

- 58     **The Impact of Femvertising on Indonesian Consumers' Brand Perception and Response**  
*Felisha Vinaya Irawan and Deborah N. Simorangkir*
- 73     **Virtual Anchors in Action: Navigating Regional Consumer Behavioral Responses and Cultural Dynamics in Chinese E-Commerce**  
*Worawan Ongkrutraksa*
- 87     **Memory, Identity, and Time: The Nonlinear Narrative Strategies in Wong Kar-wai's Films**  
*Peng Yan, Kanokporn Numtong, and Kewalee Petcharatip*
- 97     **Willingness to Disclose Personal Data for Enhanced Customer Experience through Marketing Technology and Online Data Privacy Personality**  
*Rungpailin Songja and Patchanee Cheyjunya*
- 115    **Uncensored Feeds and Social Advantages of Ilokano Alters on X**  
*John Alvin G. Dumingsil and Bryan R. Realgo*
- 130    **Sidelining Women and Their Achievements: Representing Women Sports in Bangladeshi Newspapers**  
*Tamema Sultana*