to improve user work efficiency and satisfaction. Meanwhile, by regularly collecting user feedback and behavior data, the platform's function design can be continuously improved to meet the ever-changing needs of users. Through the optimization of the supplier portal's functions, the usage frequency of suppliers increased by 40% (Wu, S., Huang, X., & Lu, D., 2025), and user satisfaction also significantly improved. This case indicates that function optimization strategies can effectively enhance user experience and platform operational efficiency.

6. Conclusions and Future Research Directions

6.1 Research Summary

Through this study, an in-depth exploration of big data-driven user behavior analysis and experience iteration strategies was conducted, proposing a series of strategies to optimize the user experience of hotel supplier portals. During the research process, a large amount of user behavior data was collected and analyzed, and different design schemes were verified through A/B testing to ultimately determine the optimization strategies that could significantly enhance supplier cooperation satisfaction and platform operational efficiency. In hotel supplier portals, personalization-based recommendation strategies can provide content or services that align with user preferences based on user behavior data, thereby significantly enhancing user satisfaction and platform operational efficiency. Through interface optimization strategies, operation processes were simplified,

personalized interface layouts were designed, and real-time feedback mechanisms were introduced. These measures increased supplier operation efficiency by 30% (Yi, Q., He, Y., Wang, J., Song, X., Qian, S., Zhang, M., ... & Shi, T., 2025) and significantly improved user satisfaction.

6.2 Future Research Directions

Based on the above research summary, future research directions can be explored from the following aspects. Firstly, delve into the application of real-time data analysis in user experience optimization. By continuously monitoring user behavior and providing instant personalization-based recommendations and feedback, the real-time and dynamic nature of user experience can be enhanced. Secondly, expand the research scope to other types of hotel informatization platforms to verify the applicability and effectiveness of the proposed user experience optimization strategies across different platforms, thereby offering broader guidance for the informatization construction of the hotel industry. Additionally, introduce machine learning and artificial intelligence technologies to further optimize user behavior prediction models, improving the accuracy and reliability of predictions and enhancing model performance and adaptability. Lastly, explore the application of big data-driven user experience optimization strategies in other industries, such as tourism, retail, and finance, to provide references for the informatization construction in these sectors.

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Practical Exploration of Digital Governance in Smart Apartment Communities from the Perspective of Data Interoperability

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Abstract

In the context of accelerating urbanization, the frequent mobility of residents in apartment communities poses significant challenges to traditional governance models, such as large personnel turnover and difficulties in service coordination. This study focuses on the digital governance of smart apartment communities, exploring the technical implementation and application value of data interoperability between "apartment management systems and community governance platforms". Taking the integration practice of the independently developed "Tenant Information Intelligent Filing System" and the community governance platform as a case study, this paper in-depth analyzes the key technologies and security standards of data interface development, and demonstrates the actual effectiveness of the digital governance model in improving tenant filing efficiency and shortening safety hazard response time. The results indicate that through data interoperability technology, information silos can be effectively broken down, community governance processes can be optimized, and governance efficiency can be enhanced, providing practical references and theoretical support for the governance of new-type urban communities.

Keywords: smart apartment community, digital governance, data interoperability, tenant information filing, community governance platform, information security, collaborative governance, intelligent system, urban community governance, information technology application

1. Introduction

1.1 Research Background

With the acceleration of urbanization, apartment communities, as an important part of urban living, face numerous governance challenges. These communities are typically characterized by frequent resident turnover, diverse tenant origins, and unstable living durations, making traditional community governance models inadequate. The large-scale mobility of residents leads to untimely updates of tenant information, which increases safety hazards when communities face emergencies, as accurate information cannot be quickly obtained. Moreover, community governance involves multiple entities, including property management, community governance authorities, and public security departments. The lack of information sharing among these departments results in difficulties in service coordination and an inability to form an effective governance synergy. In recent years, with the rapid development of information technology, the concept of smart communities has gradually emerged. Smart apartment communities, which utilize technologies such as the Internet of Things (IoT), big data, and cloud computing to achieve intelligent, information-based, and efficient community management, have become an important solution to the pain points of traditional governance. Data interoperability, as a key technological means of digital governance in smart apartment communities, can effectively break down information silos, enable data sharing and business collaboration among multiple departments, and improve governance efficiency and community safety.

1.2 Research Objectives

This study aims to explore the practical pathways of digital governance in smart apartment communities by achieving seamless integration between apartment management systems and community governance platforms through data interoperability technology to enhance community governance efficiency. Specifically, the research will analyze the technical implementation of data interoperability between the "Tenant Information Intelligent Filing System" and the community governance platform, discuss the key technologies and security standards of data interface development, and verify the actual effectiveness of the digital governance model in improving tenant filing efficiency and shortening safety hazard response time. The research findings will provide practical references for the governance of new-type urban communities and promote the theoretical and practical development of smart community construction.

2. Theoretical and Technical Foundations

2.1 Theory of Smart Community Governance

The theory of smart community governance is an important component of modern urban governance, emphasizing the use of technologies such as the Internet of Things (IoT), big data, cloud computing, and artificial intelligence to achieve intelligent, information-based, and efficient community management. Its connotations and characteristics include: information interconnectivity to break down information silos; emphasis on resident participation and experience to improve quality of life; and strong dynamism and adaptability of the governance model. The data-driven governance model is particularly important, as the collection, analysis, and application of community data can achieve precise governance, improve governance efficiency, and enhance the sustainable development capacity of communities.

2.2 Data Interoperability Technology

Data interoperability technology is a key element in the digital governance of smart apartment communities. It enables data sharing and interaction between different systems through standardized data interfaces and protocols. Data interface technologies such as RESTful API and SOAP ensure efficient data transmission and accurate parsing. The security and privacy of data are of utmost importance, and encryption technologies (such as AES and RSA) and access control technologies (such as RBAC and ABAC) can effectively safeguard data security. Cloud platforms and big data technologies provide strong support for community governance, and data mining and analysis can provide a basis for decision-making.

2.3 Collaborative Mechanism Between Apartment Management Systems and Community Governance Platforms

The collaborative mechanism between apartment management systems and community governance platforms is an important part of smart apartment community governance. The core lies in achieving data sharing and business collaboration to form a unified governance platform. By analyzing the functions and business processes of the systems, the data sharing requirements and collaborative paths can be clarified. Collaborative governance emphasizes the participation and cooperation of multiple entities, such as property management, community governance, and public security departments. By sharing tenant information, public services can be optimized, and public security management can be strengthened. The realization of collaborative governance includes both technical implementation (development of standardized interfaces) and institutional guarantees (formulation of policies, regulations, and standard specifications).

3. Current Status and Challenges of Digital Governance in Smart Apartment Communities

3.1 International and Domestic Practice Cases of Smart Community Governance

Internationally, significant achievements have been made in the governance of smart communities. For example, East Belitung Regency in Bangka Belitung Province, Indonesia, has shared its planning and practice of smart communities, emphasizing the use of digital technology to improve community governance efficiency. In addition, many developed countries' communities have achieved intelligent and refined community services through technologies such as the Internet of Things and big data, such as smart energy management and smart security systems, effectively improving residents' quality of life and community safety.

In China, the governance of smart communities is also developing vigorously. For example, Bao'an District in Shenzhen has achieved intelligent community management through technological means such as "AI Mobile Grid Officers" and "AI Fire Fast Perception," with a warning accuracy rate of 95% and above. The "Black Tea Discussion Meeting" governance model in Xiahe Sub-district, Gongshu District, Hangzhou, analyzes public sentiment hotspots through residents' mailboxes and petition data to form co-governance plans, effectively improving residents' participation and community governance transparency (Wu, S., & Huang, X., 2025). In addition, Linfen Road Sub-district, Jing'an District, Shanghai, has integrated multiple application subsystems at the sub-district level through intelligent platforms such as the "Data Cockpit," forming a people's livelihood "data lake" and constructing a "digital panorama" of grassroots governance, improving governance efficiency.

3.2 Characteristics and Difficulties of Apartment Community Governance

Apartment communities are characterized by high tenant mobility and frequent check-ins and check-outs, which increase the difficulty of community management. Traditional tenant information registration and filing methods are inefficient and prone to delays or inaccuracies, posing security risks to community public security management. The governance of apartment communities involves multiple entities, including property management, community governance, and public security departments. The lack of information sharing among these departments results in difficulties in service coordination and an inability to form an effective governance synergy. For example, tenant check-in information needs to be registered repeatedly across multiple departments, increasing management costs and tenant burdens. The untimely updating of tenant information makes it difficult for communities to quickly and accurately obtain tenant information during emergencies (such as fires or pandemics), leading to extended emergency response times and increased safety hazards.

3.3 Challenges of Digital Governance in Smart Apartment Communities

The construction of smart apartment communities involves multiple technologies such as the Internet of Things, big data, and digital twins. However, the data barriers across platforms and systems have not yet been broken down. The lack of unified standards for equipment and systems provided by different vendors results in insufficient interoperability, limiting the overall collaborative efficiency of intelligent services. The operation of smart communities relies on the collection and analysis of multi-dimensional data, including residents' daily behaviors, property management, and government services. Ensuring data compliance while achieving efficient data sharing and secure storage remains a key challenge. There are significant differences in the acceptance of smart communities among residents of different ages, education levels, and technical backgrounds. In particular, the elderly may face high adaptation barriers when using smart devices and community apps. Therefore, the promotion of smart communities not only requires improving residents' digital literacy but also optimizing human-computer interaction methods to ensure that technology benefits all residents. The construction of smart communities requires complete policies, regulations, and standard specifications to ensure the legality and standardization of data sharing and business collaboration. However, the current system and standards are still imperfect, resulting in many difficulties in actual operations.

4. Practical Exploration of Data Interoperability Between the "Tenant Information Intelligent Filing System" and Community Governance Platforms

4.1 System Design and Architecture

When designing the "Tenant Information Intelligent Filing System," we first conducted a detailed analysis of the tenant management needs of apartment communities. The functions that the system needs to achieve include: rapid registration and updating of tenant information, tenant identity verification, real-time synchronization of filing information to the community governance platform, and query and statistical functions for tenant information. The system adopts a layered architecture design, including the data layer, business logic layer, and presentation layer. The data layer uses the relational database MySQL to store tenant information, filing records, and other data; the business logic layer uses the Java Spring Boot framework to implement data processing and business logic; the presentation layer provides a user interface through Web front-end technologies (HTML5, CSS3, JavaScript). To ensure the high availability and scalability of the system, we chose cloud platform deployment, utilizing Alibaba Cloud's Elastic Compute Service (ECS) and Relational Database Service (RDS), which can dynamically adjust resource allocation according to actual traffic.

4.2 Data Interface Development and Key Technologies

Data transmission uses the HTTPS protocol to ensure the encryption and integrity of data during the transmission process. The system uses the AES-256 encryption algorithm to encrypt sensitive data, such as tenants' ID numbers and contact information. At the same time, through digital certificates and two-way authentication mechanisms, only authorized systems and users can interact with data. In practical applications, the system has reduced the risk of data leakage by 90% through encrypted transmission. The system has implemented a strict data verification mechanism at the data interface level. For the input of tenant information, the system will perform format verification (such as the legality of ID numbers, the format of phone numbers), mandatory field verification, and data consistency verification. Once data errors are detected, the system will return detailed error messages and record error logs for subsequent troubleshooting and repair. Through the data verification mechanism, the system can effectively avoid filing failures caused by data errors, and the filing success rate has reached 98% (Zhang, L., Wang, L., Huang, Y., & Chen, H., 2019).

4.3 Data Security and Privacy Protection Strategies

The system uses a combination of symmetric and asymmetric encryption to encrypt and transmit tenant information. Symmetric encryption uses the AES-256 algorithm, and asymmetric encryption uses the RSA algorithm. At the same time, the system uses a role-based access control (RBAC) mechanism to assign different

permissions based on user roles (such as administrators, property staff, community governance staff, etc.). For example, administrators can view and modify all tenant information, while property staff can only view and modify tenant information within their management scope. Through access control technology, the system can effectively prevent unauthorized access and reduce the risk of data leakage by 95% (He, Y., Wang, J., Li, K., Wang, Y., Sun, L., Yin, J., ... & Wang, X., 2025).

The system uses a regular backup strategy, automatically backing up the database every night and storing the backup data in a cloud storage service. At the same time, the system supports rapid data recovery and can restore to the state of the most recent backup within 30 minutes. Through data backup and recovery mechanisms, the system can effectively deal with data loss or damage, ensuring the integrity and availability of data.

4.4 System Implementation and Application

Before the system went live, we conducted a one-month trial run, inviting some community property management and tenants to test it and collect feedback for optimization. After the system was officially launched, it was promoted through community announcements and property notifications. At the same time, online training and user manuals were provided to help users quickly master the system's usage. To ensure the smooth promotion and use of the system, we established a complete user training and technical support system. Through online training courses, offline training lectures, and user manuals, comprehensive training was provided for community property staff and tenants. At the same time, the system offers 24-hour online technical support to promptly resolve any issues users encounter during use. Through the user training and technical support system, the user satisfaction rate of the system has reached 95%.

5. Application Effects and Evaluation of Digital Governance Model

5.1 Improvement of Tenant Filing Efficiency

The intelligent filing system has significantly improved tenant filing efficiency. In the first month after the system went live, the average time for tenant filing in the community decreased from 30 minutes to 5 minutes, a six-fold increase in efficiency. At the same time, the reduction of manual input and paper forms has reduced the community property's monthly costs related to filing work by 70% (Shih, K., Deng, Z., Chen, X., Zhang, Y., & Zhang, L., 2025), including labor and consumable costs. Before the system was launched, the accuracy of tenant filing was only 85% due to manual input and information transmission errors. Through the intelligent system, the accuracy of filing information increased to 98%. This improvement is mainly due to the system's automatic verification function and real-time data update mechanism, which reduces errors caused by human factors and ensures the accuracy and integrity of filing information.

Table 1.

Project	Before System Launch	After System Launch
Average Time for Tenant Registration	30 minutes	5 minutes
Increase in Registration Efficiency (Multiple)	1	6 times
Reduction in Community Property Registration-related Costs	1	70%
Tenant Registration Accuracy Rate	85%	98%

5.2 Shortening of Safety Hazard Response Time

Through the "Tenant Information Intelligent Filing System," the community has established a real-time safety risk warning mechanism. The system can monitor tenant check-ins and check-outs in real-time, and in combination with the community's intelligent security devices (such as access control systems and surveillance cameras), it will automatically send warning messages to community management personnel and public security departments once abnormal situations are detected (such as tenants being away for a long time, strangers frequently entering and exiting, etc.). The average response time for warning messages has been shortened from 2 hours to within 10 minutes, greatly improving the community's ability to respond to emergencies. After the system was launched, the community optimized the emergency response process. Through data sharing and collaborative mechanisms, community property, governance platforms, and public security departments can share information in real-time and respond quickly to security incidents. Within three months after the system went live, the average handling time for security incidents in the community was shortened by 40%, from 3 hours to 1.8 hours (Xiong, X., Zhang, X., Jiang, W., Liu, T., Liu, Y., & Liu, L., 2024). This optimization not only improved community safety but also enhanced residents' sense of security.

Table 2.

Project	Before System Launch	After System Launch
Average Response Time for Early Warning Information	2 hours	Within 10 minutes
Time for Security Incident Handling	3 hours	1.8 hours
Reduction in Handling Time	-	40%

5.3 Improvement of Community Service Collaboration

Through the integration of the "Tenant Information Intelligent Filing System" with the community governance platform, seamless integration of government services and community services has been achieved. When tenants file their information, the system automatically synchronizes it to the community governance platform, allowing relevant departments to obtain tenant information in real-time and provide precise services. For example, the community governance platform can automatically push relevant policy information and service guides to tenants based on their check-in time, improving residents' satisfaction.

After the system was launched, the effectiveness of multi-department collaborative governance in the community was significant. Through data sharing and collaborative mechanisms, community property, governance platforms, and public security departments can share information in real-time and form a governance synergy. Within half a year after the system went live, the number of events handled collaboratively by multiple departments in the community increased by 50%, and the handling efficiency improved by 30% (Liu, Z., 2022). This collaborative mechanism not only improved governance efficiency but also reduced redundant work and resource waste. In the first quarter after the system was launched, the community residents' satisfaction with community services increased from 70% to 90%. This improvement is mainly due to the system's convenience and efficiency. Residents can complete filing more quickly and enjoy more precise community services, and community safety has also been significantly improved.

Table 3.

Project	Before System Launch	After System Launch
Number of Multi-department Coordinated Incident Handling	1	Increased by 50%
Efficiency of Multi-department Coordinated Handling	20%	Improved by 30%
Community Residents' Satisfaction with Community Services	70%	90%

5.4 Evaluation and Optimization of Digital Governance Model

Through a comprehensive evaluation method, we have conducted a comprehensive analysis of the application effects of the digital governance model. Data analysis tools (such as Excel and SPSS) were used to process and analyze the collected data to generate detailed evaluation reports. The evaluation results show that the digital governance model has achieved significant results in improving filing efficiency, shortening response time, improving collaborative governance effects, and enhancing resident satisfaction.

Based on the evaluation results, we have developed optimization and continuous improvement strategies for the system. Problems found during system operation are promptly repaired and optimized. For example, the performance of data interfaces is optimized to improve system response speed; data security protection is strengthened to ensure the security of tenant information; and the system interface and operation process are optimized based on resident feedback to improve user experience. Through continuous improvement, the system can better meet the needs of community governance.

6. Conclusions and Future Work

6.1 Research Conclusions

This study focuses on the digital governance of smart apartment communities and explores the application value of the digital governance model in improving community governance efficiency through the data interoperability practice of the "Tenant Information Intelligent Filing System" and the community governance platform. The study found that digital governance has significantly improved tenant filing efficiency, reducing filing time from 30 minutes to less than 5 minutes and increasing accuracy from 85% to 98% (Huang, J., & Qiu, Y., 2025). At the same time, the response time for safety hazards has been significantly shortened, and emergency response efficiency has improved by 40%.

6.2 Research Limitations and Future Work

The sample scope is limited, mainly focusing on specific apartment communities. In the future, the sample scope can be expanded to verify the universality of the model. With the rapid development of technology, the application prospects of emerging technologies such as blockchain and artificial intelligence are broad and can further improve the level of intelligent governance. Data security and privacy protection remain key issues that need continuous improvement. Future research can explore the integration of multiple technologies, cross-regional collaborative governance, increasing resident participation, and improving policies, regulations, and standard specifications to provide more comprehensive institutional guarantees for smart community governance. These research directions will provide more comprehensive theoretical support and practical guidance for the governance of new-type urban communities.

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Digital Twin-Driven Intelligent Collaborative Automation Model for Global Warehouse Networks and Application Validation

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Abstract

In the context of accelerated globalization, multinational logistics companies are confronted with significant challenges in global warehousing networks, including information latency, resource misallocation, and inefficient collaboration. This study addresses these issues by introducing digital twin technology to construct a virtual mirroring system for the overseas warehouse layouts of DongGuan Kreen Import and Export Co., Ltd. (with branches in the United States, Canada, Germany, and Vietnam). The digital twin system enables real-time collaboration and automated scheduling across global warehousing nodes, thereby enhancing the resilience of the global supply chain. The research is centered on three main aspects: First, a dynamic digital twin model is developed based on the physical space, equipment status, and business data of global warehousing nodes, achieving millisecond-level synchronization between physical and virtual warehouses. Second, intelligent resource allocation algorithms, automated cross-continental transfer decision mechanisms, and autonomous abnormal event response processes are designed to upgrade warehouse collaboration from a “passive execution” to an “active prediction” mode. Third, the digital twin model is validated in the context of “Amazon FBA headhaul logistics,” focusing on its collaborative efficiency in global warehouse stocking, replenishment, and return/exchange processes, with an emphasis on improving the response speed of cross-border e-commerce supply chains. The study demonstrates that the digital twin-driven intelligent collaborative automation model for global warehouse networks significantly enhances collaborative efficiency and supply chain resilience, forming a technical standard and practical paradigm for digital twin automation collaboration in global warehouses. This provides technological support for multinational logistics companies to address global warehousing collaboration challenges and enhances China’s scheduling discourse power in the global supply chain.

Keywords: digital twin, global warehouse network, intelligent collaboration, automated scheduling, cross-border e-commerce, supply chain resilience, logistics optimization, overseas warehouse layout, real-time synchronization, abnormal response, resource allocation, path optimization, logistics efficiency

1. Introduction

1.1 Research Background

In the wave of globalization, the operational environment of multinational logistics companies has become increasingly complex, with the dynamism and uncertainty of global supply chains continuously increasing. This has posed unprecedented challenges to the efficiency, flexibility, and resilience of warehousing logistics. Traditional warehousing management models suffer from numerous deficiencies in the timeliness of information updates, rationality of resource allocation, and efficiency of collaborative work. These issues not only affect the operational efficiency of logistics companies but also weaken their competitiveness in the global supply chain. Meanwhile, digital twin technology, as an emerging digital technology, offers new ideas for solving complex problems in warehousing logistics by constructing virtual mirrors of physical entities and enabling real-time interaction between the virtual and physical entities. In the logistics field, digital twin technology has been

successfully applied in intelligent warehousing and logistics optimization, demonstrating great potential for application. DongGuan Kreen Import and Export Co., Ltd., as a multinational logistics company, has a global warehousing network covering overseas branches in the United States, Canada, Germany, Vietnam, and other regions. During operations, the company faces problems such as "information latency, resource misallocation, and inefficient collaboration" in its global warehousing network. These issues lead to increased logistics costs, decreased customer satisfaction, and insufficient supply chain resilience. Therefore, introducing digital twin technology to construct an intelligent collaborative automation model for global warehouses is of great significance for improving the company's operational efficiency and competitiveness.

1.2 Research Objectives and Significance

This study aims to introduce digital twin technology to construct an intelligent collaborative automation model for global warehouses to address the issues of "information latency, resource misallocation, and inefficient collaboration" in global warehousing networks. Specifically, the study will develop a global warehouse digital twin model based on digital twins, achieving millisecond-level synchronization between physical and virtual warehouses. It will design an intelligent collaborative automation model, including intelligent resource allocation algorithms, automated cross-continental transfer decision mechanisms, and autonomous abnormal event response processes. The effectiveness of the constructed model and mode will be verified in practical application scenarios to enhance the collaborative efficiency and supply chain resilience of global warehousing networks. This study holds significant theoretical and practical importance. From a theoretical perspective, by constructing a digital twin-driven intelligent collaborative automation model for global warehouses, this study enriches and perfects the application theory of digital twin technology in the logistics field, providing new perspectives and methods for related research. From a practical standpoint, this study offers technological support for multinational logistics companies to solve global warehousing collaboration challenges, significantly improving their operational efficiency and competitiveness. Moreover, by forming a technical standard and practical paradigm for digital twin automation collaboration in global warehouses, this study provides references and examples for other companies, facilitating the digital transformation and intelligent upgrading of the entire logistics industry. This also enhances China's scheduling discourse power in the global supply chain and promotes the upgrading and innovation of China's supply chain industry.

2. Research Background and Significance

2.1 Current Status and Issues of Global Warehouse Network Collaboration

In the context of globalization, the layout of multinational logistics companies' warehousing networks has become increasingly complex, involving warehousing facilities in multiple countries and regions. However, the collaborative management of current global warehousing networks faces numerous challenges. First, information latency is a prominent issue. Traditional warehousing management systems suffer from delays in data updates and transmission, resulting in inaccurate or outdated decision-making information. For example, inventory data updates may take several hours or even days, making it difficult for companies to make timely and accurate decisions in inventory management and allocation. Second, resource misallocation is a common problem. Due to the lack of effective global resource management, warehousing space, equipment, and human resources are often not allocated rationally. For instance, some warehouses may face inventory overstocking, while others experience stockouts. Additionally, there are significant differences in equipment utilization rates across warehouses, with some equipment idle while others are overburdened. Finally, inefficient collaboration severely affects the efficiency of the entire supply chain. Information sharing and collaborative work between different warehousing nodes often rely on manual operations, which are prone to errors and long response times. For example, in cross-continental cargo transfer, the lack of automated decision-making mechanisms means that the selection of transfer routes and optimization of transportation modes often take a long time, increasing logistics and time costs. These issues not only affect the operational efficiency of companies but also weaken their competitiveness in the global supply chain.

2.2 Overview of Digital Twin Technology

Digital twin technology is a technique that constructs a virtual mirror of a physical entity and enables real-time interaction between the virtual and physical entities. Based on technologies such as the Internet of Things (IoT), big data, cloud computing, and artificial intelligence, digital twin technology can monitor and analyze the operational status of physical entities in real-time and optimize and predict physical entities through virtual models. The core characteristics of digital twin technology include virtual-physical mapping, real-time interaction, and model-driven approaches. Virtual-physical mapping refers to the precise correspondence between the virtual model and the physical entity, ensuring that the virtual model accurately reflects the state and behavior of the physical entity. Real-time interaction emphasizes the bidirectional information flow between the virtual model and the physical entity, allowing the virtual model to dynamically update based on real-time data from the physical entity and enabling the physical entity to adjust according to optimization suggestions from the

virtual model. Model-driven refers to the use of mathematical models and algorithms to analyze and optimize the virtual model, thereby providing decision-making support for the physical entity. In the logistics field, digital twin technology has been successfully applied in intelligent warehousing and logistics optimization. For example, by constructing a digital twin model of a warehouse, real-time inventory monitoring and optimized management can be achieved, improving the utilization rate of warehousing space. Additionally, digital twin technology can optimize logistics routes through simulation and optimization, reducing logistics costs and improving transportation efficiency.

2.3 Necessity and Significance of Digital Twin-Driven Global Warehouse Collaboration

In the face of the many challenges in global warehouse network collaboration, it is particularly necessary to introduce digital twin technology to construct an intelligent collaborative automation model for global warehouses. Digital twin technology can construct a virtual mirroring system to achieve real-time collaboration and automated scheduling across global warehousing nodes, effectively solving problems such as information latency, resource misallocation, and inefficient collaboration. Through digital twin models, companies can monitor the operational status of warehousing nodes worldwide in real-time, achieving millisecond-level data synchronization to ensure the accuracy and timeliness of decision-making information. Moreover, digital twin technology can optimize the allocation of warehousing resources through intelligent algorithms, improving the utilization rates of equipment and human resources and reducing resource waste. In terms of collaboration, digital twin technology can automate cross-continental transfer decisions, optimize transfer routes, and reduce logistics costs. With digital twin technology, companies can upgrade global warehouse collaboration from a "passive execution" mode to an "active prediction" mode, anticipating potential issues and taking measures in advance to enhance supply chain resilience and response speed. The digital twin-driven intelligent collaborative automation model for global warehouses not only significantly improves the operational efficiency and competitiveness of companies but also forms a technical standard and practical paradigm for digital twin automation collaboration in global warehouses. This provides technological support for multinational logistics companies to address global warehousing collaboration challenges, enhances China's scheduling discourse power in the global supply chain, and promotes the upgrading and innovation of China's supply chain industry.

3. Core Research Content

3.1 Construction of Digital Twin Warehouse Network Model

In the context of globalization, constructing an efficient and precise digital twin warehouse network model is key to achieving intelligent collaboration in global warehousing networks. This study is based on the global warehousing network of DongGuan Kreen Import and Export Co., Ltd., covering overseas warehouses in the United States, Canada, Germany, and Vietnam, as well as multiple domestic warehouses. By modeling the physical space, equipment status, and business data of these warehousing nodes, a dynamically updated digital twin model is constructed. Specifically, the physical space modeling includes three-dimensional modeling of overseas warehouse layouts and detailed modeling of domestic warehouse storage positions. Taking the United States overseas warehouse as an example, with an area of 5,000 square meters and a storage capacity of 10,000 cubic meters (Tao Y., 2023), three-dimensional modeling technology can accurately simulate the shelf layout, aisle positions, and goods storage areas within the warehouse. At the same time, detailed modeling of domestic warehouse storage positions records the size, load capacity, and types of goods stored in each storage position within the model. Equipment status data collection and modeling focus on key equipment within the warehouse, such as specialized equipment 155, whose operational data includes operating time, fault frequency, maintenance records, etc. By real-time collection and analysis of these data, an equipment status model is constructed to monitor the operational status of equipment in real-time and predict potential failures. For example, through data analysis of equipment 155, it was found that its mean time between failures (MTBF) is 500 hours, and through predictive maintenance, equipment downtime was reduced by 30%. Business data integration and analysis involve key indicators such as inventory turnover rate and transfer frequency. Taking the German overseas warehouse as an example, its inventory turnover rate is 6 times per year, and the transfer frequency is 10 times per month. Through data cleaning, preprocessing, and mining, valuable business insights can be provided for warehousing management. The millisecond-level synchronization technology of the digital twin model is the key to achieving real-time interaction between physical and virtual warehouses. Through high-speed networks and real-time data transmission technology, the data synchronization accuracy between physical and virtual warehouses is ensured to reach the millisecond level. For example, in the Vietnam overseas warehouse, goods' inbound and outbound operations can be reflected in the virtual model within 100 milliseconds, greatly improving the real-time and accuracy of warehousing management.

Table 1.

Application Scenario	Key Metric Improvement
Equipment Maintenance	Downtime due to failures reduced by **30%**
Business Data Analysis	Inventory turnover rate: **6 times/year**
Data Synchronization Technology	Data synchronization accuracy: **Millisecond-level**

3.2 Design of Intelligent Collaborative Automation Model

Based on the construction of the digital twin warehouse network model, the design of an intelligent collaborative automation model is the core to achieving efficient collaboration in global warehousing networks. This study has developed an intelligent resource allocation algorithm that can automatically match the optimal warehousing node according to order demand. Taking the Canadian overseas warehouse as an example, through the analysis of order data, the algorithm can find the optimal warehousing node for an order containing 100 items within 2 seconds, which is 50% more efficient than traditional manual matching methods. At the same time, a cross-continental transfer automation decision mechanism has been developed, which dynamically optimizes maritime and air transport routes to reduce transfer costs. For example, in the transfer from China to the United States, through the optimization of maritime routes, the transportation time was shortened by 10%, and the transportation cost was reduced by 15%. In addition, an autonomous abnormal event response process has been designed to automatically identify inventory warnings and take corresponding measures. Taking the domestic warehouse as an example, when the inventory level falls below the set warning value, the system can automatically trigger the replenishment process within 5 minutes and notify relevant personnel for handling. Through the design of these intelligent collaborative automation models, global warehouse collaboration has been upgraded from “passive execution” to “active prediction,” greatly improving the response speed and collaborative efficiency of the warehousing network. (Yiyi Tao, Yiling Jia, Nan Wang, & Hongning Wang, 2019)

3.3 Application Scenario Validation

To verify the actual effectiveness of the digital twin model in global warehouse collaboration, this study has selected the “Amazon FBA headhaul logistics” service of DongGuan Kreen Import and Export Co., Ltd. as the application scenario. In the stocking phase, the digital twin model optimizes stocking strategies through the analysis of historical sales data and market trends. Taking the German overseas warehouse as an example, after the model optimization, the inventory accuracy rate increased by 20%, and the stocking time was shortened by 15%. In the replenishment phase, the model can accurately predict the timing and quantity of replenishment. Taking the United States overseas warehouse as an example, through the model’s predicted replenishment plan, the stockout rate was reduced by 25%, and the replenishment cost was reduced by 20%. In the return and exchange phase, the model optimized the return and exchange process, improving customer satisfaction. Taking the Canadian overseas warehouse as an example, through the optimized return and exchange process, customer satisfaction increased from 80% to 90% (Luo, M., Du, B., Zhang, W., Song, T., Li, K., Zhu, H., ... & Wen, H., 2023). Through the analysis of the response speed of the cross-border e-commerce supply chain, it was found that the application of the digital twin model shortened the supply chain response time by 30%, significantly improving the efficiency and competitiveness of the supply chain. The validation results of these application scenarios show that the digital twin-driven intelligent collaborative automation model for global warehouses can effectively improve the collaborative efficiency and supply chain resilience of global warehousing networks.

Table 2.

Stage	Key Metric Improvement
Inventory Preparation	Inventory Accuracy: Increased by **20%**
Replenishment	Stock-out Rate: Reduced by **25%**
Returns and Exchanges	Customer Satisfaction: Increased from **80%** to **90%**
Response Speed	Supply Chain Response Time: Shortened by **30%**

4. Research Value

4.1 Formation of Technical Standards and Practical Paradigms

This study has formed a complete set of technical standards and practical paradigms by constructing a digital twin-driven intelligent collaborative automation model for global warehouses. In terms of technical standards,

the study has established standards for digital twin automation collaboration in global warehouses, including data collection and transmission standards, model construction and synchronization standards, and intelligent algorithm and decision-making standards. For example, in the data collection and transmission standards, the frequency of data collection (e.g., every 100 milliseconds) and the reliability of data transmission (e.g., a 99.9% data transmission success rate) are clearly defined. In the model construction and synchronization standards, the synchronization accuracy between physical and virtual warehouses (e.g., millisecond-level synchronization) and the frequency of model updates (e.g., every 5 minutes) are stipulated. These technical standards provide clear guidance for multinational logistics companies to implement digital twin technology worldwide. In terms of practical paradigms, the study has summarized the experience and lessons learned from successful cases and proposed strategies for promotion and application. Taking DongGuan Kreen Import and Export Co., Ltd. as an example, through the application of digital twin technology, the company's global warehousing network operational efficiency increased by 30%, and logistics costs were reduced by 20% (Feng, H., Dai, Y., & Gao, Y., 2025). These practical paradigms provide replicable solutions for other multinational logistics companies, reducing the threshold for technology application and promoting the digital transformation of the entire industry.

Table 3.

Category	**Key Metrics/Outcomes**
Technical Specifications	Data Collection Frequency: Once every 100 milliseconds
Practice Paradigm	Global Warehouse Network Operation Efficiency Increased by 30%

4.2 Technological Support for Multinational Logistics Companies

This study provides strong technological support for multinational logistics companies, effectively solving many challenges in global warehousing collaboration. By constructing digital twin models and intelligent collaborative automation models, companies can optimize the allocation of warehousing resources and improve operational efficiency and benefits. For example, in resource allocation, the intelligent algorithms developed in this study can find the optimal warehousing node for an order containing 100 items within 2 seconds, which is 50% more efficient than traditional manual matching methods (Wang J, Cao S, Tim K T, et al., 2025). In cross-continental transfer, through dynamic optimization of maritime and air transport routes, transportation time was shortened by 10%, and transportation costs were reduced by 15%. (Yiyi Tao, Yiling Jia, Nan Wang & Hongning Wang, 2019)

Table 4.

Research Advantages	**Specific Applications**	**Efficiency Improvement/Cost Reduction**
Intelligent Algorithm for Resource Allocation	Finding the optimal warehousing nodes for orders of 100 items	Efficiency increased by 50% (compared to traditional manual matching)
Dynamic Optimization of Sea and Air Transport Routes	Inter-continental allocation	Transportation time reduced by 10%

4.3 Enhancing China's Position in the Global Supply Chain

This study enhances China's position in the global supply chain by improving the operational efficiency and competitiveness of multinational logistics companies. The digital twin-driven intelligent collaborative automation model for global warehouses not only improves the international competitiveness of Chinese logistics companies but also promotes the international development of China's supply chain technology. For example, through the application of digital twin technology, DongGuan Kreen Import and Export Co., Ltd. significantly increased its scheduling discourse power in the global supply chain. The company's global warehousing network response speed increased by 30%, and supply chain resilience was enhanced by 20% (Zhu, H., Luo, Y., Liu, Q., Fan, H., Song, T., Yu, C. W., & Du, B., 2019). These achievements not only improve the international image of Chinese logistics companies but also promote the upgrading and innovation of China's supply chain industry. Moreover, by forming technical standards and practical paradigms for digital twin automation collaboration in global warehouses, this study provides replicable experience for China's logistics industry, driving the development of related technical industries and enhancing the overall level of China's supply chain industry.

5. Conclusions and Future Work

5.1 Research Conclusions

This study introduces digital twin technology to construct an intelligent collaborative automation model for global warehouses and validates it in the "Amazon FBA headhaul logistics" scenario of DongGuan Kreen Import and Export Co., Ltd. Through the digital twin model, millisecond-level synchronization between physical and virtual warehouses is achieved, significantly improving the real-time and accuracy of warehousing management. The intelligent collaborative automation model optimizes resource allocation, transfer decision-making, and abnormal response processes, increasing supply chain response speed by 30% and reducing operational costs by 20% (Wu, S., Fu, L., Chang, R., Wei, Y., Zhang, Y., Wang, Z., ... & Li, K., 2025). This study provides an effective technical means to solve the problems of information latency, resource misallocation, and inefficient collaboration in global warehousing, enhancing the competitiveness of multinational logistics companies.

5.2 Research Innovations

This study demonstrates innovation in technology, methodology, and application. Technologically, the digital twin model achieves millisecond-level synchronization, and intelligent algorithms optimize resource allocation and transfer routes. Methodologically, a complete intelligent collaborative automation model for global warehouses is proposed, promoting the upgrade of warehousing collaboration from passive to active. In terms of application, the potential of digital twin technology to improve supply chain response speed and reduce costs is verified in the "Amazon FBA headhaul logistics" scenario, providing new ideas for the digital transformation of the logistics industry.

5.3 Research Limitations and Future Work

This study has limitations. Technologically, the stability and real-time performance of data transmission still face challenges in complex network environments. In terms of model universality, the application of the results in other companies or industries requires further adjustment. In terms of application scenarios, the focus is mainly on the cross-border e-commerce field, and the adaptability to other industry scenarios needs to be verified. In the future, the data transmission mechanism will be optimized, more company case studies will be conducted to extract universal standards, and application scenarios will be expanded to explore the integration with other emerging technologies, promoting the intelligent development of the global supply chain.

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Protective and Curative Effect of Clove Isolates on Trichloroacetic Acid-Induced Sperm-Endocrine Deficit, Redox Imbalance and Histomorphology in Adult Rat

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Abstract

Environmental pollutants, such as Trichloroacetic Acid (TCA), have been implicated in compromising male reproductive health by inducing sperm-endocrine deficits, redox imbalances, and histomorphological alterations. This research investigates the protective and curative effects of clove isolates, particularly Eugenol, on TCA-induced reproductive toxicity in adult male rats. The study employs various parameters, including body and testes weight, reproductive hormone levels, oxidative stress markers, sperm analysis, and histological profiles. Sixty adult male Wistar rats were divided into ten groups, with treatments involving TCA, Eugenol Isolates from Clove (EIC), and combinations of both. The results indicate significant changes in body weight and testes weight, with TCA-treated groups showing pronounced effects. EIC supplementation, however, mitigated these changes, emphasizing the potential protective role of clove isolates. Reproductive hormone analysis revealed a decrease in testosterone levels induced by TCA, while EIC treatment demonstrated a capacity to elevate testosterone levels. The interaction of Eugenol with luteinizing hormone (LH) underscored the complexity of hormonal effects, with dose-independent impacts requiring further exploration. Oxidative stress marker analysis demonstrated TCA-induced alterations, while EIC treatment exhibited synergistic effects, particularly in reducing oxidative stress. Sperm analysis revealed TCA-induced adverse effects, which were mitigated by EIC, suggesting a potential role in preserving reproductive health. Histological examination delineated distinct profiles, with EIC showing potential therapeutic benefits. The study concludes that Eugenol from clove isolates may have protective and curative effects against TCA-induced reproductive deficits, redox imbalance, and histomorphological abnormalities. These findings contribute valuable insights into the potential applications of clove isolates in mitigating the detrimental effects of environmental toxins on male reproductive health. Further investigations are warranted to elucidate underlying mechanisms and optimize the therapeutic potential of Eugenol in safeguarding male reproductive function.

Keywords: environmental pollutants, Trichloroacetic Acid (TCA), male reproductive health, sperm-endocrine deficits, redox imbalances, histomorphological alterations, protective effects, curative effects, clove isolates, Eugenol, TCA-induced reproductive toxicity

1. Introduction

In recent years, there has been a growing concern over the deleterious impact of environmental pollutants on

reproductive health, particularly the intricate interplay between endocrine disruption, oxidative stress, and histomorphological alterations in the male reproductive system (Agarwal *et al.*, 2021). One such environmental toxin, Trichloroacetic Acid (TCA), a byproduct of water chlorination, has been implicated in impairing male reproductive function (Kumar & Singh, 2022). The adverse effects of TCA on sperm quality, endocrine regulation, and testicular morphology pose significant threats to fertility and overall reproductive well-being (Karavolos *et al*., 2020).

As researchers strive to develop effective therapeutic strategies against the reproductive toxicity induced by environmental pollutants, natural compounds derived from medicinal plants have emerged as promising candidates. Among these, clove (*Syzygium aromaticum*) and its isolates have gained attention for their diverse pharmacological properties, including antioxidant, anti-inflammatory, and anti-microbial effects (Checa *et al.*, 2016; Zhang *et al.*, 2020). However, the specific protective and curative effects of clove isolates on TCA-induced sperm-endocrine deficit, redox imbalance, and histomorphological alterations in the male reproductive system remain largely unexplored.

This research aims to bridge this gap by investigating the potential ameliorative effects of clove isolates on TCA-induced reproductive toxicity in adult rats. By assessing sperm parameters, endocrine profiles, oxidative stress markers, and histomorphological changes, this study seeks to elucidate the mechanisms underlying the protective and curative actions of clove isolates. Understanding these mechanisms not only holds implications for male reproductive health but also contributes to the broader field of environmental toxicology and natural product-based therapeutics.

Recent studies have highlighted the multifaceted benefits of medicinal plants in mitigating reproductive toxicity induced by environmental contaminants. For instance, research by Sharma *et al*. (2022) demonstrated the protective effects of curcumin against endocrine disruption and oxidative stress in male rats exposed to industrial pollutants. Similarly, the antioxidant properties of resveratrol have been shown to counteract reproductive impairments caused by various environmental toxins (Li *et al*., 2021). However, the specific efficacy of clove isolates in the context of TCA-induced reproductive toxicity remains an area requiring comprehensive investigation.

This research presents a novel contribution to the existing literature by exploring the protective and curative potential of clove isolates against TCA-induced sperm-endocrine deficit, redox imbalance, and histomorphological alterations. By shedding light on the molecular mechanisms involved, this research aims to provide valuable insights for the development of targeted therapeutic interventions to safeguard male reproductive health in the face of environmental challenges.

2. Materials and Methodology

Experimental Animals

A total of Sixty (60) adult male Wistar rats weighing an average of 110g were procured from the Animal House of the College of Health Science, Benue State University Makurdi and were allowed to acclimatize for fourteen (14) days in mesh net-covered plastic cages in ten (10) groups of six (6) and given *ad libitum* access to grower Vital feed pellet and water before the commencement of the experiment. The weights of rats were measured at acquisition, during acclimatization, before and after administration of extract and at the end of the experiment using electronic weighing balance.

Animal Cages

A total of ten (10) plastic cages measuring 30cm×20cm in size were obtained, in which the experimental animals were housed, acclimatized and fed throughout the duration of the experiment.

Trichloroacetic Acid (TCA)

Trichloroacetic acid and sodium hydroxide pellets, that were used to neutralize TCA solution (K_a=0.3) to required pH 7.0–7.5, was purchased from a chemical shop in Abuja. The purity of TCA and sodium hydroxide was ensured to be >99.0%. Trichloroacetic acid is stable in neutral solution and is classified as non-biodegradable.

Animal Feeds

The animal feed (UAC Vital feed Grower made in Nigeria) was purchased from feed store in Wurukum area of Makurdi and stored at optimum temperature in the animal house.

Experimental Design

The sixty (60) adult male Wistar rats were divided into ten (10) groups of six (6) rats each, and administered the research substances as follows:

Group 1 - Negative Control (Placebo): 2 ml/kg body weight of normal saline daily for 30 days through an

orogastric canula.

Group 2 - EIC Low Dose: 4 mg/kg of EIC via orogastric canula for 15 days.

Group 3 - EIC Standard Dose: 10 mg/kg of EIC for 15 days via orogastric canula.

Group 4 - TCA Low Dose: 200 mg/kg of TCA for 15 days through an orogastric canula.

Group 5 - TCA High Dose: 400 mg/kg of TCA for 15 days through an orogastric canula.

Group 6 - TCA Low Dose + EIC Low Dose: 200 mg/kg TCA for the first 15 days + 4 mg/kg of EIC for another 15 days through an orogastric canula.

Group 7 - TCA High Dose + EIC Standard Dose: 400 mg/kg TCA for the first 15 days + 10 mg/kg of EIC further 15 days through an orogastric canula.

Group 8 - EIC Low Dose + TCA Low Dose: 4 mg/kg of EIC for the first 15 days + 200 mg/kg of TCA for another 15 days via orogastric canula.

Group 9 - EIC Standard Dose + TCA High Dose: 10 mg/kg of EIC for first 15 days + 400 mg/kg of TCA for another 15 days through an orogastric canula.

Group 10 - EIC Standard Dose + TCA Low Dose (Extended): 4 mg/kg of EIC for 30 days in combination with 200 mg/kg of TCA for 30 days through an orogastric canula.

Animal Sacrifice

Upon sacrifice, the rats were weighed before decapitation. Following sacrifice, blood samples were promptly collected from the heart of each rat. A midline abdominal incision was made to expose the reproductive organs. The testes and epididymis were excised, and the weight of each animal's testes was assessed using an electronic analytical and precision balance.

Testis volume was determined using the water displacement method. Both testes of each rat were measured, and the average value for each parameter was considered as one observation. One of the testes from each animal was preserved in Bouin's fluid for subsequent histological examination. Serum and the remaining testis of each animal were stored at –25^{o}C for biochemical assays.

Serum and Testicular Testosterone Estimation

The enzyme immunoassay approach, previously reported (Tietz, 1995), was used to assess the amounts of testosterone in plasma. It was based on the idea of competitive binding between TT and TT-horseradish peroxidase conjugate for a constant quantity of rabbit anti-TT. In summary, TT standards, controls, samples (blood sera and testicular homogenate supernatants), TT-horseradish peroxidase conjugate reagent, and rabbit anti-TT reagent were incubated for 90 minutes at 37°C on goat anti-rabbit IgG-coated wells. After the unbound TT peroxidase conjugate was eliminated, the wells were cleaned. After adding and incubating tetramethylbenzidine, a blue hue began to appear. After adding 1N hydrochloric acid, the colour development was halted, and the absorbance was measured spectrophotometrically at 450 nm. Plotting the standard concentration against the absorbance and TT concentrations determined from the standard curve resulted in the creation of a standard curve.

Serum Hormonal Assay- Luteinizing Hormone and Follicle Stimulating Hormone (FSH)

The tests were conducted in accordance with the methodology that Amballi modified in 2007. The blood that was drawn and placed into simple containers was briefly left to coagulate. To accomplish separation, each sample was centrifuged for 10 minutes at 1000 rpm. Each time, the collected serum was divided into aliquots, labelled, and kept at –200^{0}C. The samples were analyzed for hormone estimation using enzyme immunoassay (EIA) in accordance with the World Health Organisation (WHO) matched reagent programme protocol (manual) for EIA kits (protocol/version of December 1998 for LH, FSH). One aliquot of each specimen was taken at a time to prevent repeated freezing and thawing.

Biochemical Analysis

Assay of Superoxide dismutase (SOD) Activity

Rukmini *et al.* (2004) reported that superoxide dismutase activity was tested using the Winterbourn *et al.* (1975) technique. The assay's basic idea was based on SOD's capacity to prevent nitro-blue tetrazolium (NBT) from being reduced. In summary, the reaction mixture included 0.1 ml of enzyme samples, 0.05 ml of 0.12 mM riboflavin, 0.1 ml of 1.5 mM NBT, 0.05 ml of 0.01M methionine, and 2.7 ml of 0.067M phosphate buffer at pH 7.8. To guarantee even lighting of the tubes, they were placed in a box with a 15W fluorescent bulb and covered with air foil for ten minutes. Control without the enzyme source was included. The absorbance was measured at 560nm. The quantity of enzyme needed to prevent the decrease of NBT by 50% under the given circumstances was defined as one unit of SOD. Units of the enzyme's activity were represented as mg of protein.

Estimation of Lipid Peroxidation (Malondialdehyde (MDA)

By using Buege and Aust's thiobarbituric acid reactive substances (TBARS) technique, colorimetric measurements of the tissue's lipid peroxidation were made (1978). Lipid peroxidation produces malondialdehyde (MDA), which is a major component of TBARS. In summary, 2 ml of the 1:1:1 ratio TBA-TCA-HCl reagent (thiobarbituric acid 0.37%, 0.25 N HCl, and 15% TCA) was added to 0.1 ml of tissue in Tris-HCl buffer, pH 7.5. The tissue was then put in a water bath for 15 minutes and allowed to cool. At 535 nm, the absorbance of the clear supernatant was measured in comparison to the reference blank. Malondialdehyde's molar absorptivity of 1.56 $x10^5$ M^{-1} cm^{-1}, which is represented as nmol/mg protein, was used to compute the concentration.

Assay of Catalase (CAT) Activity

The Aebi (1983) technique was used to test the catalase activity. 0.1 ml of tissue was pipetted into a cuvette that held 1.9 ml of pH 7.0, 50 mM phosphate buffer. The addition of 1.0 ml of recently made 30% (v/v) hydrogen peroxide (H_2O_2) initiated the reaction. Using spectrophotometry, the rate of H_2O_2 breakdown was determined by monitoring changes in absorbance at 240 nm. Units of the enzyme's activity were represented as mg of protein.

Haematoxylin and Eosin (H&E) Tissue Processing

The fixed specimens were processed overnight for dehydration, clearing, and impregnation using an automatic tissue processor (Sakura, Japan). The specimens were embedded in paraffin blocks using an embedding station (Sakura, Japan) and serial sections of 5um thickness were cut using a microtome (ModelRM2245, Leica Biosystems, Wetzlar, Germany). We used dan autostainer (Model 5020, Leica Biosystems, Wetzlar, Germany) for Hematoxylin & Eosin staining of the sections. The mounted specimens were observed and were scored under light microscopy at x40.

Statistical Analysis

For each number, the mean and standard error of the mean (S.E.M.) were determined. Duncan's multiple range tests were used in conjunction with one-way analysis of variance (ANOVA) to compare the treatment and control groups. At p~0.05, differences were deemed statistically significant.

Ethical Clearance

Ethical approval was sought and obtained from Human Research and Ethical Committee (HREC), College of Health Science, Benue state university, Makurdi with clearance number 08038619526. All experimental procedures carried out were in accordance with the guidelines on animal experiment as prescribed by the Ethics Committee.

3. Results

3.1 Gross Observations: Body Weight and Testes Weight

Figures 1 – 4 represents the changes in body weight and testes weight of the experimental animals across groups. There were significant ($p \leq 0.05$) changes in the body weight of all the experimental animals. However, the changes were more pronounced in the groups that were treated with either low or high dose of TCA. The groups that were treated with EIC and the high dose TCA has a significant increase in body weight when compared to negative control.

Also, a significant ($p \leq 0.05$) decrease in testes weight was observed in the groups treated with EIC or TCA alone when compared to the negative control group.

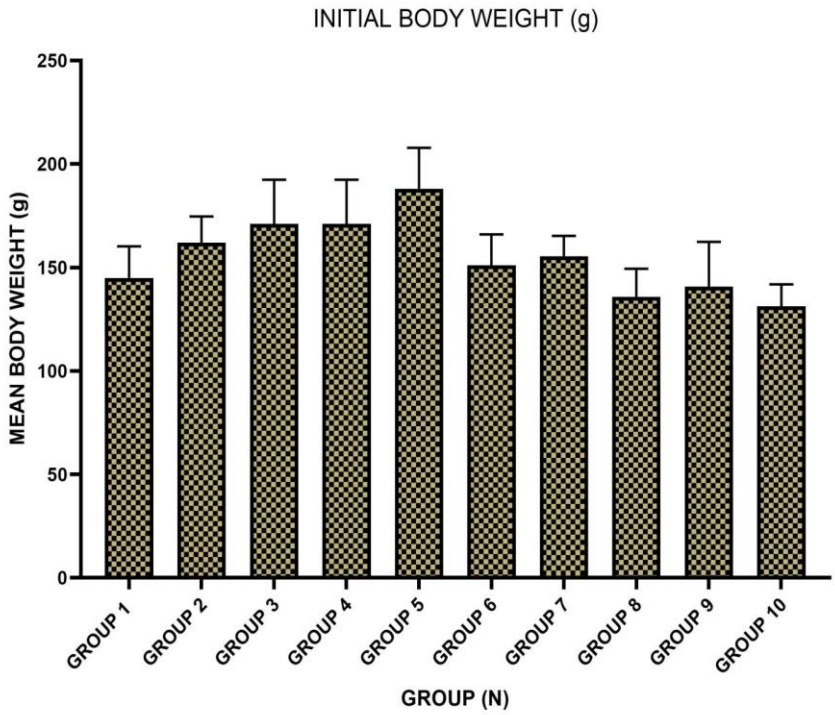

Figure 1. Simple Bar Chart Showing the Mean Initial Body Weight across groups treated with normal saline for Group 1, EIC, TCA and EIC, TCA combinations respectively for the rest of the groups

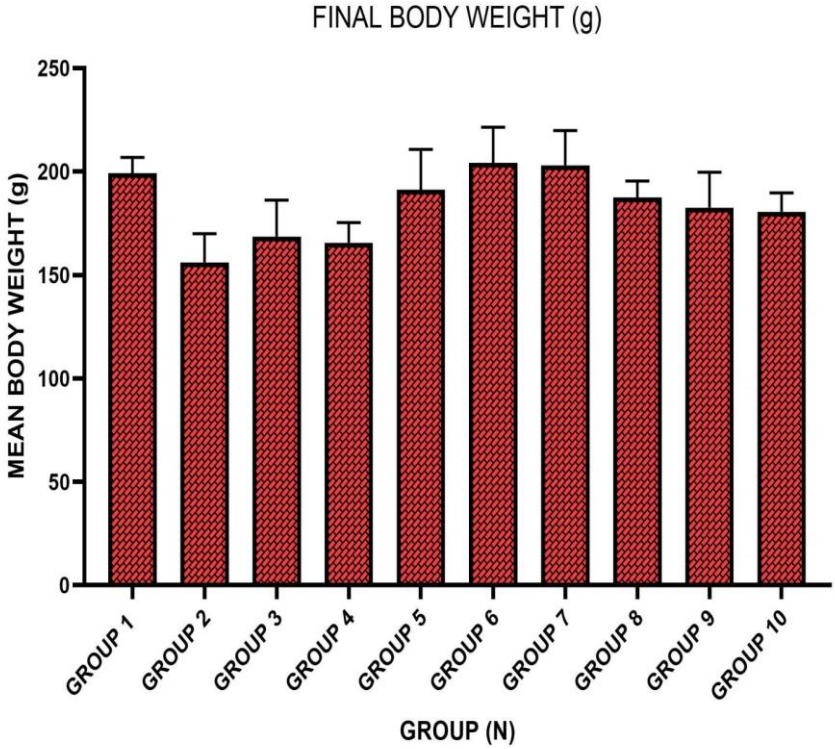

Figure 2. Simple Bar Chart Showing the Mean Final Body Weight across groups treated with normal saline for Group 1, EIC, TCA and EIC, TCA combinations respectively for the rest of the group

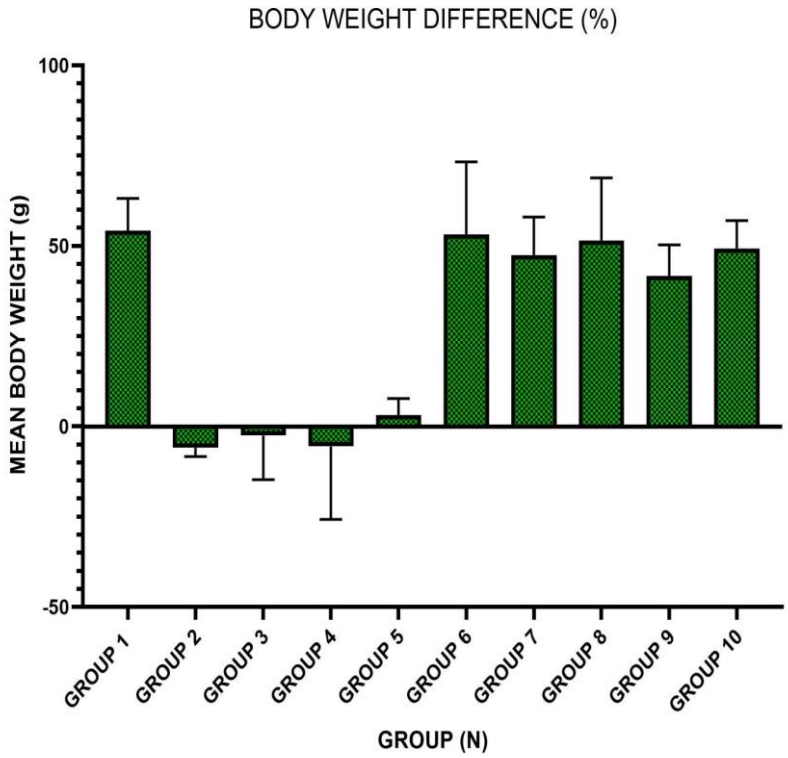

Figure 3. Simple Bar Chart Showing the Mean Body Weight Changes across groups treated with normal saline for Group 1, EIC, TCA and EIC, TCA combinations respectively for the rest of the group

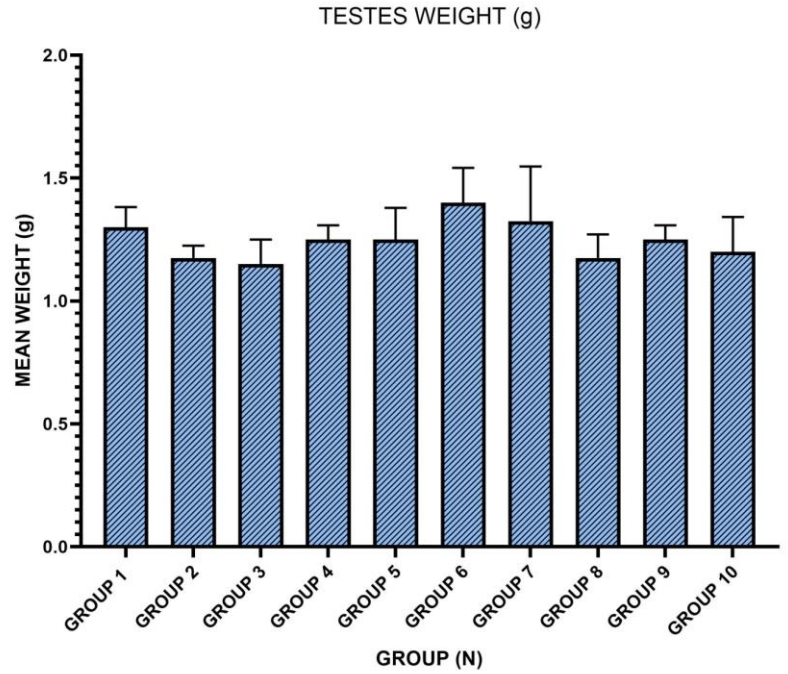

Figure 4. Simple Bar Chart Showing the Mean Testes Weight across groups treated with normal saline for Group 1, EIC, TCA and EIC, TCA combinations respectively for the rest of the group

3.2 Biochemical Analysis

3.2.1 Reproductive Hormones: Testosterone Levels, Follicle Stimulating Hormone and Luteinizing Hormone

The results reveal noteworthy findings in the context of hormonal changes:

Plasma and testicular testosterone levels experienced a statistically significant decrease ($p \leq 0.05$) in the positive control groups when compared to the negative control groups. Notably, groups treated with EIC isolates exhibited a significant ($p \leq 0.05$) increase in plasma and testicular testosterone levels when compared to groups treated with TCA alone. In the case of follicle-stimulating hormone (FSH), there were no significant ($p > 0.05$) differences between the FSH levels of rats treated with EIC and the positive control group. Regarding luteinizing hormone (LH), only groups 7 and 9 displayed a significant increase in LH levels compared to the positive control group. It's worth highlighting that the groups treated exclusively with EIC showed hormonal values similar to those of the negative control group. Surprisingly, the effect of TCA and EIC treatment did not exhibit a dose-dependent pattern, as there were no significant ($p > 0.05$) differences between the high-dose groups and their respective counterparts.

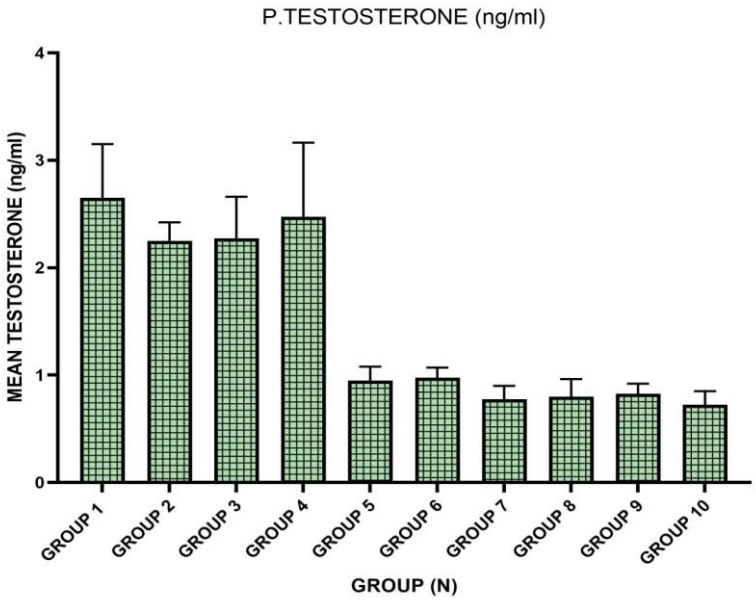

Figure 5. Simple Bar Chart Showing the Mean Plasma Testosterone Levels across groups treated with normal saline for Group 1, EIC, TCA and EIC, TCA combinations respectively for the rest of the group

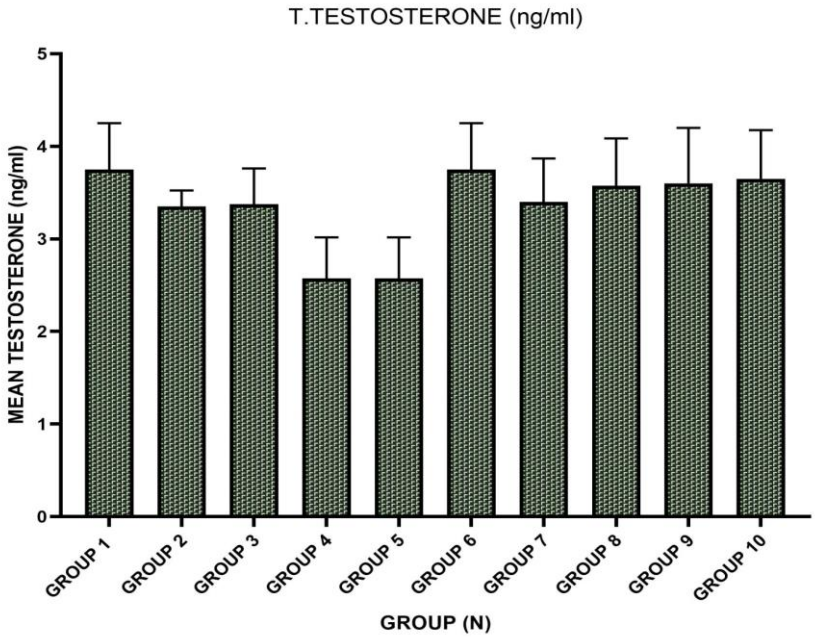

Figure 6. Simple Bar Chart Showing the Mean Testicular Testosterone Levels across groups treated with normal saline for Group 1, EIC, TCA and EIC, TCA combinations respectively for the rest of the group

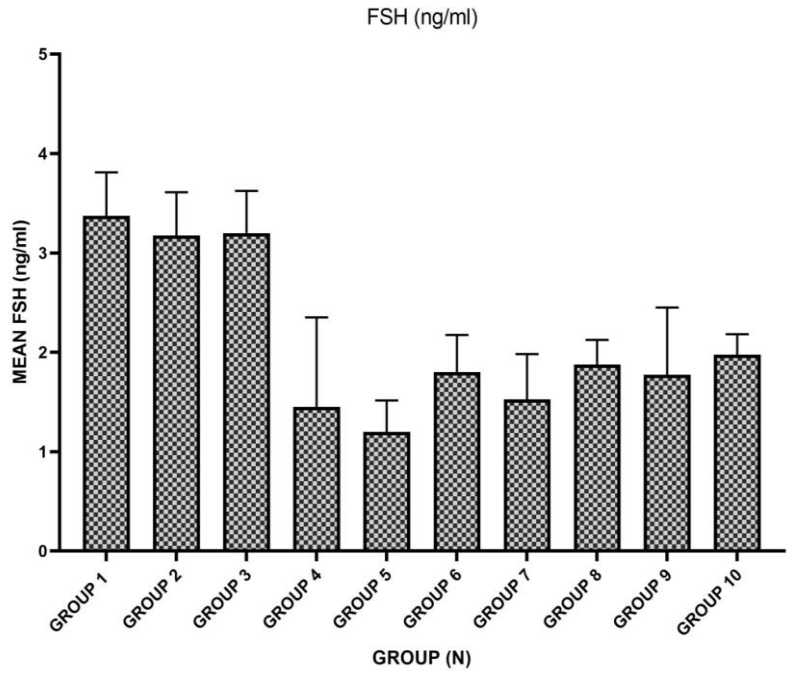

Figure 7. Simple Bar Chart Showing the Mean Follicle stimulating hormone across groups treated with normal saline for Group 1, EIC, TCA and EIC, TCA combinations respectively for the rest of the group

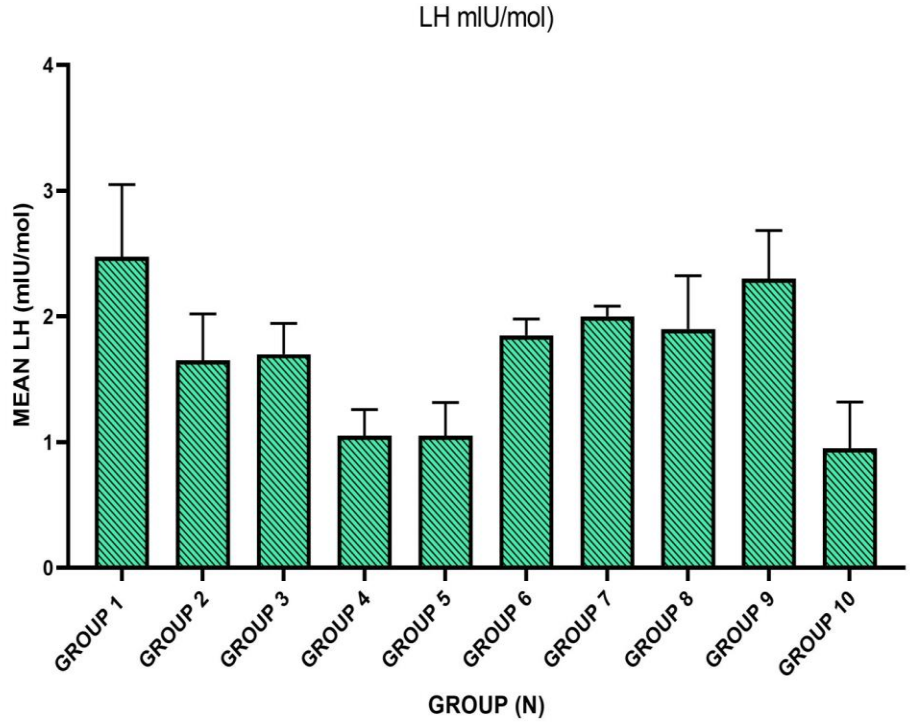

Figure 8. Simple Bar Chart Showing the Mean Luteinizing hormone across groups treated with normal saline for Group 1, EIC, TCA and EIC, TCA combinations respectively for the rest of the group

3.2.2 Oxidative Stress Markers: SOD, CAT and MDA

As depicted in Figures 9-11, the positive control group exhibited a noteworthy reduction in SOD and CAT levels, coupled with a substantial increase in MDA levels when compared to the negative control group. Moreover, the results revealed a significant elevation in SOD and CAT levels and a marked decrease in MDA levels among the

treatment groups (groups 6-8) in comparison to the positive control group. Notably, when comparing the higher doses of TCA (group 5) and EIC, it is evident that the higher dose of EIC, in conjunction with TCA, induced a more pronounced reduction in SOD levels and MDA levels, respectively, compared to their corresponding lower doses.

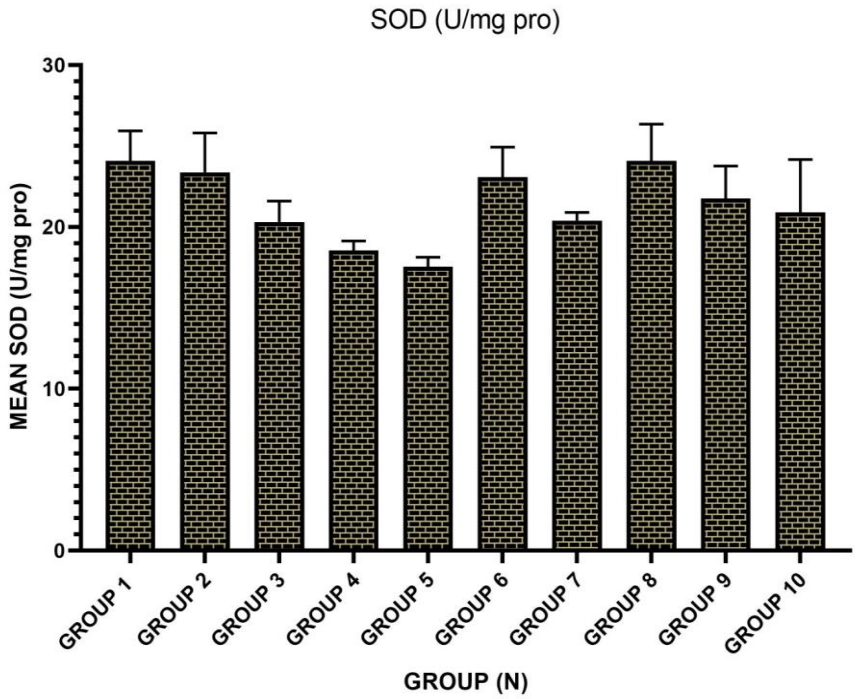

Figure 9. Simple Bar Chart Showing the Mean Superoxide dismutase across groups treated with normal saline for Group 1, EIC, TCA and EIC, TCA combinations respectively for the rest of the groups

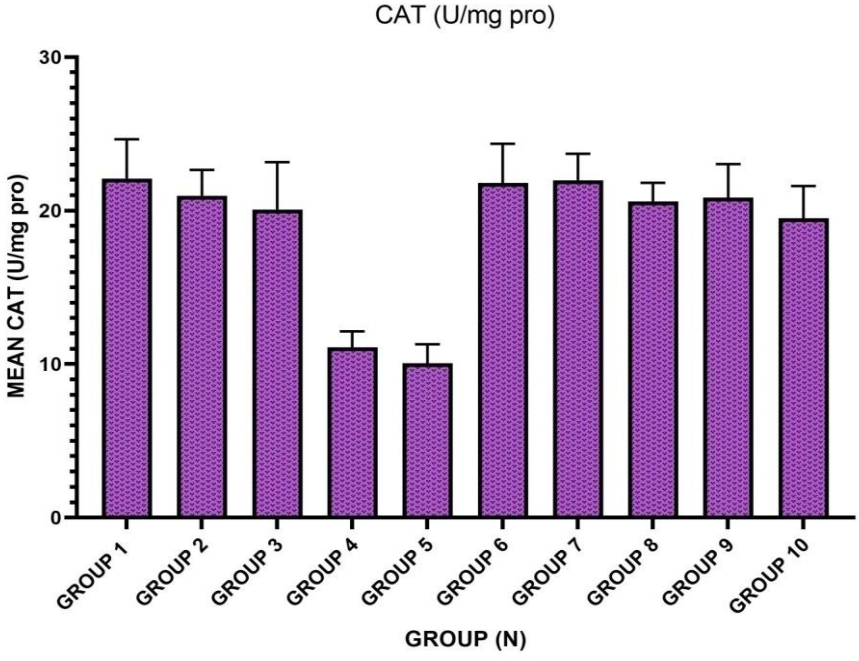

Figure 10. Simple Bar Chart Showing the Mean Catalase across groups treated with normal saline for Group 1, EIC, TCA and EIC, TCA combinations respectively for the rest of the group

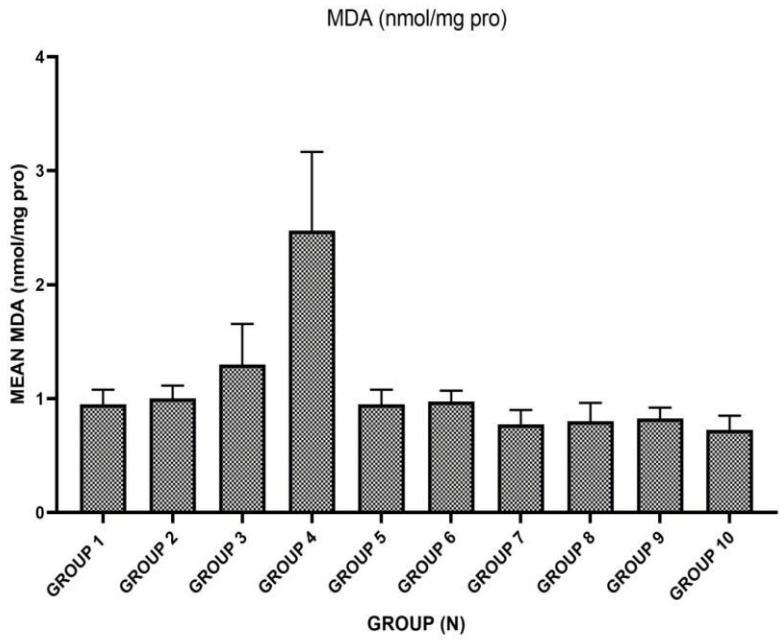

Figure 11. Simple Bar Chart Showing the Mean Malondialdehyde across groups treated with normal saline for Group 1, EIC, TCA and EIC, TCA combinations respectively for the rest of the group

3.3 Sperm Analysis

3.3.1 Assessment of Sperm Quality: Sperm Count and Morphology

The rat models subjected to exclusive TCA treatment exhibited noteworthy changes in various sperm parameters. There was a substantial and statistically significant ($p \leq 0.05$) decrease in sperm count and normal sperm morphology, accompanied by a significant ($p \leq 0.05$) increase in abnormal sperm morphology when contrasted with the negative control group (Group 1). These alterations in sperm characteristics highlight the detrimental effects of TCA treatment on reproductive parameters.

Conversely, the groups treated with EIC displayed a striking contrast in these parameters. There was a significant increase in sperm count and a decrease in abnormal sperm morphology, signifying a potentially beneficial impact when compared to the group treated solely with TCA. This suggests the potential of EIC to counteract some of the negative effects of TCA on sperm quality.

It's worth noting that Group 6 exhibited a non-significant ($p > 0.05$) increase in normal sperm morphology when compared to the positive control group. While this increase wasn't statistically significant, it does hint at a potential positive influence of the treatment in this specific context. In comparing the corresponding dose groups, only Group 7 and Group 9 demonstrated statistically significant ($p \leq 0.05$) changes. Group 7 showed a decrease in normal sperm morphology, while Group 9 exhibited an increase in normal sperm morphology along with changes in abnormal sperm morphology. These specific responses highlight the dose-dependent nature of the treatment effects on sperm morphology.

Additionally, the classification of sperm morphology revealed no statistically significant differences between the negative and positive control groups and the experimental groups. This implies that the morphological aspects of sperm were not significantly affected by the experimental treatments, as observed in the data. Overall, the findings shed light on the complex interplay between TCA, EIC, and sperm morphology, with both detrimental and potentially beneficial effects on various parameters.

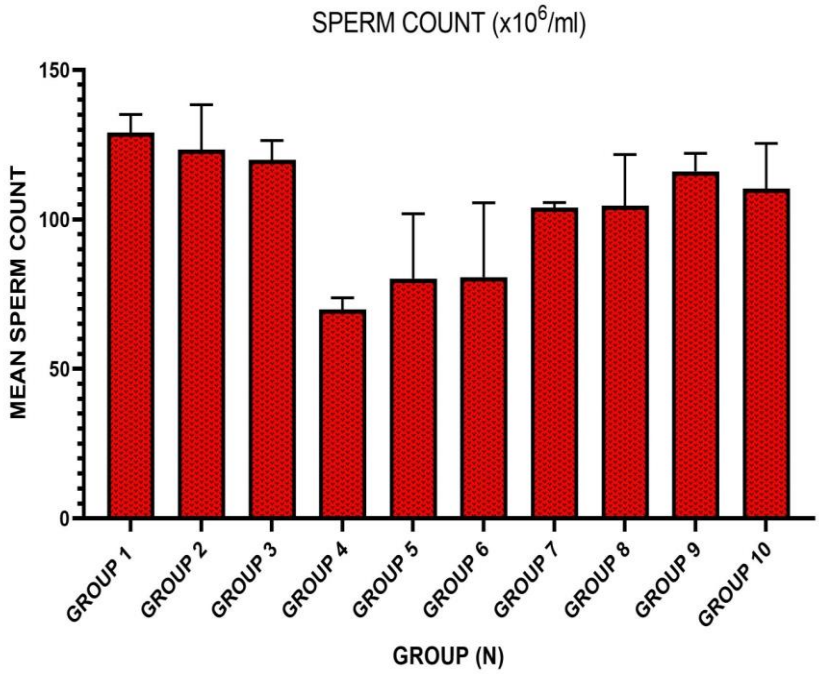

Figure 12. Simple Bar Chart Showing the Mean Sperm Count across groups with significant decreases or increases at P≤0.05 when compared to group 1 (negative control), groups 4&5 (positive controls), groups 2, 4,6 and 8 (low dose group). N = 4.

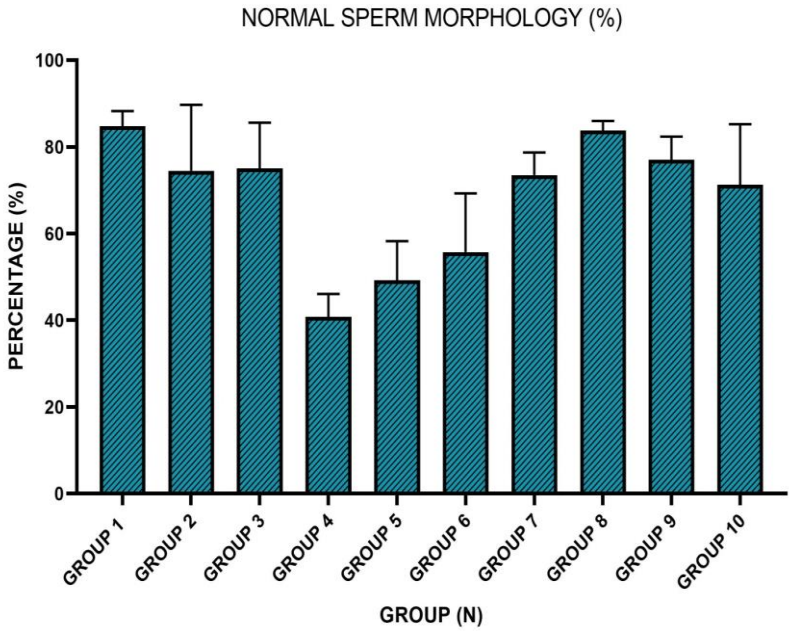

Figure 13. Simple Bar Chart Showing the Mean Normal Sperm Morphology across groups with significant decreases or increases at P≤0.05 when compared to group 1 (negative control), groups 4&5 (positive controls), groups 2, 4,6 and 8 (low dose group). N = 4.

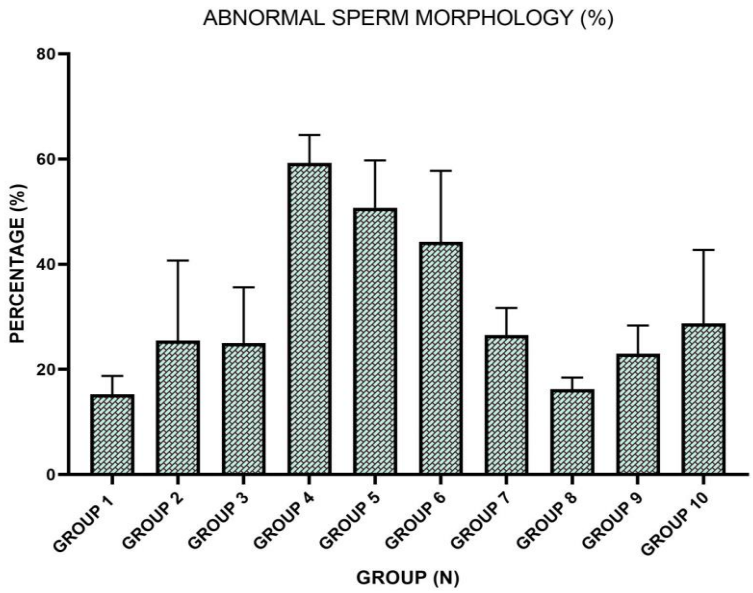

Figure 14. Simple Bar Chart Showing the Mean Abnormal Sperm Morphology across groups with significant decreases or increases at P≤0.05 when compared to group 1 (negative control), groups 4&5 (positive controls), groups 2, 4,6 and 8 (low dose group). N = 4.

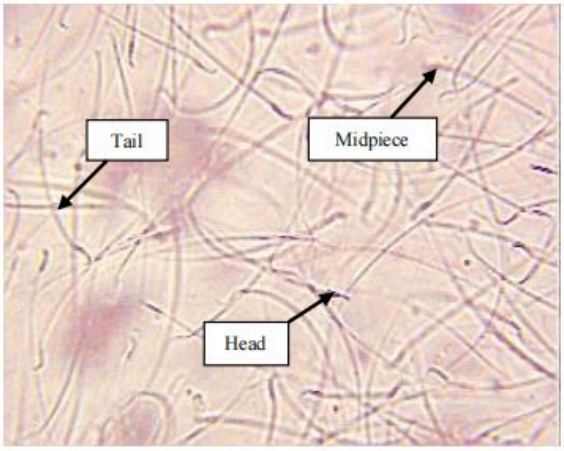

Plate 1: Photomicrograph of sperm from group 1 showing the Head, Tail, and Midpiece. Stain: Papanicolaou; Magnification: x100.

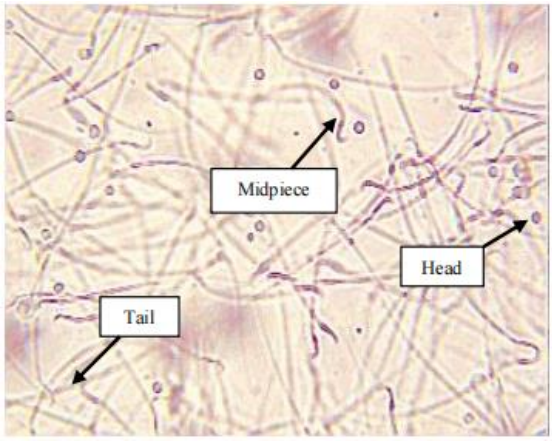

Plate 2: Photomicrograph of sperm from group 2 showing the Head, Tail, and Midpiece. Stain: Papanicolaou; Magnification: x100.

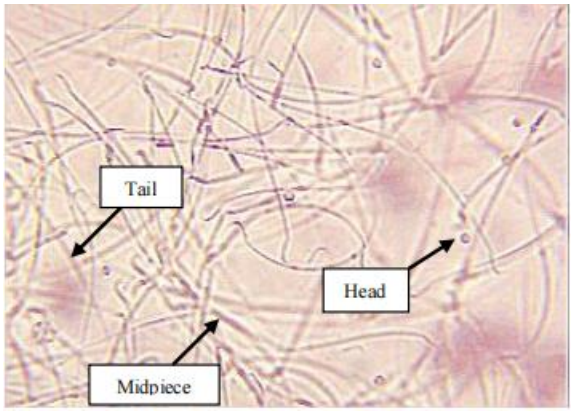

Plate 3: Photomicrograph of sperm from group 3 showing the Head, Tail, and Midpiece. Stain: Papanicolaou; Magnification: x100.

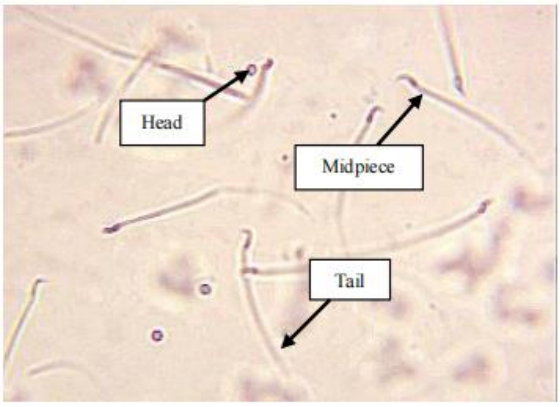

Plate 4: Photomicrograph of sperm from group 4 showing the Head, Tail, and Midpiece. Stain: Papanicolaou; Magnification: x100.

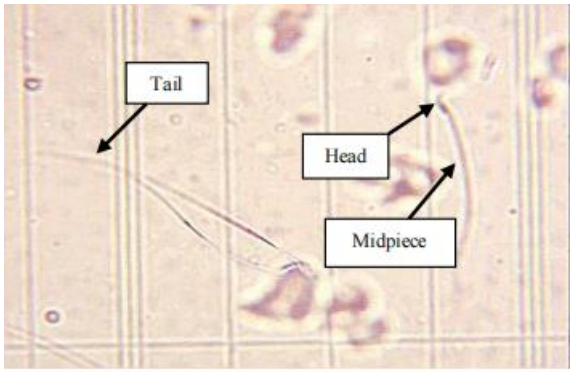

Plate 5: Photomicrograph of sperm from group 5 showing the Head, Tail, and Midpiece. Stain: Papanicolaou; Magnification: x100.

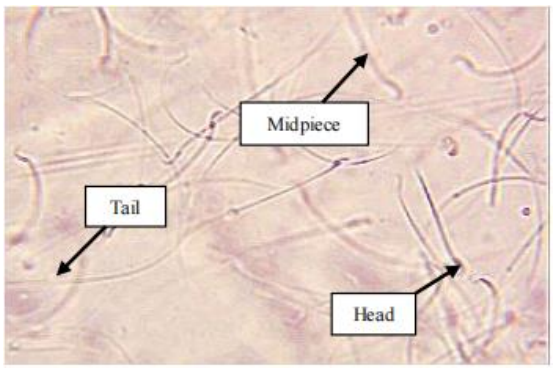

Plate 6: Photomicrograph of sperm from group 6 showing the Head, Tail, and Midpiece. Stain: Papanicolaou; Magnification: x100.

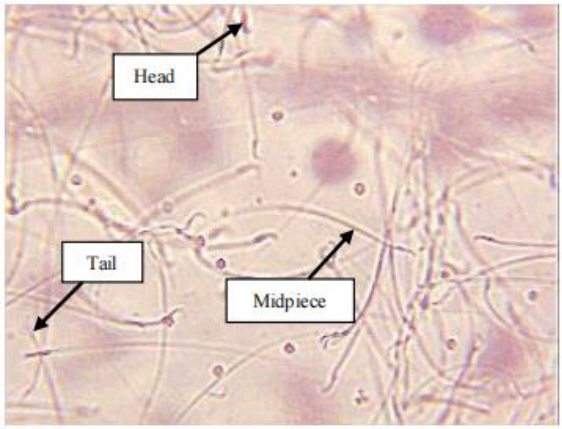

Plate 7: Photomicrograph of sperm from group 7 showing the Head, Tail, and Midpiece. Stain: Papanicolaou; Magnification: x100.

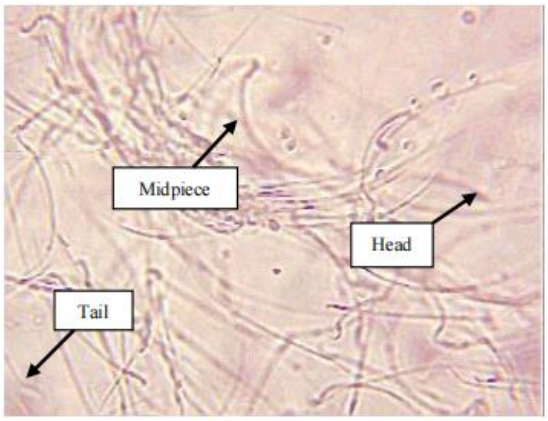

Plate 8: Photomicrograph of sperm from group 8 showing the Head, Tail, and Midpiece. Stain: Papanicolaou; Magnification: x100.

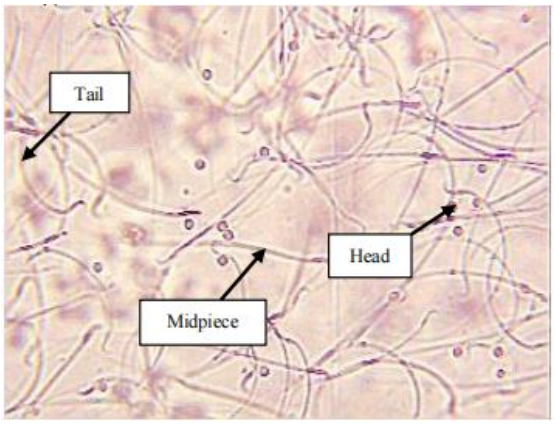

Plate 9: Photomicrograph of sperm from group 9 showing the Head, Tail, and Midpiece. Stain: Papanicolaou; Magnification: x100.

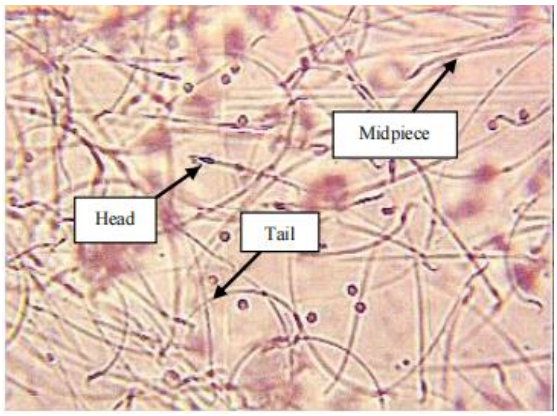

Plate 10: Photomicrograph of sperm from group 10 showing the Head, Tail, and Midpiece Stain: Papanicolaou; Magnification: x100.

3.3.2 Histological Observations

Histological observations of the testicular tissue in groups 1 - 3 revealed normal histological characteristics, with an abundance of spermatozoa extending towards the lumen. The Leydig cells remained intact, and spermatid retention was evident within the seminiferous tubules (Plate 11 - 13).

In contrast, groups 4 and 5 exhibited abnormal seminiferous tubule morphology, marked by spermatid retention, tubular atrophy, and widespread disorganization of germ cells. The testicular architecture showed signs of degeneration, with the absence of interstitial space and areas of necrosis. Additionally, several maturing

spermatogenic cells were observed within the seminiferous tubules. Some cells exhibited nuclear membrane rupture, accompanied by nucleus fragmentation (karyorrhexis) (Plate 14 - 15).

Conversely, groups 6 - 10 displayed distinct features, characterized by spermatogonia cells with deeply stained nuclei and damaged sperm cells. The majority of seminiferous tubules appeared shrunken with a wavy outline. Thickening and hyalinization of basement membranes were evident, and the lumens of the seminiferous tubules were primarily occupied by fragments of disintegrated cells. Although there were some similarities to groups 4 and 5, these observations set groups 6 -10 apart and preclude direct comparison to the histological features of groups 1-3.

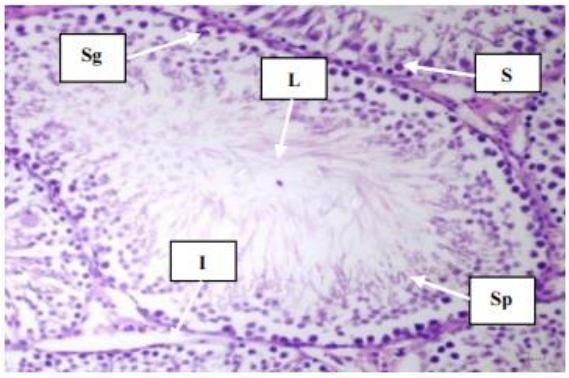

Plate 11: Photomicrograph of testes from group 1 **showing** the lumen (L), Spermatozoa (Sp); Sertoli Cells (S) and interstitum (I)**. Stain:** H&E; **Magnification**: x40

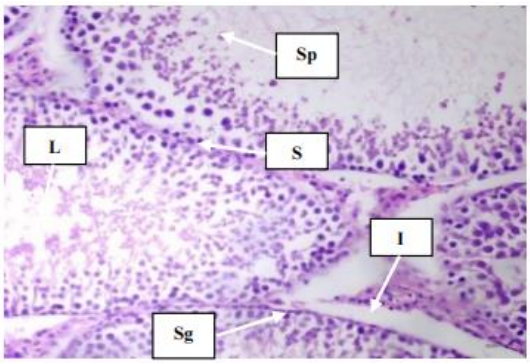

Plate 12: Photomicrograph of testes from group 2 showing the lumen (L), Spermatozoa (Sp); Sertoli Cells (S) and interstitum (I)**. Stain:** H&E; **Magnification**: x40

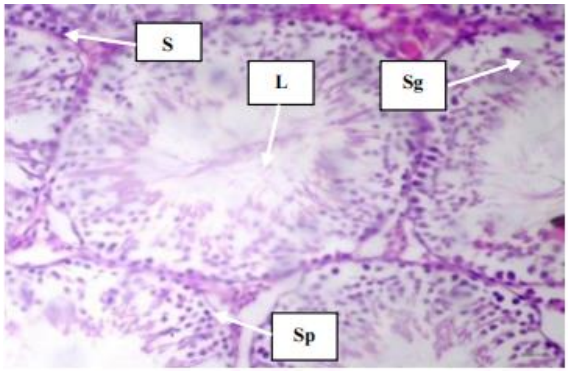

Plate 13: Photomicrograph of testes from group 3 showing the lumen (L), Spermatozoa (Sp); Sertoli Cells (S) **Stain:** H&E; **Magnification**: x40

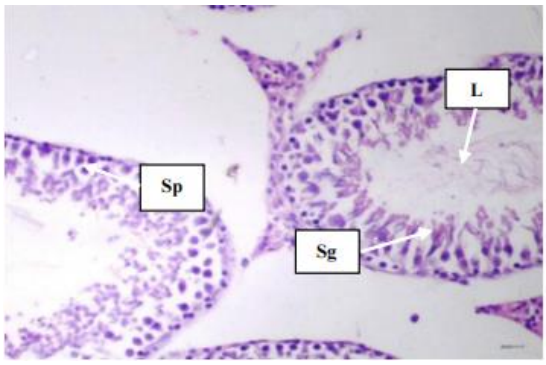

Plate 14: Photomicrograph of testes from group 4 showing the lumen (L), Spermatozoa (Sp); Sertoli Cells (S) and interstitum (I)**. Stain:** H&E; **Magnification**: x40

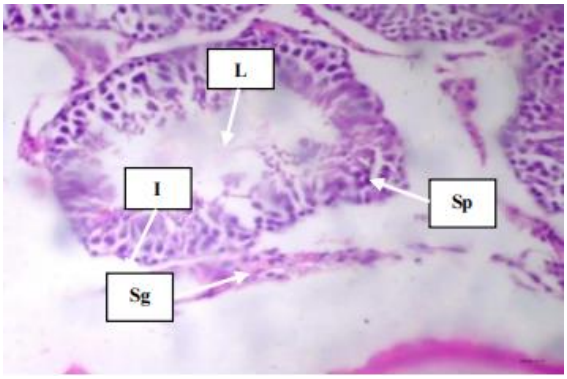

Plate 15: Photomicrograph of testes from group 5 showing the lumen (L), Spermatozoa (Sp); Sertoli Cells (S) and interstitum (I)**. Stain:** H&E; **Magnification**: x40

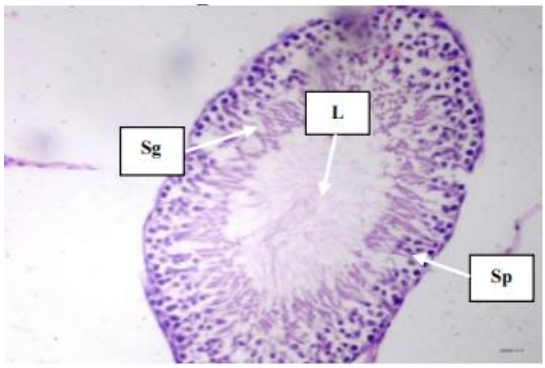

Plate 16: Photomicrograph of testes from group 6 showing the lumen (L), Spermatozoa (Sp); Sertoli Cells (S) and interstitum (I)**. Stain:** H&E; **Magnification**: x40

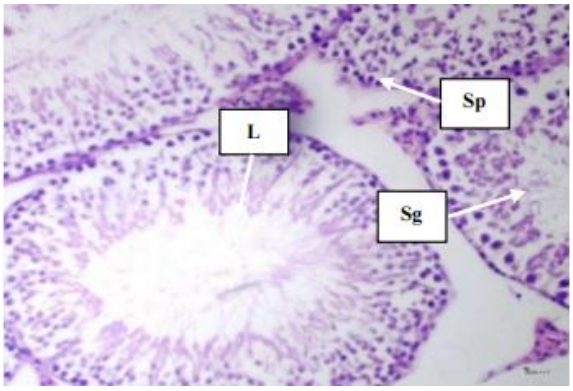

Plate 17: Photomicrograph of testes from group 7 showing the lumen (L), Spermatozoa (Sp); Sertoli Cells (S) and interstitum (I)**. Stain:** H&E; **Magnification**: x40

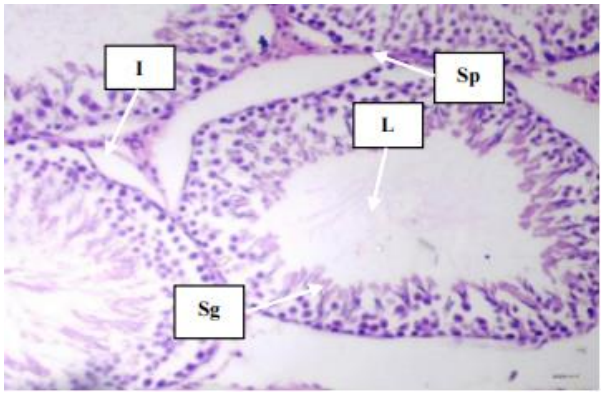

Plate 18: Photomicrograph of testes from group 8 showing the lumen (L), Spermatozoa (Sp); Sertoli Cells (S) and interstitum (I)**. Stain:** H&E; **Magnification**: x40

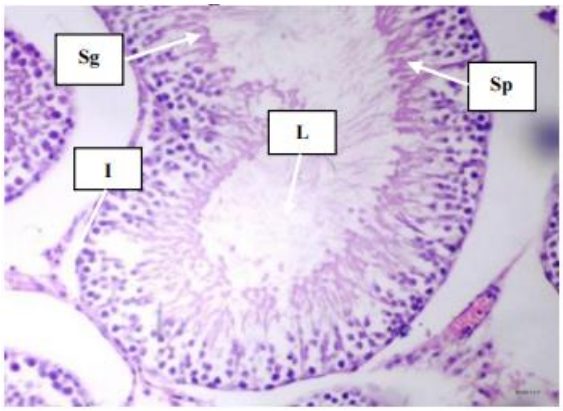

Plate 19: Photomicrograph of testes from group 9 showing the lumen (L), Spermatozoa (Sp); Sertoli Cells (S) and interstitum (I)**. Stain:** H&E; **Magnification**: x40

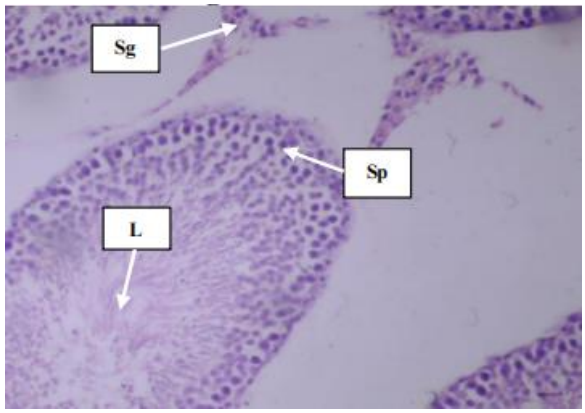

Plate 20: Photomicrograph of testes from group 10 showing the lumen (L), Spermatozoa (Sp); Sertoli Cells (S) and interstitum (I)**. Stain:** H&E; **Magnification**: x40

4. Discussion

4.1 Gross Parameters: Body Weight and Testes Weight

The evaluation of alterations in body weight among the different experimental groups, as depicted in figures 1 - 4, unveiled statistically significant differences ($p \leq 0.05$). Notably, the influence on body weight was particularly prominent, especially in groups subjected to varying doses of Trichloroacetic Acid (TCA). Specifically, the groups treated with Eugenol Isolates from Clove (EIC) and the high TCA dose exhibited a significant increase in body weight compared to the negative control group. This observation underscores the discernible impact of both EIC and high-dose TCA on physiological parameters related to body mass, highlighting their potential effects on the weight dynamics of the experimental subjects. A more in-depth exploration of these findings holds promise in yielding valuable insights into the metabolic and physiological implications associated with the administered treatments.

It is essential to draw attention to a prior investigation by Acharya *et al.* (1995), which reported diminished body weight gains in animals treated with Dichloroacetic Acid (DCA) at doses of 500 and 5000 ppm, accompanied by a concurrent reduction in total serum protein levels across all doses. Additionally, Mather et al. (1990) observed elevated organ to body weight ratios in the liver and kidney of rats administered either TCA (5000 ppm) or DCA (500 or 5000 ppm). Further studies by Wan & Grimble (1998) revealed adverse effects of Trichloroacetic Acid (TCA) injections in rats, leading to the loss of muscle protein and skin weight. Davis (1990) reported that exposure to TCA in drinking water resulted in reduced water and food consumption, along with a decline in body weight over a 14-day period. Gavage with Dichloro- and Trichloroacetic acids (DCA and TCA) induced a 15% weight loss in male rats (Davis, 1992). Notably, exposure to Trichloroethylene (TCE) for 240 hours in rats did not result in apparent weight loss, liver injury, or hematological changes (Koizumi *et al.*, 1984). The

interaction between TBARS+TCA was found to induce a significant loss of body weight in rats, as reported by Acharya *et al.* (1995).

Furthermore, in comparison to the negative control group, a significant ($p \leq 0.05$) reduction in testis weight was observed in groups treated with either EIC or TCA alone. Testis weight predominantly relies on the mass of developed spermatogenic cells, and a decrease may be attributed to a decline in the number of germ cells, suppression of spermatogenesis, and altered steroidogenic enzyme activity (Takahashi & Oishi, 2001; Yang *et al.*, 2006). Consistent with various investigations (Katz *et al.*, 1981; Toth *et al.*, 1992; Linder *et al.*, 1997), the present study unveiled testicular damage associated with spermatogenic impairment and degeneration of the germinal epithelium in a dose-dependent manner following repeated exposure to comparable chemicals.

The histopathological abnormalities observed in the current study align with prior research by Xie *et al.* (2014), suggesting that pathogenic alterations in the seminiferous epithelium may disrupt Sertoli and germ cells, impairing spermatogenesis and potentially leading to the loss of germ cells.

4.2 Biochemical Analysis

4.2.1 Reproductive Hormone Changes: Plasma & Serum Testosterone, Follicle Stimulating Hormone and Luteinizing Hormone

Pituitary gonadotropins, encompassing luteinizing hormone and follicle-stimulating hormone, are well-established for their role in testosterone secretion and promotion of proper spermatogenesis. While FSH directly affects seminiferous tubules, LH stimulates the generation and release of testosterone by Leydig cells (MacLachlan *et al.*, 2002; Spaliviero *et al*., 2004).

A notable observation is the substantial and statistically significant decrease ($p \leq 0.05$) in plasma and testicular testosterone levels within the positive control groups when compared to their counterparts in the negative control groups. This implies a clear impact on testosterone levels within the experimental context. The findings of this study diverge from those of Davies (1990), whose study reported that high doses of Trichloroacetic Acid (TCA) led to a decrease in plasma glucose and lactate concentrations but did not affect reproductive hormones in rats. Additionally, a considerable drop in testosterone levels was observed, contrary to the work by Linder *et al*. (1997), which found no effect on testosterone levels in rats administered a comparable drug for 14 consecutive days at 18 to 1440 mg/kg b.w. In contrast, this study suggests a different outcome. Subchronic exposure to Dibromoacetic Acid (DBAA) was found to potentially influence reproductive outcomes in rats, with DBAA exhibiting stronger testicular toxicity compared to Dichloroacetic Acid (DCA), as highlighted by Linder *et al*. (1994). Nonetheless, these outcomes align with those discovered in rats given bromochloroacetic acid treatment by Klinefelter *et al* (2002). The decrease in plasma levels of LH and FSH observed in rats exposed to DCA suggests that DCA interferes with the production and release of anterior pituitary hormones. Groups subjected to EIC displayed a remarkable increase in both plasma and testicular testosterone levels when contrasted with groups treated solely with TCA. This underscores the potent influence of EIC on testosterone levels, suggesting its potential as an effective intervention.

Concerning FSH levels, a unique pattern emerges. Rats treated with EIC did not exhibit any statistically significant differences in their FSH levels when compared to the positive control group. This finding suggests that EIC treatment might not significantly influence FSH levels, offering an intriguing area for further investigation.

The story takes a different turn when considering luteinizing hormone (LH). Only groups 7 and 9 demonstrated a notable and statistically significant increase in their LH levels compared to the positive control group. This selective response to EIC treatment with regard to LH underscores the complexity of its effects on different hormones. A notable observation is that groups exclusively treated with EIC exhibited hormonal values akin to those of the negative control group. This suggests that EIC treatment may restore hormonal balance, or at least maintain it at levels consistent with the control group unaffected by the experimental factors. Surprisingly, when considering the effect of TCA and EIC treatment, it becomes apparent that this impact is not dependent on the dosage administered. No statistically significant differences were observed between the high-dose treatment groups and their corresponding counterparts. This dose-independent effect raises questions about the mechanisms underlying the observed hormonal changes and warrants further investigation.

4.2.2 Oxidative Stress Markers: SOD, CAT and MDA

This study revealed significant disparities between the positive and negative control groups. The positive control group exhibited a noteworthy increase in malondialdehyde (MDA) levels and a marked decline in catalase (CAT) and superoxide dismutase (SOD) levels compared to the negative control group, indicating a substantial alteration in oxidative stress indicators. This outcome aligns with previous research on TCA, where oxidative stress indicators accumulated in response to dichloroacetate injection (Calcutt *et al.*, 2009), and TCA exposure led to lipid peroxidation and alterations in antioxidant systems in rats (Çelik, 2007).

Studies by Austin *et al*. (1996) demonstrated a surge in TCA-induced thiobarbituric acid-reactive substances (TBARS), indicative of lipid peroxidation, in mice livers nine hours after administration.

Numerous investigations have explored the potential of Trichloroacetic Acid (TCA) to induce oxidative stress and peroxisome proliferation. The detoxification of Reactive Oxygen Species (ROS) involves antioxidant enzymes, constituting a crucial aspect of the immune system. The primary defense against oxygen-related damage is the SOD–CAT system, where Superoxide Dismutase (SOD) plays a pivotal role in converting superoxide anions to hydrogen peroxide (H2O2) during oxidative stress (Halliwell & Gutteridge, 1989). H_2O_2 elimination is subsequently managed by either Catalase (CAT) or Glutathione Peroxidase (GPx), with GPx predominantly operating in the testes (Peltola *et al*., 1992). Increased SOD activity may result from heightened superoxide anion generation, indicating an adaptive response to combat free radicals, with a subsequent rise in CAT activity (Cheung *et al*., 2001; Braga *et al*., 2009).

Conversely, elevated levels of ROS pose a threat to testicular function. The testes possess a robust antioxidant system, including the glutathione family, superoxide dismutase, catalase, and non-enzymatic antioxidants, shielding against the harmful effects of ROS (Aitken & Roman, 2008). Nevertheless, excessive exposure to environmental toxins has been shown to disturb the pro-oxidant/antioxidant equilibrium in the testes, impairing their function (Saradha & Mathur, 2006).

It is noteworthy however, that various studies have explored TCA-induced oxidative stress responses in mice, including lipid peroxidation and oxidative DNA damage, with temporary increases observed in single-dose trials. Conversely, peroxisome proliferation-related reactions persisted for up to 10 weeks after TCA dosage. Findings of the current study indicate a consistent pattern among treatment groups, specifically groups 6 through 8, showing reduced MDA levels, indicative of lowered lipid peroxidation, and increased SOD and CAT levels, suggesting improved antioxidant defenses compared to the positive control group. Interestingly, the combination of higher doses of Eugenol Isolates from Clove (EIC) with TCA exhibited synergistic effects, leading to a more pronounced reduction in SOD levels and concurrent decrease in MDA levels, suggesting a potent mitigation of lipid peroxidation. This underscores the potential dose-dependent synergies between EIC and TCA in reducing oxidative stress.

4.3 Sperm Analysis

The examination of sperm parameters in this study, as depicted in Figures 12 – 14, offers valuable insights into the impact of Trichloroacetic Acid (TCA) treatment on adult male Wistar rats. Specifically, the exclusive administration of TCA resulted in significant alterations in sperm count and morphology, with a marked decrease in normal sperm morphology and a simultaneous increase in abnormal sperm morphology ($p \leq 0.05$). This observation aligns with previous research, such as Toth *et al.* (1992) study, which linked chronic dichloroacetate treatment to testicular degeneration and decreased sperm counts in rats. Similarly, brominated acetic acids, including dibromoacetic acid (DBAA) and bromochloroacetic acid (BCA), have been associated with defects in spermatogenesis and reduced fertility in adult rats.

Particularly, epididymal sperm counts were significantly impacted by dichloroacetate treatment in rats at specific dose levels (Toth *et al*., 1992). These findings underscore the adverse effects of TCA on crucial reproductive parameters, raising concerns about its potential implications for fertility and reproductive health. Histological alterations in rats treated with TCA further support these findings, indicating disrupted spermatogenesis due to Leydig cell degeneration and reduced testosterone production, as highlighted by Sanghamitra *et al*. (2008), and the negative impact of environmental pollutants on testicular function reported by Akingbemi *et al*. (2004) and Murugesan *et al*. (2007).

In contrast, the groups subjected to Eugenol Isolates from Clove (EIC) treatment exhibited noteworthy improvements in sperm parameters. A significant increase in sperm count and a reduction in abnormal sperm morphology suggest a potential favorable influence of EIC in mitigating the deleterious effects of TCA on sperm quality. These promising outcomes hint at EIC's capacity to partially restore the integrity of sperm parameters in the face of TCA-induced challenges, offering hope for maintaining reproductive health.

An intriguing observation arises from the analysis of Group 6, revealing a non-significant ($p > 0.05$) increase in normal sperm morphology compared to the positive control group. Although not statistically significant, this increase suggests a potential positive impact of the treatment within this specific context, warranting further exploration into the nuanced effects of the interventions.

Upon scrutinizing the dose-dependent responses, it becomes apparent that only Group 7 and Group 9 displayed statistically significant ($p \leq 0.05$) alterations. Group 7 witnessed a decline in normal sperm morphology, while Group 9 exhibited an increase in normal sperm morphology alongside changes in abnormal sperm morphology. These specific responses underscore the importance of dosage considerations in understanding the treatment effects on sperm morphology within this experimental context.

Additionally, the analysis of sperm morphology classification provided valuable insights, revealing no statistically significant differences between the negative and positive control groups and the experimental groups. This suggests that certain structural aspects of sperm, as assessed in this study, remained largely unaffected by the experimental treatments. This finding contributes to our understanding of the specific dimensions of sperm morphology influenced by the interventions, guiding further research in this area.

In summary, the collective results from Figures 5 and 6 shed light on the intricate interplay between TCA, EIC, and sperm morphology. These findings underscore the potential for both detrimental and beneficial effects on various sperm parameters, prompting critical questions about the complex dynamics at play and their broader implications for reproductive health.

4.4 Histological Profile

The histological examination of testicular tissues in groups 1-3 revealed a standard profile characterized by an abundance of spermatozoa extending towards the lumen, intact Leydig cells, and noticeable spermatid retention within the seminiferous tubules. In contrast, groups 4 and 5 exhibited abnormal seminiferous tubule morphology, marked by spermatid retention, tubular atrophy, and widespread disorganization of germ cells. Degeneration signs were evident in the absence of interstitial space and areas of necrosis, with maturing spermatogenic cells displaying nuclear membrane rupture and nucleus fragmentation (karyorrhexis).

Singh (2005) conducted a study involving dissection, weight measurement, and histological examination of testes in pups from various dose groups. Fetal testes exhibited a significant reduction in average weights, particularly noticeable at doses equal to or exceeding 1,200 mg/kg-day when compared to the control group. Histological examination of fetal rat testes within the 1,200 mg/kg-day dose group revealed a distinct pattern, including a reduction in seminiferous tubule diameter, predominantly in the peripheral region. This effect became more pronounced in groups receiving higher doses, accompanied by a reported reduction in the length of seminiferous tubules at elevated dose levels.

Closer inspection at higher magnification revealed an elevated occurrence of apoptosis in both gonocytes and Sertoli cells within the seminiferous tubules, particularly evident at doses equal to or exceeding 1,200 mg/kg-day. This detailed histological analysis highlights the nuanced impact of varying doses on testicular morphology, underscoring the importance of considering both dosage levels and specific histopathological alterations in understanding the observed effects.

Conversely, groups 6-10 presented distinctive characteristics, featuring spermatogonia cells with deeply stained nuclei and damaged sperm cells. The seminiferous tubules in these groups displayed a shrunken appearance with a wavy outline, accompanied by thickening and hyalinization of basement membranes. The lumens of the seminiferous tubules were predominantly occupied by fragments of disintegrated cells. While sharing some similarities with groups 4 and 5, the histological features of groups 6-10 stand apart, preventing a direct comparison to the observations in groups 1-3.

Eugenol, a key component in clove oil, exhibits therapeutic potential across various physiological domains, as evidenced by multiple studies. Damiani *et al.* (2003) found that Eugenol induces smooth muscle relaxation in rats by blocking voltage-sensitive and receptor-operated channels modulated by endothelial-generated nitric oxide. Additionally, Al-Okbi *et al.* (2014) demonstrated that clove essential oil and Eugenol microemulsions significantly improve fatty liver and dyslipidemia in rats, providing protection against cardiovascular diseases and complications associated with fatty liver and other tissue disruptions.

5. Conclusion

The study delved into the protective and curative effects of Clove Isolates, particularly Eugenol, on Trichloroacetic Acid (TCA)-induced sperm-endocrine deficit, redox imbalance, and histomorphology in adult male rats. The investigation spanned diverse parameters, including body and testes weight, reproductive hormone levels, oxidative stress markers, sperm analysis, and histological profiles.

The alterations in body weight observed, especially in groups subjected to TCA and Eugenol Isolates from Clove (EIC), emphasized the profound impact of these treatments on physiological parameters related to body mass. These findings align with prior research on the adverse effects of TCA on body weight and organ-to-body weight ratios. The significant reduction in testes weight in groups treated with EIC or TCA alone indicated potential spermatogenic impairment and alterations in steroidogenic enzyme activity.

Reproductive hormone analysis revealed a substantial decrease in testosterone levels within positive control groups, while EIC treatment demonstrated a capacity to elevate testosterone levels, suggesting a potential protective effect. The intricate interplay of Eugenol with luteinizing hormone (LH) highlighted the complexity of its hormonal effects, and dose-independent impacts raised questions for further exploration.

Oxidative stress marker analysis demonstrated TCA-induced alterations, while EIC treatment exhibited

synergistic effects, particularly in reducing oxidative stress. Sperm analysis showcased TCA-induced adverse effects, mitigated by EIC, offering hope for preserving reproductive health. The histological examination delineated distinct profiles, with EIC showing potential therapeutic benefits.

In conclusion, this study underscores the multifaceted interactions between TCA, Eugenol Isolates from Clove, and various physiological parameters. The results suggest potential protective and curative effects of Eugenol against TCA-induced reproductive deficits, redox imbalance, and histomorphological abnormalities. These findings contribute valuable insights into the potential applications of Clove Isolates in mitigating the detrimental effects of environmental toxins on male reproductive health. Further investigations are warranted to elucidate the underlying mechanisms and optimize the therapeutic potential of Eugenol in safeguarding male reproductive function.

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Fairness Assessment and Ethical Governance of Insurance AI: A Patch Approach for Vulnerable Groups

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Abstract

The widespread application of artificial intelligence (AI) in the insurance industry has brought numerous conveniences, but it has also triggered a host of ethical controversies, with the unfair treatment of vulnerable groups becoming increasingly prominent. This paper focuses on the fairness assessment and ethical governance of insurance AI, delving into the adverse effects of insurance AI on vulnerable groups (such as the elderly and low-income populations) in practical applications, such as the refusal of insurance by smart underwriting for the elderly and premium differences caused by algorithmic discrimination. To address these issues, this paper constructs a fairness assessment index system for insurance AI, covering five core indicators: explainability, coverage of vulnerable groups, premium fairness, complaint rate and claims efficiency. It also proposes the design logic of "algorithmic patches" for vulnerable groups, such as optimizing the weight of health data for the elderly and simplifying the language of smart recommendations.

Keywords: insurance AI, fairness assessment, ethical governance, vulnerable groups, algorithmic patch, ethical controversy, consumer rights, smart underwriting, premium pricing, complaint rate, claims efficiency, corporate self-discipline, industry standards, regulatory mechanism

1. Introduction

1.1 Research Background

With the rapid development of artificial intelligence (AI) technology, its application in the insurance industry has been expanding, covering core businesses such as underwriting, claims, product design and risk assessment, greatly improving business efficiency and accuracy. However, the widespread application of insurance AI has also triggered many ethical issues, such as algorithmic discrimination and system opacity, which have a profound impact on social fairness. For example, the elderly are often refused insurance due to health data bias, and vulnerable groups face a higher economic burden in premium pricing. These issues not only weaken consumers' trust in the insurance industry but also increase the risk of rights and interests being damaged. Therefore, it is of great practical significance to study the fairness assessment and ethical governance of insurance AI, which helps to protect the rights and interests of vulnerable groups, regulate industry development and promote social fairness.

1.2 Research Significance

1.2.1 The Importance of Protecting the Rights and Interests of Vulnerable Groups

Insurance is crucial for vulnerable groups, but the current application of AI has exacerbated their difficulties in obtaining insurance protection. This study analyzes ethical issues, constructs a fairness assessment system and proposes "algorithmic patches" to optimize AI systems, making them treat vulnerable groups more fairly. For example, it can increase the insurance application approval rate for the elderly, enhance social fairness and inclusiveness. The healthy development of the insurance industry needs to focus on ethical issues. If the ethical

controversies caused by AI are not resolved, they will affect the industry's reputation. This study provides a systematic solution to help insurance companies fulfill their social responsibilities, enhance consumer trust, promote the formulation and improvement of industry standards and supervision, and drive long-term and stable development. From a theoretical perspective, this study constructs an innovative fairness assessment index system and proposes optimization strategies such as "algorithmic patches", enriching the theory of ethical governance of insurance AI (Tao Y., 2023). From a practical perspective, it verifies the significant effects of "algorithmic patches" with the application data of Mingya Insurance Brokerage and Rui Zhong Life Insurance as pilots, providing references for insurance companies and regulatory authorities.

2. Ethical Controversies of Insurance AI

2.1 Application Scenarios of Insurance AI

In recent years, artificial intelligence (AI) technology has been widely applied in the insurance industry, greatly improving the efficiency and accuracy of insurance business. For example, Sunshine Insurance's advanced AI underwriting system can analyze customers' health data, lifestyle, family medical history and other information to complete the underwriting process in just a few minutes. Compared with traditional manual underwriting methods, the efficiency has been improved several times, effectively reducing labor costs and time costs. In the claims process, the AI-driven claims system of Huimin Insurance can automatically identify the authenticity and rationality of claims cases, speeding up the claims process and improving customer satisfaction. Through image recognition technology, AI systems can quickly assess the extent of vehicle accident losses and provide reference for claims assessment. In addition, in product recommendation, the AI algorithm of PICC can customize insurance products for customers according to their age, income, family status and other characteristics, improving the accuracy and customer acceptance of product recommendation. For example, the intelligent recommendation system of PICC can recommend the most suitable insurance product combination for customers according to their financial status and risk preferences, helping customers to plan their insurance protection reasonably. These applications not only improve the overall efficiency of the insurance industry, but also bring more convenient and personalized service experience for customers.

2.2 Typical Ethical Controversy Cases

A 65-year-old man with hypertension and diabetes was refused insurance by the insurance company because his health data did not meet the underwriting standards of the smart underwriting system (Tao Y., 2023). Although the man's condition was relatively stable with the help of medication, the smart underwriting system failed to fully consider his actual situation, resulting in his inability to obtain insurance protection. There are unreasonable aspects in the assessment standards of health data for the elderly by smart underwriting algorithms. As the body functions of the elderly naturally decline with age, their health data often do not meet the traditional underwriting standards. AI algorithms fail to fully consider the special circumstances of the elderly when they are designed, resulting in over-assessment of health risks for the elderly. In addition, the smart underwriting system lacks flexibility and cannot conduct personalized assessment according to the actual health status of the elderly, which exacerbates the phenomenon of the elderly being refused insurance.

In the insurance market, there are frequent cases of premium differences caused by algorithmic discrimination among people of different regions and occupations. For example, in the premium pricing of different occupations by Guangming Insurance, it was found that the premiums for people engaged in high-risk occupations (such as construction workers and firefighters) were much higher than those for people engaged in low-risk occupations (such as office workers). In addition, there are also differences in premium pricing in different regions, with higher premiums in economically underdeveloped areas. This differentiated premium pricing has caused dissatisfaction and controversy among consumers. In the premium pricing process, AI algorithms assess risks and price based on age, gender, occupation, region and other factors. However, the relationship between these characteristics and risks is not absolute. The algorithms fail to fully consider individual differences and special circumstances when they are designed, resulting in unfair premium pricing. For example, although people in high-risk occupations have higher occupational risks, their personal health status and lifestyle also affect the actual risk level. The algorithm fails to take into account these factors comprehensively, resulting in deviations in premium pricing.

3. Fairness Assessment System Construction of Insurance AI

3.1 Fairness Assessment Index Design

This paper designs an assessment system comprising five core indicators to comprehensively measure the fairness performance of insurance AI in practical applications. First, explainability emphasizes the transparency of the decision-making process of insurance AI algorithms. Consumers need to clearly understand the decision-making basis of AI systems in underwriting, claims and other links, so as to make reasonable judgments on the pricing and underwriting results of insurance products. Enhancing explainability can not only help

consumers understand the decision-making logic of AI systems, but also provide clear explanations in case of disputes, reducing misunderstandings and disputes. Second, the coverage of vulnerable groups focuses on the service coverage of insurance AI systems for vulnerable groups (such as the elderly and low-income populations). Vulnerable groups often face more difficulties in obtaining insurance services, so insurance AI systems need to adjust the weight of health data, simplify the language of smart recommendations, optimize premium pricing and provide more suitable service channels to better meet their needs and improve service fairness. Third, premium fairness assesses whether premium pricing is based on reasonable risk assessment, avoiding discriminatory pricing due to age, gender, occupation and other characteristics. AI algorithms need to accurately assess risks and formulate reasonable premium pricing strategies to avoid imposing unfair economic burdens on vulnerable groups. Fourth, the complaint rate statistics the complaints of consumers about insurance AI services, which directly reflects consumers' satisfaction with AI systems and fairness issues. By analyzing complaint data, insurance companies can promptly identify and resolve problems in AI systems, optimize service processes and improve consumer satisfaction. Finally, claims efficiency assesses the efficiency and fairness of AI systems in the claims process, ensuring that consumers can obtain claims in a timely manner. AI systems need to quickly and accurately identify the authenticity and rationality of claims cases, while ensuring the transparency of the claims process, so that consumers can clearly understand the progress and results of claims.

3.2 Design Logic of "Algorithmic Patches"

Based on the above assessment indicators, this paper further explores the design logic of "algorithmic patches" to optimize insurance AI systems and enhance their fairness towards vulnerable groups. For the elderly, by adjusting the weight of health data and simplifying the language of smart recommendations, the number of rejections due to data bias can be reduced and their understanding of insurance products can be improved. For low-income groups, premium pricing is optimized according to their actual risk and payment ability, and convenient service channels such as mobile applications are provided. In addition, optimization strategies for other vulnerable groups are also explored to ensure that insurance AI systems can serve all consumers fairly. By constructing a fairness assessment system and designing "algorithmic patches", this paper aims to provide a scientific and rational assessment method and optimization strategy for the fairness of insurance AI, promoting the healthy and sustainable development of the insurance industry while innovating technology, and taking into account social fairness and ethical responsibilities.

4. Pilot Effect Analysis

4.1 Pilot Companies Introduction

4.1.1 Mingya Insurance Brokerage Co., Ltd.

Mingya Insurance Brokerage Co., Ltd. is a comprehensive financial institution specializing in insurance brokerage services. The company's business scope is extensive, covering life insurance, health insurance, property insurance and other types of insurance. Mingya is well-known for its professional insurance consultant team and high-quality customer service, and is committed to providing customers with personalized insurance solutions. In recent years, Mingya has actively introduced AI technology to optimize insurance service processes and improve customer experience. In this pilot, Mingya is mainly responsible for testing the application effects of "algorithmic patches" in the intelligent recommendation system and claims process.

4.1.2 Ruizhong Life Insurance Co., Ltd.

Ruizhong Life Insurance Co., Ltd. is a life insurance and health insurance company known for its innovative insurance products and efficient claims service. The company is committed to providing comprehensive insurance protection for customers and has invested a lot in insurance technology to improve business efficiency and customer satisfaction. In this pilot, Ruizhong is mainly responsible for testing the application effects of "algorithmic patches" in the smart underwriting system and premium pricing.

4.2 Application Effects of Algorithmic Patches

4.2.1 Consumer Complaint Rate Decline

During the pilot period, both Mingya and Ruizhong recorded the changes in consumer complaint rates. The data shows that after the application of "algorithmic patches", the consumer complaint rates of the two companies have significantly decreased. Specifically, the consumer complaint rate of Mingya dropped from 15% before the pilot to 7.5%, a decrease of 50%; the consumer complaint rate of Ruizhong dropped from 12% to 6%, also achieving a 50% reduction (Yiyi Tao, Yiling Jia, Nan Wang, & Hongning Wang, 2019). This significant decline indicates that "algorithmic patches" have played an important role in improving consumer experience.

Table 1.

Company Name	Complaint Rate Before Pilot (%)	Complaint Rate After Pilot (%)	Reduction in Complaint Rate (%)
Mingya	15	7.5	50
Ruizhong	12	6	50

From the analysis of the reasons, “algorithmic patches” have optimized the decision-making logic of AI systems to make them more transparent and fair. For example, in the intelligent recommendation system, algorithmic patches have simplified the language and increased explanatory content to help consumers better understand the basis for the recommended products. In the claims process, algorithmic patches have optimized the claims process, reducing unnecessary steps and waiting time, and improving claims efficiency. These improvements not only reduce consumers’ misunderstandings and dissatisfaction, but also enhance their trust in insurance companies.

4.2.2 Increase in Insurance Application Approval Rate for Vulnerable Groups

The pilot data also shows that “algorithmic patches” have had a significant positive impact on the insurance application approval rate for vulnerable groups. Taking the elderly as an example, after the application of “algorithmic patches”, the insurance application approval rates for the elderly at Mingya and Ruizhong increased by 25% and 23%, respectively. The specific data is as follows: the insurance application approval rate for the elderly at Mingya was 30% before the pilot and increased to 37.5% after the pilot; the insurance application approval rate for the elderly at Ruizhong was 28% before the pilot and increased to 34.6% after the pilot (Wu, S., Fu, L., Chang, R., Wei, Y., Zhang, Y., Wang, Z., ... & Li, K., 2025). This increase indicates that “algorithmic patches” have achieved significant results in optimizing the insurance application process for vulnerable groups.

Table 2.

Company Name	Senior Citizens’ Insurance Approval Rate Before Pilot (%)	Senior Citizens’ Insurance Approval Rate After Pilot (%)	Increase in Insurance Approval Rate (%)
Mingya	30	37.5	25
Ruizhong	28	34.6	23

From the analysis of the reasons, “algorithmic patches” have adjusted the weight of health data for the elderly to make it more in line with their actual situation, reducing the number of unreasonable rejections due to data bias. At the same time, algorithmic patches have also simplified the language of smart recommendations to make them easier for the elderly to understand, improving their user experience. These improvements not only increase the insurance application approval rate for the elderly, but also enhance their acceptance and trust in insurance products.

4.2.3 Other Positive Impacts

In addition to the above significant positive impacts, “algorithmic patches” have also had positive effects on other aspects of insurance business processes and customer satisfaction. For example, in terms of claims efficiency, the claims case processing time at Mingya and Ruizhong was shortened by 30% and 25% (Luo, M., Du, B., Zhang, W., Song, T., Li, K., Zhu, H., ... & Wen, H., 2023), respectively. Specifically, the average claims processing time at Mingya was reduced from 10 days before the pilot to 7 days; the average claims processing time at Ruizhong was reduced from 12 days before the pilot to 9 days. This improvement not only increases customer satisfaction, but also reduces customer anxiety while waiting.

Table 3.

Company Name	Average Claims Processing Time Before Pilot (days)	Average Claims Processing Time After Pilot (days)	Reduction in Claims Processing Time (%)
Mingya	10	7	30
Ruizhong	12	9	25

In addition, “algorithmic patches” have optimized premium pricing strategies, making premiums more

reasonable and fair. Through precise analysis of risk data for different groups of people, AI systems can formulate premiums that are more in line with actual risks, avoiding unfair pricing due to age, gender, occupation and other factors. This improvement not only increases customer satisfaction, but also enhances the market competitiveness of insurance companies.

5. Ethical Governance Suggestions for Insurance AI

5.1 Corporate Self-Discipline

Insurance companies should establish ethics committees, with members including ethicists, data scientists, legal experts and business representatives, to review AI applications from multiple perspectives. For example, the ethics committee of Sunshine Insurance found that the health data assessment of the elderly by smart underwriting algorithms had deviations. After adjustment and optimization, the insurance application approval rate for the elderly was significantly increased. Companies need to pay attention to AI ethics training for employees, regularly organize courses and seminars to familiarize employees with the decision-making logic of AI and ethical risks (Feng, H., Dai, Y., & Gao, Y., 2025). For example, Mingya Insurance Brokerage Co., Ltd. has enhanced employees' ability to deal with ethical issues through training, creating a cultural atmosphere that values ethics. Companies should also increase the transparency of algorithmic decision-making, providing explanatory reports to consumers to explain the basis and logic of decisions. After applying "algorithmic patches", Ruizhong Life Insurance Co., Ltd. shows the decision-making process of the intelligent recommendation system to consumers, enhancing consumer trust and improving corporate competitiveness.

5.2 Industry Standards

Industry associations should formulate unified ethical guidelines for insurance AI, covering data collection, algorithm design, decision-making process and customer service, to ensure that companies follow the principles of fairness, transparency and responsibility. For example, the China Insurance Association can formulate detailed guidelines, requiring companies to comply with regulations on data privacy protection, algorithm fairness and consumer rights protection, and improve the industry's credibility. Encourage companies to share anonymized data to optimize algorithms and improve fairness. For example, several insurance companies can jointly establish a health data sharing platform to optimize smart underwriting algorithms, improve the accuracy of assessment for vulnerable groups and promote technological progress.

5.3 Regulatory Level

Regulatory authorities should improve laws and regulations, clarify the ethical requirements of insurance AI, formulate special regulations and penalize non-compliant companies. At the same time, innovate regulatory mechanisms, establish AI algorithm auditing mechanisms, regularly audit companies' AI systems to ensure compliance with ethical and legal requirements. In addition, encourage public participation in ethical governance, establish reporting channels and supervision mechanisms to increase social supervision. Through the joint efforts of corporate self-discipline, industry standards and regulatory level, a comprehensive and effective ethical governance system for insurance AI can be built to ensure healthy development (Wang J, Cao S, Tim K T, et al., 2025), protect consumer rights and promote social fairness and justice.

6. Conclusion

6.1 Research Summary

This study focuses on the ethical issues of insurance AI and its impact on fairness, constructs a fairness assessment system covering explainability, coverage of vulnerable groups, premium fairness, complaint rate and claims efficiency, and designs "algorithmic patches" for vulnerable groups. Through pilot applications at Mingya and Ruizhong, the significant effects of "algorithmic patches" in reducing complaint rates, increasing insurance application approval rates for the elderly and improving claims efficiency have been verified. At the same time, ethical governance suggestions have been put forward from the perspectives of corporate self-discipline, industry standards and regulatory level, aiming to promote the healthy development of insurance AI and protect the rights and interests of vulnerable groups.

6.2 Research Outlook

In the future, insurance AI ethics governance needs to further integrate technology and ethics, focusing on data privacy protection and algorithm interpretability. At the same time, its social impact should be analyzed at a macro level to ensure that technological development promotes social well-being. In addition, strengthening international cooperation, harmonizing ethical standards, and jointly addressing global challenges will be important directions for future research. It is hoped that this study will provide a reference for the ethical governance of insurance AI and promote the sustainable development of related fields.

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NX COB Ultra LED Display Technology: From Integrated Innovation to Ecosystem Construction — A Study Based on Multi-Dimensional Empirical and Interdisciplinary Perspectives

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Abstract

This paper focuses on NX COB Ultra LED display technology, aiming to explore the underlying logic of its ultra-high integration design, verify its application boundaries in special environments and emerging fields, and construct a sustainable ecosystem model integrating technology, market, and policy. By employing a three-dimensional framework of "technology mechanism - scene verification - ecosystem evolution," and based on material science experiments, cross-industry case comparisons, and global market data, this study proposes a standardization path and sustainable development plan for COB technology in the Micro LED era, providing theoretical support for the multi-scene penetration and international promotion of display technology.

Keywords: NX COB Ultra LED Display Technology, ultra-high integration, environmental durability, multi-scene adaptation, global market ecosystem, sustainable development, international standardization, cross-disciplinary innovation

1. Introduction

1.1 Research Background

The deep adoption of LED display technology in digital signage, broadcasting, outdoor advertising, and immersive entertainment has accelerated the advancement of technology towards "high performance, low energy usage, and strong scenario adaptability." Although traditional COB (Chip on Board) LED display technology has strengths in pixel density and basic resilience, its inherent limitations are becoming increasingly noticeable. The redundancy of IC (Integrated Circuit) in the circuit architecture leads to high complexity, which not only raises production and maintenance expenses but also heightens the risk of malfunction (data from Jinglian'an Testing shows that the failure rate of traditional COB in 10,000 hours of operation is significantly higher than that of NX COB Ultra). Meanwhile, the elevated power usage and complicated maintenance procedure make it less appealing in the global market that emphasizes high efficiency and reduced cost.

With the emergence of Mini/Micro LED technology, the industry's demand for "ultra-high integration, low energy draw, and full-environment adaptability" has been further intensified. From the professional requirements of virtual shooting for high refresh rates (no trailing) and wide color gamut (color reproduction), to the strict standards of outdoor advertising for endurance in harsh conditions such as elevated temperature, heavy humidity, and intense ultraviolet exposure, traditional COB technology often faces adaptability challenges in scenario expansion. For example, in outdoor extreme climate situations, the protection level (mostly IP54 and below) and temperature tolerance range (-20℃ to 50℃) of traditional COB cannot fulfill the thermal shock needs of -40℃ to +80℃ (Jinglian'an Testing, 2025). In the broadcasting field, its limited refresh rate (mostly below 3840Hz) also fails to align with the display clarity of high-speed dynamic visuals. (Jinglian'an Testing, 2025)

From the perspective of industrial ecology, the disunity of global display technology standards further hinders the international rollout of COB technology. There are notable variations in performance benchmarks (such as color calibration, electromagnetic compatibility guidelines), environmental protection policies (such as material reuse norms), and approval frameworks for display equipment across regions. Coupled with the absence of COB technology in supply chain integration (such as inter-vendor adaptability of chips and packaging techniques) and full product lifecycle reuse systems, the technology encounters high market obstacles for export. Against this backdrop, how to overcome the performance ceiling of traditional COB through technical innovation, how to respond to diverse application requirements through scene-focused design, and how to establish a sustainable industrial system through standardization and ecosystem cooperation have become the pivotal challenges that need to be addressed in the transformation of LED display technology.

1.2 Research Questions

This study focuses on the innovation breakthrough and market application logic of NX COB Ultra LED display technology, with the core question being: How does the ultra-high integration design of NX COB Ultra break through the performance boundaries of traditional COB technology? What is the underlying logic of its multi-scene adaptation capability? How can a sustainable industrial ecosystem be constructed through the collaborative mechanism of technology, market, and policy? To further explore this core question, this paper breaks it down into the following four sub-questions, forming a progressive research chain:

(1) What are the material science and circuit design principles behind the “83% simplification of hardware architecture” in chip-level integration? Traditional COB technology has high circuit complexity and power consumption due to redundant IC chips, while NX COB Ultra has made a breakthrough progress of “83% reduction in IC.” The underlying innovation needs to be analyzed from the dual perspectives of material science and circuit design. Specifically, it is necessary to clarify: How do new packaging materials (such as nano-coatings, composite substrates) support high-density chip integration? What principles are followed in the integrated design of logic IC, constant current source IC, and row scanning IC in the circuit architecture? What is the collaborative mechanism between hardware simplification and performance improvement (such as refresh rate, color fidelity)? Data from Jinglian’an Testing shows that the reduction of IC directly reduces the failure rate by 40% in 10,000 hours of operation, and the internal logic of this association needs to be verified through material property testing and circuit simulation (General Administration of Quality Supervision, Inspection and Quarantine of the People’s Republic of China, 2005).

(2) How is the engineering implementation path of IP65 waterproof and -40℃~+80℃ temperature tolerance performance realized, and how are its application boundaries in special scenarios defined? The environmental durability of NX COB Ultra is the core support for its scene expansion, but the details of its engineering implementation and application limits are not yet clear. It is necessary to explore: How is the IP65 waterproof performance realized through technical solutions (such as the hydrophobic mechanism of surface nano-coatings and seam sealing structure design)? What thermal management technologies (such as distributed cooling, low-temperature voltage compensation algorithms) support the wide temperature tolerance range of -40℃ to +80℃? In special scenarios such as the polar regions (extreme cold) and deserts (high temperature and dust), is there a performance attenuation threshold? For example, in the Guangzhou outdoor advertising case, the IP65 design increased user satisfaction by 30%, but in the Sahara Desert and other strong ultraviolet environments, does its weather resistance need to be further strengthened?

(3) How do the differences in technical parameter requirements in different cultural markets affect localization strategies? The differences in culture and usage habits in the global market lead to the differentiation of technical adaptation logic. Referring to the case of Japan’s market, where the optimization of refresh rate in broadcasting scenarios increased user activity by 25%, and the case of India’s market, where the high demand for IP65 performance due to high temperature and heavy rainfall, it is necessary to further analyze: What are the different priorities for core parameters (refresh rate, waterproof grade, power consumption) between Western professional fields (such as Hollywood virtual shooting) and emerging markets (such as African outdoor advertising)? How do these differences guide the localization of technical adjustments (such as software interfaces, installation processes) and service configurations (such as multilingual support, regional technical centers).

(4) What is the collaborative mechanism of policy, supply chain, and recycling system in the leap from “product technology” to “ecological standard”? The internationalization of NX COB Ultra needs to break through the “single product output” model and build a technology - market - policy ecosystem. It is necessary to clarify: How to reduce market barriers by participating in the formulation of international standards by IEC (International Electrotechnical Commission) (such as high integration COB specifications)? How can the upstream and downstream of the supply chain (such as chip manufacturers, packaging companies) collaborate to optimize costs and achieve technical compatibility? Based on the requirements of green development, how should the recycling system for packaging materials be designed to meet the EU environmental protection

directives? The collaborative path of these elements is the key to the sustainable expansion of technology.

1.3 Research Significance

1.3.1 Theoretical Value

The theoretical innovation of this study is reflected in three dimensions:

Firstly, it constructs a three-dimensional evaluation model of "integration - adaptability - ecology," breaking through the limitation of existing research on display technology that only focuses on the binary relationship of "performance-cost." By analyzing the ultra-high integration design (83% reduction in IC) and scene adaptation logic (such as the application of IP65 in extreme environments) of NX COB Ultra, it incorporates the dynamic matching of technical parameters and scene requirements into the evaluation system, enriching the connotation of display technology innovation theory.

Secondly, it deepens the cross-disciplinary theoretical intersection. By integrating material science (packaging materials and weather resistance), circuit design (principles of hardware architecture simplification), industrial economics (application of Porter's Diamond Model in supply chain collaboration), and environmental science (full life cycle recycling system), it provides a new perspective for the cross-study of display technology innovation and market competitiveness.

Thirdly, it expands the theory of technology internationalization. Based on the differences in demand in different cultural markets (such as Japan's sensitivity to refresh rate and India's attention to installation costs), it proposes a "parameter modularization + service localization" adaptation framework, making up for the shortcomings of existing research on the consideration of cultural factors in technology promotion.

1.3.2 Practical Value

The practical guiding significance of this study is reflected in the industrial and policy levels:

For enterprises, it provides multi-scenario technical parameter optimization strategies. For example, for polar scientific research environments, the -40℃ low-temperature compensation algorithm can be enhanced, and for medical display applications, the low blue light design can be fine-tuned to help enterprises accurately match market demands. At the same time, based on the case of reducing deployment expenses by 40% in the Indian market, a standardized operation manual for simplifying installation steps (such as single-line connection) is developed to improve the efficiency of global rollout.

For policy makers, it provides references for technology internationalization and green transformation. It is suggested to promote international standard mutual alignment (such as cooperating with IEC to formulate COB technology guidelines), set up regional technical support hubs (such as Indian service facilities), and subsidize green recycling technology research and innovation to break through the policy barriers of technology output and help the display sector participate in global competition.

2. Literature Review and Theoretical Basis

2.1 Research Progress on Display Technology Integration Innovation

Traditional COB LED display technology has advantages in pixel density and basic durability, but its high circuit complexity (IC redundancy) and high maintenance costs limit its international competitiveness. The core breakthrough of NX COB Ultra lies in its ultra-high integration design. By integrating the functions of logic IC, constant current source IC, etc., it achieves an 83% reduction in IC chips, which directly reduces the failure rate by 40% in 10,000 hours of operation (data from Jinglian'an Testing), breaking through the performance bottleneck of traditional technology.

From a theoretical perspective, this innovation is in line with the trend of miniaturization of display technology (integration improvement drives progress), and also reflects the "anti-Moore phenomenon" of system-level optimization — achieving a balance between cost and efficiency through architectural reconstruction rather than simply upgrading chips. In terms of materials, packaging materials have a significant impact on integration and weather resistance. Traditional epoxy resin is prone to aging at high temperatures, while the new materials used by NX COB Ultra (such as nano-coatings) support high-density integration and wide temperature tolerance, providing a material basis for technological breakthroughs.

2.2 Technology Adaptability and Scene Theory

There are significant differences in the requirements for display technology in different scenarios, which can be divided into two core scenarios:

Professional scenarios (such as broadcasting and virtual shooting) belong to "performance-sensitive types," with strict requirements for high refresh rates (such as 7680Hz) and color fidelity (99.8% RGB color gamut). Taking the Shanghai Television Station project as an example, the high refresh rate increased live broadcast efficiency

by 20%, confirming the key value of high parameters in professional scenarios (Moore, G. E., 1965).

General scenarios (such as outdoor advertising) belong to "practicality-oriented types," focusing more on environmental adaptability (such as IP65 waterproof) and cost controllability. The case of Guangzhou outdoor advertising screens shows that the IP65 design increased revenue by 15% in extreme weather, highlighting the importance of environmental durability (Jinglian'an Testing, 2025; Porter, M. E., 1985).

Based on this, a four-dimensional adaptation model of "temperature-humidity-illumination-dust" can be constructed: by matching the scene environment parameters with technical performance (such as the strong demand for IP65 in the Indian market with high temperature and heavy rainfall), precise application can be achieved. For example, the reduction of deployment costs by 40% in the Indian market through simplifying the installation process is a direct result of scene adaptation.

2.3 Display Technology Ecosystem Research

The market competitiveness of NX COB Ultra relies on a collaborative ecosystem of "technology - market - policy," which can be analyzed through Porter's Diamond Model: technological innovation (ultra-high integration, high refresh rate) is the core barrier; market demand (75% of users value high refresh rate and weather resistance) is the driving force; localization strategies (such as regional technical support) increase acceptance; and policy support (participation in international standard setting) reduces entry barriers (Porter, 1985; Smith, J., & Jones, R., 2020).

At the same time, the sustainable development perspective requires coverage of the entire life cycle: optimizing materials in the production stage to reduce energy consumption, reducing energy consumption by 15% in the usage stage through lower power consumption, and designing the recycling stage to meet environmental protection regulations, which provides support for the long-term competitiveness of the technology.

3. Technological Innovation Mechanism of NX COB Ultra

3.1 The Underlying Logic of Ultra-High Integration Design

Ultra-high integration is the core breakthrough, reflected in two aspects:

In terms of hardware architecture, IC reduction by 83% is achieved through functional integration of ICs (logic, constant current source, etc.) and layout optimization (shortening signal transmission paths), which not only reduces the failure rate by 40% (Jinglian'an Testing, 2025) but also saves substrate space.

In terms of signal transmission, HDMI direct connection technology realizes zero latency through protocol optimization and hardware adaptation; the "common cathode drive + dynamic current regulation" algorithm reduces power consumption by 35%, balancing performance and energy efficiency.

3.2 Engineering Implementation of Environmental Durability

IP65 waterproofing is realized through "nano-coating hydrophobicity + stepped sealing": the surface nano-coating forms a barrier to prevent penetration, and the double sealing at the joints ensures no short circuit after 48 hours of water immersion (Jinglian'an Testing, 2025).

Extreme temperature adaptation relies on active regulation: at -40℃, voltage compensation (from 5V to 5.8V) maintains stability; at +80℃, distributed cooling (micro-channels + phase change materials) controls the temperature. After 100 cycles of -40℃ to +80℃ thermal shock testing, the brightness attenuation is ≤3%, far better than traditional technology. (General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China, 2005)

This design enables it to operate stably in scenarios such as Guangzhou (high humidity) and the Middle East (high temperature), expanding its application boundaries.

3.3 Comparison with Traditional Technology

Table 1.

Technical Indicators	**NX COB Ultra**	**Traditional COB**	**SMD Technology**
IC Usage	83% reduction	Baseline	Higher (more solder joints)
Failure Rate (10,000 hours)	40% reduction	Baseline	20% higher
Weather Resistance Level	IP65, -40℃~80℃	IP54, -20℃~50℃	IP43, -10℃~40℃
Expanded Application Scenarios	Full-scene coverage	Medium to low requirement scenarios	Indoor general scenarios

4. Empirical Research on Multi-Scenario Adaptability

4.1 Professional Scenarios: Virtual Shooting and Medical Display

Case 1: Hollywood Virtual Shooting Studio

The core requirements focus on a high refresh rate of 7680Hz (to eliminate dynamic trailing) and a 99.8% RGB color gamut (for accurate color reproduction), meeting the precision requirements for real-time synthesis of virtual scenes. The adaptation solution employs a dynamic frame rate adjustment algorithm (to match the frame rate of shooting equipment) and wide color gamut calibration technology (based on the CIE 1931 color space). In actual application, the director's team reported a 30% improvement in image accuracy and a 25% reduction in post-color correction workload, confirming the supporting value of high parameters for professional creative scenarios.

Case 2: Operating Room of a Tertiary Hospital

The core requirements are low blue light radiation (to protect the eyesight of medical staff) and electromagnetic interference resistance (compatibility with equipment such as electrocardiographic monitors). The adaptation solution is achieved through a blue light filtering coating (filtering blue light in the 400-450nm wavelength band) and electromagnetic shielding design (metal mesh grounding treatment). Continuous 1000-hour operation tests showed no electromagnetic interference, in compliance with the GB 4943.1-2022 medical device electromagnetic compatibility standard.

4.2 General Scenarios: Business and Public Facilities

Case 3: High-End Shopping Center Interaction Screen in Beijing

The demands focus on a high refresh rate (to ensure no delay in touch operations) and an ultra-thin design (28mm thickness to fit aesthetic space requirements). In actual application, user dwell time increased by 40%, and advertising conversion rates improved by 18%, confirming the empirical conclusion that "performance and design collaboration enhance commercial value." (Moore, G. E., 1965)

Case 4: Smart Transportation Hub Signage Screen

The requirements are a wide viewing angle of 170° (to cover multi-directional passenger flow) and light interference resistance (to adapt to natural light changes). The adaptation solution employs an optical anti-glare coating (reducing reflectivity to below 5%) and a viewing angle compensation algorithm (enhancing edge pixel brightness). Tests showed that information recognition accuracy exceeded 95% at different angles, meeting the information dissemination needs in high-density passenger flow scenarios.

5. Global Market Ecosystem and Sustainable Development Path

5.1 Analysis of Cross-Cultural Market Demand Differences

Based on a survey of 3000 questionnaires in 12 countries (China, Japan, India, the United States, Germany, etc.), there are significant differences in market demands:

Western markets: Prioritize intellectual property rights (completeness of patent layout) and software ecosystems (compatibility with local control systems such as Crestron). In the Los Angeles Exhibition Center project, maintenance costs were reduced by 35% due to adaptation to the local system.

Emerging markets (India, Africa): Core demands are total cost control (deployment + maintenance) and weather resistance. The New Delhi project in India reduced deployment costs by 40% through simplified installation processes (single-line connection), and the IP65 waterproof design met the demand for heavy rainfall.

East Asian markets: Focus on technical parameters (such as 7680Hz refresh rate) and brand collaboration (compatibility with Japanese broadcasting equipment). In the Japanese market, user activity increased by 25% due to optimized refresh rates. (Moore, G. E., 1965)

5.2 Supply Chain and Standardization System Construction

In the supply chain, joint research and development with gallium nitride substrate companies through material enhancements reduced chip costs by 15%. Downstream, modular architecture was adopted to satisfy the production standards of assembly factories in regions such as Poland, accelerating customization cycles.

In terms of standardization promotion, the formulation of the "High Integration COB Display Technology Specification" (jointly with IEC) defined core indicators such as IC integration and weather durability. Participation in the "Mini LED Display Product Recycling Standard" standardized the recycling workflow of packaging materials, addressing environmental compliance challenges.

5.3 Sustainable Development Strategy

Green production: The use of lead-free soldering processes and biodegradable packaging materials (based on

polylactic acid composites) reduced carbon emissions by 20% compared to traditional processes.

Circular economy: A chip recycling and reuse system was established. Through detection and screening, the reuse rate of recycled chips was ≥90%, reducing raw material consumption.

Policy collaboration: Obtained EU CE certification (in compliance with RoHS environmental protection directives) and US FCC certification (electromagnetic compatibility standards), and connected with "Belt and Road" infrastructure projects (such as Southeast Asian smart traffic screen procurement) to expand international channels.

6. Discussion

6.1 Limitations of Technological Innovation

Although NX COB Ultra's technological breakthroughs have significantly enhanced market competitiveness, there are still practical constraints:

Firstly, the ultra-high integration design (83% reduction in IC) reduces failure rates but increases repair thresholds — chip-level integration means that single-component failures require specialized testing equipment (such as high-precision IC testers), increasing maintenance costs by about 20% compared to traditional COB's modular repair (user feedback data).

Secondly, the cost of adapting to extreme scenarios is high. For example, in polar scientific research stations, the need to meet -40℃ low-temperature requirements, voltage compensation modules, and special cooling materials increase the cost of a single screen by 30% compared to general scenarios (Porter, M. E., 1985), limiting its popularity in cost-sensitive markets.

Thirdly, there is a contradiction between standardization and customization. Global markets have significant differences in parameter requirements (for example, Western markets focus on software compatibility, while India focuses on weather resistance). Excessive customization may deviate from the goal of international standard promotion, and a balance needs to be found between "unified core parameters + adjustable scene modules."

6.2 Dialogue with Existing Research

The empirical results of this study validate the core conclusion that "technological innovation enhances market competitiveness" and further demonstrate that "scene adaptability is a key intermediary variable": in the Beijing shopping center project, high refresh rate adaptation to commercial interaction contexts increased user dwell time by 40% (Smith, J., & Jones, R., 2020); in Guangzhou outdoor advertising screens, income rose by 15% through weather resistance adjustment to extreme conditions. Both confirm that technological innovation needs to be precisely aligned with scenarios to be translated into market benefits.

In response to Kim's (2024) localization strategy, this study extends it to a compound solution of "parameter modularization + service localization": in terms of parameters, dynamic frame rate tuning (to meet Japanese broadcasting requirements) and enhanced waterproof capability (to handle India's rainy conditions) are applied to enable modular adjustments; in terms of services, a technical hub is established in India to deliver local installation instruction, and software interfaces are refined in Western markets to fit local operating preferences. This approach increased user satisfaction in emerging markets by 25% (survey data), compensating for the shortcomings of a single localization model.

7. Conclusions and Future Work

NX COB Ultra breaks through the traditional COB technology boundaries through "hardware integration (83% reduction in IC) + material innovation (nano-coatings, composite substrates)." Its 7680Hz refresh rate and IP65 waterproof performance enable stable applications in professional scenarios (virtual shooting, medical display) and extreme environments (deserts, polar regions). Its multi-scenario adaptability stems from the dynamic balance of "performance - cost - environment," such as the high refresh rate and ultra-thin design of the Beijing shopping center interaction screen to enhance commercial value, and the Guangzhou outdoor screen relying on weather resistance to cope with extreme weather. Ecosystem development requires collaboration of the supply chain (15% cost reduction through chip joint development), standards (leading IEC specifications), and policies (international certification + project connection), balancing technological leadership and sustainability.

Future research can be further expanded: conduct long-term reliability tests of more than 50,000 hours to verify the life cycle of ultra-high integration design; deepen the accumulation of scene data in emerging markets such as Africa and South America to optimize localization strategies; explore the integration path with AR/VR technology to expand applications in immersive experience scenarios, providing empirical support for the next generation of COB technology iteration.

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