



**CBER-FUE 13TH INTERNATIONAL CONFERENCE ON THE  
RESTRUCTURING OF THE GLOBAL ECONOMY (ROGE) -  
"PROMOTING SUSTAINABILITY"**

**5-6 AUGUST 2024**

**UNIVERSITY OF OXFORD**

**SAÏD BUSINESS SCHOOL, PARK END STREET, OXFORD OX1 1HP**

**HOSTED BY**

**CENTRE FOR BUSINESS & ECONOMIC RESEARCH, (CBER), UK  
THE FACULTY OF COMMERCE AND BUSINESS ADMINISTRATION  
FUTURE UNIVERSITY IN EGYPT**

**CONFERENCE PROGRAMME  
METHOD - INTEGRITY - CAMARADERIE**

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All conference participants receive a certificate of contribution with 15 CPD credits for participating and presenting at this conference.

## TABLE OF CONTENTS

Welcome to ROGE- 2024 International conference	4
Conference Committee	5
Tracks and Session Chairs	8
Sponsors	9
Conference Presidents, Chairs and Keynote Speakers	11
Session Chairs	16
General Information	23
Schedule for the Conference	26
List of countries and Institutions	42

## Welcome to ROGE 2024 International Conference

*Dear Conference participants*

*We warmly welcome you to the 13<sup>th</sup> International Conference on Restructuring of the Global Economy (ROGE-2024)-Promoting Sustainability organised jointly by the Centre for Business & Economic Research (CBER), London, UK and the Faculty of Commerce and Business Administration, Future University Egypt. We want to foster an intellectual curiosity that draws on the wisdom of the past while also encouraging new ideas. It is our sincere hope that during our conference, new and purposeful relationships will be formed that will benefit everyone involved.*

*This year's conference theme, "Restructuring of the Global Economy-Promoting sustainability," is both timely and critical as we navigate through a period of unprecedented economic challenges and opportunities. The global economy is at a crossroads, and it is imperative that we explore innovative strategies, share insights, and collaborate on solutions that will shape a more resilient and equitable future.*

*Over the next two days, you will have the opportunity to engage with leading academics, industry experts, policymakers, and fellow researchers from around the world. Our diverse program includes keynote speeches, panel discussions, paper presentations, and workshops designed to foster in-depth dialogue and knowledge exchange.*

*We encourage you to take full advantage of the opportunities to network, share your research, and learn from the experiences of others. The Said Business School, with its rich history and academic excellence, provides the perfect backdrop for these critical discussions. We would like to extend my gratitude to our distinguished speakers, dedicated organising committee, and generous sponsors for their invaluable contributions to making this conference possible. We are indebted to the reviewers for the important role that they have played in ensuring that this conference is well placed to continue to maintain the high standards that we all aspire to. To all the academics who have placed their research in the public domain via this conference, we are grateful for your good faith and trust. Your support and participation are essential to the success of this event.*

*Thank you for joining us at the 13th International Conference on the Restructuring of the Global Economy. We are confident that your experience here will be both intellectually stimulating and professionally rewarding*

*Thank you for being a part of ROGE-2024*

*We wish all participants a stimulating conference.*

**Prof. Ebada Sarhan**

*President, Future University in Egypt*

**Dr. P. R. Datta**

*Senior Lecturer and Scholarship Lead, School of Business & Law*

*Regent College London, UK*

*& Centre for Business & Economic Research, UK*

## ROGE-2024 CONFERENCE COMMITTEE MEMBERS

### Conference Honorary President

- **Prof. Ebada Sarhan**, President, Future University in Egypt

### Conference President

- **Dr. P. R. Datta**, Regent College London, UK and Centre for Business & Economic Research, UK.

### Conference Chairs

- **Professor Hany ElShamy**, Professor of Economics, Dean of Faculty of Commerce and Business Administration, Future Business University in Egypt
- **Prof. Ghadeer Badr**, Acting Vice President for Postgraduate Studies and Research, Faculty of Commerce and Business Administration, Professor of Human Resource Management, Future University in Egypt

### Conference Project Director

- **Dr B.R. Chakraborty**, Centre for Business & Economic Research (CBER), UK

### Conference Committee

- **Prof. Warren Mathews**, Belhaven University, USA
- **Prof. Ahmed Salama**, Vice Dean for Education and Students Affairs, Faculty of Commerce and Business Administration, Future University in Egypt
- **Prof. Srinivasan Sampalli**, Dalhousie University, Canada
- **Prof. (Dr.) Deepraj Mukherjee**, Kent State University, USA
- **Prof. David Graves**, Centre for Study of Organised Crime, UK
- **Prof. (Dr.) Gairik Das** -Review Editor, IISWBM, Kolkata, India
- **Dr Justin H. Beneke**, University of Winchester, UK
- **Dr Abdul Rahim Soomro**, Centre for Business & Economic Research, UK
- **De. Zulema Blair**, MEC faculty lead, Medgar Evers College of the City University of New York, USA
- **Dr. Wallace Ford**, Medgar Evers College of the City University of New York, USA
- **Prof. Chris Bellamy**, Professor Emirates, University of Greenwich, UK
- **Prof. Jo-Ann Rolle**, Dean, Medgar Evers College of City University of New York
- **Prof. Małgorzata Magdalena Hybka**, Poznań University of Economics and Business, Poland
- **Prof. (Dr.) Juan Carlos Botello**, Universidad Popular Autónoma del Estado de Puebla, Mexico
- **Prof. R. Srinivasan**, JBIMS, University of Mumbai, India
- **Prof. Dina Kreema**, Accounting Department Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Prof. Ahmed Azmy**, Business Administration Department Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Prof. Ghada Refaat**, Management Information Systems Department Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. Mike Wagner**, Director, Master of Arts in Human Resources Program, Carl H. Lindner College of Business, University of Cincinnati, USA

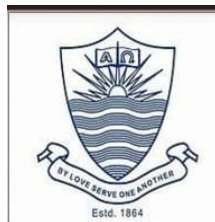
### ROGE-2024 Editorial Advisory Board

- **Prof. Marianne Lewis**, Dean, Lindner College of Business, University of Cincinnati, USA
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- **Prof. Wincenty Kulpa**, University of Rzeszów, Poland
- **Prof. Rahul Gupta Choudhury**, IFIM Business School, Bangalore, India



- **Dr. Eleni Aravopoulou**, St Mary's University, UK
- **Prof. Greg Mayers**, Medgar Evers College of the City University of New York, USA
- **Prof. Huseynova Khatira**, The Academy of Public Administration under the President of the Republic of Azerbaijan, Azerbaijan
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- **Pro. (Dr) A. J Stagliano**, Department of Accounting, Erivan K. Haub School of Business, Saint Joseph's University, USA
- **Dr Seugnet Bronkhorst**, College of Business & Economics, University of Johannesburg, South Africa
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Journal of  
***Risk and Financial  
Management***

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*We are delighted to announce that The Journal of Risk and Financial Management is the official partner of the 13th ROGE-2024 conference. Conference participants can submit their full-text papers to the Journal for consideration for publication pending further evaluation and APC. The journal is indexed in SCOPUS.*

*For further details about the journal please visit <https://www.mdpi.com/journal/jrfm>*

*The link for the special issue: [https://www.mdpi.com/journal/jrfm/special\\_issues/869V671M86](https://www.mdpi.com/journal/jrfm/special_issues/869V671M86)*

A selection of papers will be published in the special "Business, Finance and Economic Development" issue subject to further review and APC (Article Processing Charges). Authors are invited to submit their conference papers within the journal's broad scope. Although comprehensive in coverage, the following areas are indicative and nurture the interests of the special issue with a "Business, Finance and economic development" underpinning:

1. Economic Development, Behavioural Economics
2. FDI, Free Trade – Theory and Practice
3. Globalisation, Liberalisation, and Development
4. Financial Institutions & Markets, Fiscal policy
5. Financial Services
6. International Economics & Trade
7. International Finance
8. Macroeconomic Parameters and Growth
9. Microeconomics
10. Microfinance and Development
11. Inclusive Growth
12. Institutions and Economic Development
13. Finance and Accounting
14. Economic Development Through Tourism and Education
15. Teaching and Learning
16. Branding, Marketing, and HR Policies for Organisational Growth
17. Small Business Development and Entrepreneurship
18. Leadership for Economic Development
19. Emotional Intelligence

#### **Guest Editors**

**Dr Palto Datta** FCIM, FRSA, CMBE, FHEA

*Regent College London and CBER, UK and Centre for Business & Economic Research, UK*

**Prof. Ghadeer Badr**

*Faculty of Commerce and Business Administration, Future University in Egypt*

**Special Issue Editor: Esther Peng**

**Deadline: Submission deadline: 30th September 2024**

## Tracks and Session Chairs

### Day-1: Monday, 5<sup>th</sup> August 2024

**Session-1: Inaugural Session (Hybrid Mode)**- Edmond Safra Lecture Theatre  
Prof. David Graves, Centre for Study of Organised Crime, UK

**Session-2: Finance & Accounting (In-person Mode)**- Edmond Safra Lecture Theatre  
Prof. A. J. Stagliano, Erivan K. Haub School of Business, Saint Joseph's University, USA

**Session-3: Business and Management**- Andrew Cormack Room (East Wing) **(In Person Mode)**  
Dr. P. R. Datta, Centre for Business & Economic Research and Regent College London, UK

**Session-4: Marketing and Branding -Seminar Room-3 (Online Mode)**  
Prof. (Dr.) Gairik Das -IISWBM, Kolkata, India

**Session-5: Sustainable Development** - Edmond Safra Lecture Theatre **(In-Person Mode)**  
(Dr) Mike Wagner, Carl H. Lindner College of Business, University of Cincinnati, USA

**Session-6: Marketing and Branding** - Andrew Cormack Room (East Wing) **(In Person Mode)**  
Prof. (Dr.) Gairik Das -IISWBM, Kolkata, India

**Session-7: Information Technology & Cloud Computing**- Seminar Room 3 **(Online Mode)**  
Prof. (Dr) Ghada Refaat El Said, Future University in Egypt

**Session-8: Keynote addresses (Hybrid Mode)**- Edmond Safra Lecture Theatre  
Gerald Doyle, MA, Financial Pathways Consultancy and Visiting Lecturer, BUCKS University, UK

**Session-9: Growth and Economic Development**- Andrew Cormack Room **(In-Person Mode)**  
Vaibhav Mishra, SOAS University of London, UK

**Session-10: Teaching and Learning for LLLS**- Edmond Safra Lecture Theatre **(In -Person Mode)**  
Prof. (DR) Padmakali Banerjee, Vice Chancellor, IILM University, India

**Session-11: Marketing and Sustainability Issues**-Seminar Room 3 **(Online Mode)**  
Dr Sara El-Menawy, Future University in Egypt

**Session-12: Special Workshop**- Edmond Safra Lecture Theatre **(In-Person Mode)**  
Dr. Sohan Lal, Satyawati College, University of Delhi, India

**Session-13: Fellowship Award Ceremony and Closing Remarks (Hybrid Mode)**- Edmond Safra Lecture Theatre  
Prof. David Graves, Centre for Study of Organised Crime, UK

### Day-2: Tuesday, 6<sup>th</sup> August 2024

**Session-14: Business Management and HRM**- Edmond Safra Lecture Theatre **(In-Person)**  
Prof. (Dr.) Urvashi Sharma, Delhi School of Economics, University of Delhi, India

**Session-15: Human Resource Management/Business Management** -Andrew Cormack Room **(Online Mode)**  
Prof. Thobekani Lose, Head of Centre for Entrepreneurship, Nelson Mandela University, South Africa

**Session-16: Finance & Accounting**- Andrew Cormack Room **(Online Mode)**  
Prof. Małgorzata Magdalena Hybka, Department of Public Finance, Poznan University of Economics and Business, Poland

**Session-17: Business Management and HRM**- Edmond Safra Lecture Theatre **(In-Person)**  
Gerald Doyle, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University, UK

**Session-18: Finance & Accounting/Business Management** Andrew Cormack Room **(In-Person)**  
Prof. (Dr.) Gairik Das -IISWBM, Kolkata, India

**Session-19: Marketing & Branding/GIT**- Edmond Safra Lecture Theatre **(Hybrid Mode)**  
Dr Rachel A English, Associate Professor in Accounting, University of Leicester, UK

**Session-20: Growth and Economic Development/Globalisation & International Trade (Online Mode)**  
Prof. (Dr) RK ARYA, Manav Rachna International Institute of Research and Studies, India

**Session-21: Awards of Best Papers/E-Posters**- Edmond Safra Theatre **(Hybrid Mode)**  
Dr Palto Datta, Regent College London, UK/Centre for Business & Economic Research, UK

**Session-22: Business & Management/Closing Session (Hybrid Mode)**- Edmond Safra Theatre  
Prof. David Graves, Centre for Study of Organised Crime, UK



## 13<sup>th</sup> International Conference on Restructuring of the Global Economy (ROGE)-Promoting Sustainability, University of Oxford, UK

### Co-Sponsors



Centre for Business & Economic Research (CBER) was founded in London in 2006 with the aim of inspiring, recognizing, and supporting excellence in Business and Economic research. Currently, the Centre has three main areas of endeavour: organizing an annual cycle of international academic conferences, producing academic journals, and offering bespoke consultancy projects both in the United Kingdom and further afield. CBER works assiduously to facilitate international collaboration, providing an independent and credible source of advice, as well as contributing to academic debate and research. The Centre is fortunate to have a truly international following and is committed to encouraging knowledge sharing, foresight planning and greater interaction between academics, policymakers, thought leaders and those engaged in diverse commercial activities. Through both its researchers and a network of specialists internationally it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by credible research methods and a thorough and objective approach.



Future University in Egypt (FUE) was founded in 2006, by the Presidential Decree 254/2006 according to law number 101/1992 and executive regulations 219/2002, Future University in Egypt is a leading private university strategically located in the heart of new Cairo. FUE is dedicated to excellence in teaching, research & service. FUE is an educational institute committed to distinction, innovation and quality standards. FUE's priority is to stay abreast with the national, regional and international changes taking place in the interrelated fields of education, scientific research and community development, while consolidating values and professional ethics. All of the University's six faculties are fully accredited by the Supreme Council of Universities.

Future University in Egypt has achieved remarkable recognition in the QS World University Rankings 2025, issued by the Quacquarelli Symonds (QS) Foundation on June 4, 2024. According to QS World University Rankings, FUE has been ranked 901-950 globally in 2025 ranking and the top of private Universities in Egypt.

#### **FUE Vision**

To pursue an advanced worldwide ranking among universities

#### **FUE Mission**

Future University in Egypt (FUE) is an educational institute committed to distinction, innovation, and quality standards. FUE's priority is to stay abreast with the national, regional, and international changes taking place in the interrelated fields of education, scientific research, and community development,

WEBSITE: [www.fue.edu.eg](http://www.fue.edu.eg)



Medgar Evers College is a senior college of The City University of New York, offering baccalaureate and associate degrees. It was officially established in 1970 through cooperation between educators and community leaders in central Brooklyn. It is named after Medgar Wiley Evers, an African American civil rights leader. The College is proud of the vital academic programs offered through its five schools with the new School of Education. It is School of Business; School of Education; School of Liberal Arts; School of

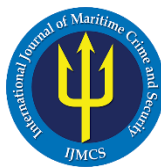
*Professional and Community Development; and School of Science, Health, and Technology. Under the current leadership of Dr. Patricia Ramsey, President, the College believes that education has the power to positively transform the lives of individuals and is the right of all individuals in the pursuit of self-actualisation. Consequently, the College's mission is to develop and maintain high quality, professional, career-oriented undergraduate degree programs. Their rigorous curriculum, new degree programs and ever-expanding, award-winning faculty produce global citizens who are equipped for high-quality jobs. The College's diverse student body is presented with opportunities and new worlds through the Center for Black Literature, the Caribbean Research Center, the Center for Law and Social Justice and The DuBois Bunche Center for Social Policy.*



*Forman Christian College, Lahore, Punjab, Pakistan is a Private not-for-profit liberal arts university in Lahore, Punjab, Pakistan. It was founded in 1864 and is administered by the Presbyterian Church. The university follows an American-style curriculum. The university has designed its four-year bachelor's degree program in accordance with the standards for accreditation in the U.S. Forman is also known for its noted alumni and staff, including Nobel laureate Arthur Compton, former Indian Prime Minister I. K. Gujral, former Pakistani Presidents Farooq Leghari and Pervez Musharraf, diplomat Jamsheed Marker, journalist Kuldip Nayar, and activist Eqbal Ahmad. As of 2020, Forman was home to 8,435 students including 3,173 Intermediate students, 4,712 Baccalaureate students and 550 graduate students. It also has 220 full-time faculty members (more than 100 of whom have PhDs) as well as an alumni population of well over 21,000.*



*The JBRMR is a scholarly and refereed journal that provides an authoritative source of information for scholars, academicians, and professionals in the fields of business and retail management. The objectives of the JBRMR are to attract and publish theoretical, conceptual, and empirical manuscripts from academics and professionals from all disciplines regarding a wide range of contemporary issues in business and retail management. The aims of the journal are to disseminate knowledge; provide a learned reference in the field; and facilitate communication between academic and research experts, and executives.*



*The International Journal of Maritime Crime and Security (IJMCS) is the first high-quality multi/interdisciplinary journal devoted to the newly identified field and academic discipline of maritime security and the study of maritime crime. The latter has been neglected, as the scientific study of crime has remained essentially landlocked. The Journal covers the following broadly constructed and interpreted disciplines as they relate to maritime security: economics, environmental studies, global governance studies, anthropological and cultural studies, human factors and psychology, security, criminology and crime science, cyber security, international and national law (Maritime Law, Law of the Sea and National Jurisdictions), political and policy perspectives, strategic security and war studies, naval and maritime history as they relate to current issues, maritime crime, including cyber-crime, fraud, piracy and armed robbery at sea, Illegal, Unregulated and Unreported (IUU) Fishing, smuggling, people trafficking, illegal immigration, stowaways and pollution, disaster management and resilience at sea and in littoral areas. 'Maritime Security' includes the port facility, offshore platform, and undersea resource extraction security – not just ships*

## CONFERENCE PRESIDENTS, CHAIRS & KEYNOTE SPEAKERS

### CONFERENCE HONARARY PRESIDENT



*Prof. Ebada Sarhan*  
*President, Future University in Egypt*

*Prof. Ebada Sarhan is the founding President of Future University in Egypt. Professor Sarhan is an Egyptian pioneer in the field of Computer Science and Information Technology with over 35 years of professional international and regional experience, over 45 scientific articles and books, and various consultancy projects. He is a member of several organizations including: the Egyptian Academy for Scientific Research and Technology, the Egyptian Computer Society, the Egyptian Engineering Syndicate, the Scientific Committee of the International Conference of Artificial Intelligence, the Egyptian Teachers' Syndicate. Prof. Sarhan is the editor in chief of Future Computer Journal, and a member of several professional international organizations including: the British Computer Society, the UK Institution of Electrical Engineers, and the US Institute of Electrical & Electronics Engineers (IEEE).*

### CONFERENCE PRESIDENT



*Dr. P R Datta FCIM, FRSA, CMBE, FHEA*  
*Executive Chair*  
*Centre for Business & Economic Research, London, UK.*  
*Senior Lecturer and Scholarship Lead, School of Business & Enterprise, Regent College London, UK*

*Dr. Datta earned his first degree in Plasma Physics from the Peoples' Friendship University of Russia in Moscow, an MSc in marketing from Glamorgan University, UK, and a Ph.D. in Marketing, from the University of Hertfordshire UK. He is a member of the Royal Society of Arts, Fellow of Advance HE, Fellow of Chartered Institute of Marketing, UK, member of Certified Management & Business Educator, the British Academy of Management, the European Marketing Academy, and the European Institute for Advanced Studies in Management and others. Dr. Datta is a senior lecturer and Scholarship lead at the School of Business and Enterprise at Regent College London. Dr. Datta is also the Executive Chair, Centre for Business & Economic Research, UK and the Chief Editor of the Journal of Business and Retail Management Research and the International Journal of Higher Education Management. Dr. Datta has published extensively in international refereed journals and conferences, and several of his publications have received positive feedback from business and management scholars. He has published over 35 scholarly articles and over 300 short articles in the last 20 years (published in daily newspapers)*

*Author of a number of books, including "We're Doomed! Brexit Revisited" (2020), "The Art of Entrepreneurship: the Path to Success and Wealth Creation" (2022), and "Relationship Marketing for Enhancing Customer Retention (2018)" Over 27 years of teaching experience in the Further and Higher Education sectors in the UK.*

## CONFERENCE CHAIRS



*Professor Hany ElShamy  
Professor of Economics  
Dean of Faculty of Commerce and Business Administration  
Future Business University in Egypt*

*Hany Mostafa Elshamy is a professor of economics and dean of Faculty of Commerce and Business Administration (FCBA) at Future University in Egypt (FUE). Elshamy received his PhD (2008) in economics from the University of Surrey, United Kingdom, his BSc in Economics (1990) and MSc in Economics (1997) at Tanta University in Egypt. His doctoral thesis dealt with small firms in UK manufacturing sector and the impact of technological change on UK manufacturing. Elshamy's research focuses on productivity, efficiency, Innovation, Research and development (R&D) expenditure and its impact on productivity. He has attended and presented more than 20 papers at international conferences. He published around 25 papers in peer reviewed international journals and many chapters in books. Elshamy have taught many modules for under and post graduate levels. He is also a member in the Royal Economic Society, the Scottish Economic Society and the Egyptian Economic Society.*



*Prof. Ghadeer Badr  
Acting Vice President for Postgraduate Studies and Research, Faculty of Commerce and Business Administration, Professor of Human Resource Management, Future University in Egypt*

*Ghadeer Mohamed Badr Eldin Aboul-Ela is the acting Vice President for Postgraduate Studies and Research, Faculty of Commerce and Business Administration, Professor of Human Resource Management, Future University in Egypt. She is a Professor of Human Resource Management and was awarded her doctorate degree in Business Administration from Cairo University. Professor Badr has over Nineteen years of teaching experience, consulting as well as research activities. She has published several research in top ranked journals and is on the editorial board of Future Business Journal. Professor Badr's research interests span both Human Resource Management as well as Organization Behaviour disciplines. Much of her research work has been on analyzing work-related attitudes and behavioral practices.*

## KEYNOTE SPEAKERS



*Prof. (Dr) Lourdes Casanova  
Gail and Rob Cañizares Director, Emerging Markets Institute  
Senior Lecturer of Management  
Cornell SC Johnson College of Business, USA*

*Lourdes Casanova Gail and Rob Cañizares Director Emerging Markets Institute, Senior Lecturer Cornell S.C. Johnson College of Business, Cornell University. Named one of 50 most influential Iberoamerican intellectuals, one of 30 most influential Iberoamerican women intellectuals by Eslobal. Fulbright Scholar, master's University of Southern California, PhD University of Barcelona. Co-editor with F. Cahen A. Miroux: From copycats to Leaders: Innovation from Emerging Markets. Cambridge University Press. with A. Miroux: The Era of Chinese Multinationals. Academic Press. Elsevier 2019. Emerging Market Multinationals Report 2022, 2021, 2020, 2019, 2018, 2017 and 2016. Co-author with P. Cornelius, S. Dutta: Entrepreneurship and the Finance of Innovation in Emerging Markets. Academic Press. Elsevier. With J. Kassum: The Political Economy of an Emerging Global Power: In search of the Brazilian Dream, Palgrave Macmillan 2014, author Global Latinas: Latin America's emerging multinationals Palgrave Macmillan 2009. Former member Global Agenda Council, Competitiveness in Latin America World Economic Forum, B20 Task Force in G20 summit, Los Cabos (2012). Board member Boyce Tompson Institute. Co-founder Ithaca Hub of Global Shapers. Op-ed writer Latin Trade, Agenda Publica contributor to CNN en español, El País and Voice of America.*





*Rear Admiral Mohammad Musa, OSP, NPP, RCDS, AFWC, PSC, PhD  
Vice-Chancellor, Bangabandhu Sheikh Mujibur Rahman  
Maritime University, Bangladesh (BSMRMU)*

Rear Admiral Musa joined Bangladesh Naval Academy on 27 January 1985 and has 36 years of professional and academic experience. He is a Naval Gunnery Specialist Officer and served as an Instructor at Bangladesh Naval Academy and chief Instructor of the Naval Gunnery and Seamanship School. He commanded **six warships** ranging from Patrol Craft to Frigates and **the flagship, BNS BANGABANDHU (Guided Missile Frigate)**. The admiral has served as the Director of four Directorates at Naval Headquarters, namely the Directorate of Plans, Submarine, Naval Aviation and Signals. He also served as Naval Secretary. He commanded the biggest naval establishment of the Bangladesh Navy, BNS ISSA KHAN, in Chattogram. As Area Commander, he performed the duties of Naval Administrative Authority Dhaka and Commander Khulna Naval Area. He has also started 1<sup>st</sup> Maritime Business Incubator (Startup Blue) to generate innovative business ideas and promote maritime sector entrepreneurship. Before that, the admiral served as the Chairman of the Mongla Port Authority. Outside the Navy, the admiral has served as the **Director of the Blue Economy Cell and Directing Staff (Navy) Armed Forces War Course** at the **National Defence College** from 2010 to 2013. Rear Admiral Musa is an alumnus of Defence Services Command and Staff College, Mirpur, French Inter Forces War College, National Defence College, Royal College of Defence Studies (RCDS), UK and King's College, London. In his Academic credentials, he achieved **four master's degrees in War Studies, English Literature, International Relations and Business Administration**. It is to be mentioned that he completed MA in "**International Security and Strategy**" from **Kings College, London**. He has completed **M Phil** from Bangladesh University of Professionals in 2015. In January 2021, despite his hectic schedule and commitments, the admiral completed the PhD "**Maritime Domain Awareness: Bangladesh Perspective**" from Jahangirnagar University. The admiral is also a fellow of the Capstone Course (2023/1) of the prestigious National Defence College, Mirpur, Dhaka.



*Dr Marianne W. Lewis  
Dean and Professor of Management  
Carl H. Lindner College of Business, University of Cincinnati, USA*

Marianne W. Lewis is dean at the Carl H. Lindner College of Business, University of Cincinnati. Renowned for her research on organizational paradoxes surrounding innovation and leadership, her latest book *Both/And Thinking: Embracing Creative Tensions to Solve Your Toughest Problems* is published by Harvard Business Review. Lewis has been recognized among the world's most-cited researchers in her field (Web of Science) and received the Decade Award (2021) and Best Paper Award (2000) from the Academy of Management Review. Her work also appears in such media outlets as Harvard Business Review, Fast Company, Newsweek, and MarketWatch.

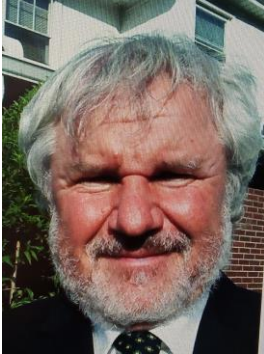


*Dr. Beheruz N. Sethna  
Professor of Business and President Emeritus of The University of West Georgia, USA*

Dr. Beheruz N. Sethna is Regents' Professor of Business and President Emeritus of The University of West Georgia (UWG). UWG underwent considerable growth during Dr. Sethna's 19-year tenure and went from a college with just over 7,500 students to a doctoral degree-granting, SACS Level VI university with nearly 12,000 students, and has recently been classified by Carnegie as a Doctoral University (moderate research activity). Dr. Sethna is the first known person of Indian origin ever to become president of a university anywhere in America and the first person of any ethnic minority to become president in Georgia other than an HBCU. He served twice as Interim Executive/Senior Vice Chancellor for the entire University System of Georgia. The Board of Regents has awarded him a Resolution of Commendation and its Cornerstone Award; and he was recognized as the University System of Georgia Chancellor's 2012 Customer Service President and Institution of the Year. He has been awarded Resolutions of Commendation from the Governor, the Senate, and the House of the State of Georgia. He has been named among the 100 Most Influential Georgians six times and has been presented the Key to the City in two cities in Georgia. In 2014, the Carnegie Corporation named him among the "Great Immigrants – Pride of America," an honor he shares with such luminaries as Einstein and Kissinger, whose accomplishments he emphasizes, are orders of magnitude higher! He has a TEDx talk to his credit in addition to over 100 talks and



addresses to academic and business leaders in many countries. He has been married for more than 44 years to Dr. Madhavi Sethna who has earned her MBA, MA, MS and Ed.D. They have two grown children, Anita Sethna, MD, and Shaun Sethna, JD, two beautiful granddaughters, Zarina Cross Cole and Cyra Shirin Cole, and two wonderful grandsons, Surin Shaun Sethna and Sian Shaun Sethna.



Prof. (Dr) Pellegrino Manfra  
City University New York, QCC, USA

Dr. Pellegrino Manfra is a Professor of International Economics at City University New York at Queensborough CC. He is the author of more than 400 publications and articles. Dr. Manfra articles have been published and presented in many academic scholarly journals and international professional conferences and symposiums. Throughout his academic career, Dr. Manfra was invited to present his research and scholarship in many well-known U.S and foreign universities, including Harvard, MIT, Princeton, Cambridge, Sorbonne, Bocconi, La Sapienza, and others academic institutions. Dr. Manfra obtained his Ph.D. from Fordham University specializing in International Economics. In addition, he attended Iona University and Long Island University earning master's Degrees. His major area of scholarship has been globalization and international investments. More specifically, his research has been concentrated on the integration of the European Union and the emergence of the Euro as a leading currency in the world economy. Dr. Manfra has made a considerable contribution to the literature and understanding of the Euro in era of globalization. In addition, Dr. Manfra has been examining the Federal Reserve System and its monetary policy in the last decade. Moreover, his research interest has been interdisciplinary - combining the study of economics with Roman economic history, physics, psychology, education, finance and law. Dr Manfra has over 40 years of experience in applied social sciences empirical econometrics research in the international arena. Lately, he has engaged extensively in Latin scholarship i.e. how ancient Roman-Latin history and laws have influenced significantly the U.S Constitution, Bill Rights, U.S. government and our law's structure. In 2012, he was awarded the prestigious Excellent Faculty Scholarship Award granted by the University. In addition, he was honored by the Italian Minister - Mirko Tremaglia Award in Excellency Immigrant accomplishments.



Dr Anne Miroux  
Cornell University, USA

**Anne Miroux** is a Faculty Fellow at the Emerging Markets Institute, Johnson School of Management at Cornell University. She has over 30 years of experience in international trade and finance. She began her career in the United Nations Centre on Transnational Corporations in New-York, and later joined the United Nations Conference on Trade and Development (UNCTAD) where she specialized on developing country debt, foreign direct investment, transnational corporations, and technology and innovation policies. Until late 2015, she was the Director of the Division on Technology and Logistics in UNCTAD, and Head of the Secretariat of the UN Commission on Science and Technology for Development (CSTD). For several years, Anne Miroux directed the World Investment Reports (WIR), the United Nations flagship report on FDI and transnational corporations and served as the Editor of the UN Transnational Corporations Journal. She is the co-author, with L.Casanova, of the [Emerging Market Multinationals Report](#) 2020, 2019, 2018, 2017 and 2016, and of [The Era of Chinese Multinationals](#), Academic Press, Elsevier 2019, and co-editor with F. Cahen and L. Casanova of [From copycats to Leaders: Innovation from Emerging Markets](#). Cambridge University Press. ISBN 978-1-108-48686-6. 2021 Anne Miroux is a member of the Advisory Board of the Technology and Management Center of the Department of International Development at Oxford University. She is also senior editor of the Transnational Corporations Review. Anne Miroux has an MBA from HEC, Ecole des Hautes Etudes Commerciales, and graduated from IEP (Institut d'Etudes Politiques - Paris). She holds a PHD in Economics from University of Paris I - Sorbonne.

Prof. David M J Graves  
Centre for Study of the Organised Crime (CSOC), UK

After a varied career in the Public Sector, David specialises in Private and Public Corporate Governance issues, National and International Financial Crime, and all fraud-related offences. Now a retired Fraud Squad Detective, David has extensive experience in the areas of Management



*Skills and Training, Corporate Governance within the Public/Private Sector, National and International Global economic crime, Money Laundering, Identity Theft, The Police & Criminal Evidence Act, Vulnerable and Intimidated Witness programmes, Crime Reduction strategies, Project Management/Leading Project Teams, Business Customer Care Programmes, Degree course design for Universities. During his time within the Police service, David was the Manager of one of only three U.K. National Police Fraud Management Courses accredited by Teesside University Business School. Since leaving the Police Service, David has taught law subjects at Warwick University Law School and a wide range of Managerial Skills at Coventry City University Management School. David has both developed and taught academic programmes on the subject of Corporate Governance at Magna Carta College, Oxford. David has previously held the position of lecturer of Law and Corporate Governance at the International Policing and Justice Institute, University of Derby. Since setting up his own company, 'dg Anti-Fraud Consultants Ltd', David has been commissioned to assist the Polish, Turkish and Lithuania Governments' fight against organised crime. He is a Fellow Founding member of the Institute of Leadership and Management, a Chartered Manager and Fellow of Chartered Management Institute, appointed Chancellor and a Fellow and member of the Board of Governors of the African Business School U.K. Division and a member of the Association of Certified Fraud Examiners. David is the current CEO of the Centre for the Study of Organised Crime (CSOC).*



**Dr. Mike Wagner**  
Assistant Professor of Management  
The Carl H Lindner College of Business  
The University of Cincinnati, Cincinnati, Ohio USA

*Mike Wagner is Assistant Professor and Director of the Master of Arts in Human Resources program at the University of Cincinnati, USA. At UC, Mike teaches courses in Management, Business Ethics, Employee Compensation, and Leadership. He received his PhD in Organizational Psychology from Columbia University in New York City, where his research focus was on pay-for-performance and organizational change. Before UC, Mike was vice president of compensation and risk management at Fifth Third Bank in Cincinnati, as well as compensation manager at American Express in New York City. Mike was also Director of HR Measurement and Research at AXA Insurance and was a human capital consultant at Mercer Human Capital Consulting. Mike currently does consult projects in HR strategy, compensation, and employee engagement.*



**Dr David Holliman**  
Director of Collaborations and Business Development, University of Buckingham, UK

*David has enjoyed operating in both academic and business environments throughout his career. He holds degrees in a variety of disciplines including PhDs in both Business and Education, as well as master's degrees in international business analysis, psychology and counselling, and management and business research. He has advised several governments across the globe on educational policy, developing national education frameworks, and export strategy. He was recognised for the latter with the highest non-military award in Kentucky, USA in 2004. He was head of the MSc Business Suite at the University of Bedfordshire until 2009 when deciding to move into the private education sector as a consultant and is currently the Director of Collaborations and Business Development at the University of Buckingham. In addition to the above position Dr Holliman is Chairman of Holliman Holdings Group and holds a few Advisory Board positions at educational institutions as well as visiting professorships at a select group of global universities. He has academic interests in culture, international business, and strategy. Furthermore, he is an active education consultant with practical global experience of having visited over 100 countries.*

**Gerald Doyle, MA**  
Financial Pathways Consultancy and Visiting Lecturer, BUCKS University, UK

*Gerald Doyle MA is a widely experienced professional researcher, lecturer consultant and former investigator across varied law enforcement agencies. His varied blend of experience combines risk and change management with preventative strategies applicable to research, law enforcement and business. He has substantial experience in all aspects of serious organised crime including fraud and financial crime anti-money laundering & counter terrorism financing. Gerald has delivered projects in Europe, Africa, Middle East, and South America. He is currently a Visiting Lecturer at University of Buckingham delivering on the Financial Crime master's programme. He was*



previously engaged at Nottingham Trent University delivering on the Management of Fraud MSc. Currently Gerald is Director of Financial Pathways Consultancy Ltd delivering change management and specialist investigative solutions pertinent to the research and investigation of organised crime. Gerald has experience in Training Needs Analysis, learning design & delivery internal and external quality assurance applicable to the Education sector. He is a Member of the Society of Education and Training & Society for Evidence Based Policing



**Prof. (Dr) Gairik Das**

Professor & Head Business Management Projects and MDP  
Indian Institute of Social Welfare and Business Management, Kolkata

Served as Nominee of His Excellency The Governor of West Bengal (Chancellor of the University) at the General Council & Executive Council of Maulana Abul Kalam Azad University of Technical Education., West Bengal. Served as Member of different Committees of the Government. Member of Retail and Marketing committee of CII. Worked as consultant for several government and private sectors projects. Presented and Published research papers in several conferences and journals. Serves as a guide to PhD scholars. Specialized in Marketing and Retail area.

## CONFERENCE SESSION CHAIRS



**Dr Rachel A. English**

Associate Professor in Accounting, University of Leicester

Dr English is an Associate Professor in Accounting at the University of Leicester. Dr English was accepted as a Fellow Member for Life, Centre for business and Economic Research (CBER), UK, August 2019. She is on the editorial panel of the Journal of Business and Retail Management. Her research publications relate to utilisation of Most Favoured Nations compared to Generalised System of Preferences and how preferential trade impacts on global trade. Currently researching how visual and storytelling can impact pedagogy. Dr English qualified as a chartered accountant with Deloitte.



**Prof. A.J. Stagliano, Ph. D**

Erivan K. Haub School of Business, Saint Joseph's University, USA

A. J. Stagliano is Professor of Accounting in the Erivan K. Haub School of Business at Saint Joseph's University in Philadelphia. The initial (1985-95) holder of the Edward G. Sutula Endowed Chair in Accounting, he holds degrees from the Wharton School (B.S.), University of Michigan (MBA), and the University of Illinois (Ph.D.). The former Chairman of the Department of Accounting and Legal Studies at George Mason University in Fairfax, VA, Dr. Stagliano previously served on the faculty at the University of Maryland. Dr. Stagliano's research currently is focused in the area of corporate financial disclosures of cyber-risk threats, sustainability efforts, social responsibility/accountability, and environmental costs/liabilities. His more than 200 research publications have appeared in a wide array of academic journals over the past 40 years.





*Prof. (Dr) RK ARYA*  
*Manav Rachna International Institute of Research and Studies Faridabad India*

*Prof. Arya studied at Delhi University and hold three PG degrees in Finance, Econometrics and Statistics and a Doctorate in international economics. He had worked for policy planning and research with government of India. Prof. Arya contributed about 70 research papers to various conferences and attended numerous workshops and seminars. He has been guiding Research scholars on various research topics. He writes on economic issues in leading economic newspapers.*



*Prof. Ghada Refaat El Said*  
*Future University in Egypt*  
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*Scopus h-Index=10, Scopus Citation=2139*

*Listed in the top 2% scientists in the world report 2022 by Stanford University*

*Dr. Ghada Refaat El Said is an Information Technology professional, researcher, and a member of university academic staff, with more than 14 years of academic teaching experience at the French university in Egypt, The American University in Cairo, and the Future University in Egypt. She is currently an associate professor of Management Information Systems, at the Future University in Egypt. She has extensive working experience in Educational Technology, working for more than 15 years as senior management in USAID funded educational projects. Dr. El Said research interest focuses on Educational System's Usability. In this area, she conducted large number of research, namely on Usability for Arabic speakers' culture, published in international journals, and conferences. Dr. El Said has a Master of Science from the School of Computer Science and Information Technology, Nottingham University, UK, and a PhD from the Department of Information Systems and Computing, Brunel University, UK. Both degrees focus on usability evaluation of Information System for Arabic speakers' users.*



*Vaibhav Mishra*  
*SOAS University of London, UK*

*Vaibhav Mishra is an Institute of Development Studies, University of Sussex Alumni and currently working as a Senior Research Fellow in the Centre of Sustainable Finance at SOAS University of London. He brings over 17 years of experience serving the public and private sectors. His research interests include sovereign debt, public finance, climate finance, sustainable infrastructure development, health and nutrition economics, and industrial policy. He has been associated with the United Nations Department of Social and Economic Affairs (UNDESA) in New York, and the United Nations Conference on Trade and Development (UNCTAD) in Geneva. At the UN he has contributed to the Financing for Sustainable Development Report (FSDR) 2022 and has led the research project on India's green energy finance landscape.*

*He has served the French Development Agency (Agence française de développement, AFD) under the French Ministry of Finance in Paris and was involved in conceptualising and developing the world's first database of public development banks. While serving at AFD, Vaibhav was also involved in organising the first Finance in Common (FIC) summit, a meeting of the global network of 540+ Public Development Banks in 2020 aiming to align financial flows with the agenda 2030 and the Paris Agreement for Climate Change. He has been a member of the UNCTAD annual review meetings. He has also consulted with think tanks including the Institute of Development Studies, UK ITAD Ltd UK, and Foundations like The Global Alliance for Improved Nutrition (GAIN).*



*Dr. Sara El-Menawy  
Future University in Egypt*

*Dr. Sara El-Menawy is a Lecturer of business administration in the Faculty of Commerce and Business Administration, Future University in Egypt. She taught different Marketing courses such as: Marketing Analytics, Strategic Brand Management, Marketing Research, Digital Marketing, International Marketing, and Green Marketing in different business schools for undergraduate level as well as graduate levels. She has special interest in issues related to digital marketing, marketing analytics, sustainable marketing education, artificial intelligence and database marketing. She has over 15 years' experience teaching a variety of marketing and management courses. She is a reviewer for many Journals (e.g. International Journal of Corporate Social Responsibility, and Future Business Journal)*



*Gerald Doyle, MA  
Financial Pathways Consultancy and Visiting Lecturer, BUCKS University, UK*

*Gerald Doyle MA is a widely experienced professional researcher, lecturer consultant and former investigator across varied law enforcement agencies. His varied blend of experience combines risk and change management with preventative strategies applicable to research, law enforcement and business. He has substantial experience in all aspects of serious organised crime including fraud and financial crime anti-money laundering & counter terrorism financing. Gerald has delivered projects in Europe, Africa, Middle East, and South America. He is currently a Visiting Lecturer at University of Buckingham delivering on the Financial Crime master's programme. He was previously engaged at Nottingham Trent University delivering on the Management of Fraud MSc. Currently Gerald is Director of Financial Pathways Consultancy Ltd delivering change management and specialist investigative solutions pertinent to the research and investigation of organised crime. Gerald has experience in Training Needs Analysis, learning design & delivery internal and external quality assurance applicable to the Education sector. He is a Member of the Society of Education and Training & Society for Evidence Based Policing*



*Prof. (Dr) Padmakali Banerjee  
FRSA (Fellow of Royal Society of Arts), London  
Vice Chancellor, IILM University, Gurugram, India  
Former VC, SPSU and Pro VC, Amity University*

*An astute academic, a management professional, thought leader, institution builder, leadership coach, and celebrated author. Her groundbreaking contributions to the design of a flexible credit system and skill development in India have garnered international acclaim. She is a Fellow of the Somatic Inkblot Society, USA, she was appointed as the WELL Mind Advisor by the International WELL Building Institute PBC, New York, in 2023. Her concepts and contributions towards Skill development in India have been acclaimed globally. She has spearheaded many innovative initiatives including introduction of flexible credit system and curriculum design. She has been featured in Outlook Spotlight Magazine, 'India at 75- The Change Makers of Modern India' 2022, Received Innovative Leaders in Higher Education by FICCI YFLO 2024, Thought Leader Award I4IC Employability Life, London, Ambassador of the Green Planet Award, EY4EV -Summit 2023, ET Business Leader Award 2023, Green build Leadership Award, USGBC, 2018.*

*Her book "The Power of Positivity - Optimism and the 7th Sense" published by SAGE is a popular choice globally. She is also the author of Inkblot Personality Test: Understanding the Unconscious Mind. She is the creator of several psychometric test tools including 'Optimism index', a predictive tool for success, used as screening tool for selection and training and LEAPS Wellbeing Scale. As a life coach, she has exhibited a passion for entrepreneurship by empowering youth and developing leaders from different walks of life. She founded the social enterprise Triarup Foundation dedicated to uplifting and developing society as a whole. Her ultimate aspiration is to transform the world into a happier place by instilling the right skills and optimism in today's youth.*





*Prof. (Dr) Malgorzata Magdalena Hybka*  
Associate Professor at Poznan University of Economics and Business  
Department of Public Finance, Poland

*Prof. Malgorzata Magdalena Hybka is currently the Associate Professor in the Department of Public Finance at the Poznan University of Economics and Business. She serves as Head of Postgraduate Studies in Taxation and Tax Advising. After a diversified carrier in business and public administration inspired by her scientific interests and desire for personal development, she joined the Academia in 2007 and was the first in her peer group at the University to receive Dr habilitatus degree in Public Finance (in 2011). She was appointed to fulfil multiple functions for the University in the past, inter alia: she was the initiator and coordinator of the first Bachelor and Master Studies in English in Finance, the first in her peer group Head of Department at the Faculty of Economics. Contemporarily she is a member of several international organizations: Association Internationale des Économistes de Langue Française (AIELF), Center for Business & Economic Research, International Institute of Public Finance. She is author of more than one hundred scientific publications, presenting and publishing at conferences in the field of international taxation and European Union fiscal policy. She specializes in comparative tax law and economics which helps her to combine the scientific profession with a passion for foreign languages.*



*Prof. Thobekani Lose*  
Head of Centre for Entrepreneurship, Nelson Mandela University, South Africa

*At present Dr. Lose is the Institutional Director for Centre for Entrepreneurship Rapid Incubator (CfERI) at Water Sisulu University (WSU), a board chairperson for the Township Cannabis Incubator (TCi). Providing support to municipalities in identifying and incorporating innovation into Local Economic Development (LED) practice. Dr Lose has 9 years' work experience in a senior management role. The CfERI at WSU is a strategic venture with Seda for the development and sustainability of SMMEs in the Eastern Cape Province. Dr. Lose has over 11 years of work experience within the entrepreneurial ecosystem: development and lecturing business management subjects. During his days at SEDA as well as in his present role as a CfERI director, he directly and indirectly mentored more than 1154 small businesses in various provinces throughout South Africa. He has fund raised over 84 million through stakeholder engagement and partnership. As an enthusiastic academic, Dr. Lose published close to 40 academic articles in peer-reviewed journals. He has over 10 years of participation in community engagement projects and assessor/examiner for UKZN, DUT, VUT, NMU, CPUT and TUT. Dr Lose has been invited to deliver over 9 entrepreneurial talks to national and international conferences, including the United State of America, South Korea, Switzerland, Ireland, and Netherlands. In South Korea he has won a distinguished research award for his research work*



*Prof. (Dr.) Urvashi Sharma*  
Delhi School of Economics, University of Delhi, India

*Prof. (Dr.) Urvashi Sharma is working as a Professor in the Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi. She had 22 years of teaching experience in India and NCT, Sultanate of Oman. affiliated to Guru Gobind Singh Indraprastha University, Delhi. She is also working as the MBA(HRD) Programme coordinator in the Department of Commerce. She has completed her Ph. D in "Role of Cooperative Institutions in the Agricultural Development in Rajasthan" Her area of interest is Human Resource Management, Organisational Behaviour and Corporate Governance. She has presented a paper in Oxford Brooks University, U.K, on, Food Culture, and New York City University, Brooklyn, U.S.A. on 'a transformational leadership'. She has also done 'Assessment Center' certification course. 5 Ph. D s Scholars and 5 M. Phil scholars have completed and awarded their research degree under her supervision.*

*She delivered many lectures in different colleges of Delhi University and other states. Also chaired many technical sessions. She is a life member of 'Indian Journal of Commerce' and 'Indian Accounting Association'. She published many papers in Scopus Indexd Journals and have many books in her achievement. She also had patents in her credit.*



*Dr. Sohan Lal  
Satyawati College, University of Delhi, India*

*Dr. Sohan Lal is presently working as a Professor, Department of English, Satyawati College, University of Delhi, India. His area of interest is American Literature, English Literature, Classical Literature, Media and Business Communication, Global Peace and Sustainable Development. He completed his M.A. and did Ph.D. from the Department of English. **Dr. Sohan Lal authored books like Media and Communication Skills, American Literature** and published many research papers in Scopus indexed journals and other national and international journals. He presented a paper in (ICBED) on 10-12<sup>th</sup> April 2023 at New York, U.S.A and also delivered a lecture on “Role of Indian Farmers in the Development of Indian Economy” at Oxford Brooks University, Oxford, United Kingdom. **He has patent in his credit and also has many awards from renowned organisations.** Dr. Sohan Lal is a distinguished academician and advocate for global peace and sustainable development. In addition to his academic role, Dr. Lal is the Founder President of the Youth for Global Peace & Sustainable Development Foundation, based in New Delhi. His work focuses on promoting global peace and sustainable development across India, primarily by educating and engaging youth through talks and lectures on the importance of these topics.*

## VISIT LONDON

For the discerning London offers a wealth of possibilities. As well as being the most ethnically diverse city on the face of the planet it is a convenient transport hub which ensures the constant exchange of ideas. With its extraordinary rich history, thriving arts scene and tolerant outlook it has become a haven for communities from every corner of the globe. London is a city with many faces, from the quaint and archaic to the ultramodern and anarchic. Its museums, libraries and academic institutions are some of the most revered in the world and continue to exercise a magnetic pull that attracts the finest minds. No visit to London would be complete without a visit to one of its great treasure houses such as the British Library ([www.bl.uk](http://www.bl.uk)), the British Museum ([www.britishmuseum.org](http://www.britishmuseum.org)) or Tate Modern ([www.tate.org.uk](http://www.tate.org.uk)), but for the real gems one needs to seek out the lesser known locations, the likes of the Sir John Soane's Museum ([www.soane.org](http://www.soane.org)), the Imperial War Museum ([www.iwm.org.uk](http://www.iwm.org.uk)), Kew Gardens ([www.kew.org](http://www.kew.org)) and the Wallace Collection ([www.wallacecollection.org](http://www.wallacecollection.org)). Travel around London can be a trifle daunting at first, but there are a whole raft of options and rather than paying for single tickets it often makes good sense to buy a day travel card which will enable you to use buses, the London Underground (known locally as The Tube) and Overground Trains within the capital – for further details be sure to visit: [www.tfl.gov.uk](http://www.tfl.gov.uk)

London is an expensive city, especially when it comes to accommodation and transportation. That said, if you know where to look bargains can be found. Whatever your passion, be it books, shopping, sport, or the theatre, you will discover that London has it all except possibly the weather.

*In preparation for your visit the CBER team has drawn up the following list of eight of the best visitor destinations whilst in London: -*

- 1) **The British Museum** – Quite simply one of the finest collections of artefacts and antiquities from around the world.
- 2) **The Tower of London** – At various times a royal residence, prison and now the home of the Crown Jewels. An extraordinary treasure house that enshrines a thousand years of English history.
- 3) **The South Kensington Museums (Natural History Museum, Science Museum, and the Victoria & Albert Museum)** – Three magnificent museums adjacent to one another.
- 4) **The National Gallery** – An internationally famous art collection that dominates Trafalgar Square and offer art that dates from the pre-Renaissance period until the late Nineteenth century.
- 5) **Imperial War Museum** – A couple of minutes' walks from Lambeth North Station on the Bakerloo Line lies one of the most poignant collections that tell the story of conflict and courage in the Twentieth and Twenty First centuries.
- 6) **St Paul's Cathedral and Tate Modern** – Marvel at the architectural splendour of the Sir Christopher Wren masterpiece then walk over the pedestrian bridge over the river Thames to view a cathedral to modern art.
- 7) **Houses of Parliament and Westminster Abbey** – See the mother of Parliaments and the site of the Coronation of Kings and Queens. Few visitors can resist stopping to take pictures of the world's most famous clock tower.
- 8) **Greenwich** – Why not take a trip down the river Thames to visit Greenwich the centre of world time, the Royal Maritime Museum, and the Cutty Sark – one of the world's most famous sailing ships.

## VISIT OXFORD

Few places are more readily associated with scholarly endeavour than Oxford. This city on the River Thames in Southern England is the location of Oxford University, the oldest university in the English-speaking world. Whilst some might argue that the city is not as aesthetically pleasing as its arch-rival Cambridge, it remains a visual delight and a veritable treasure house of human achievements. Oxford not only boasts the world-famous university, but is also home to Oxford Brookes University, an institution that consistently scores highly when it comes to student satisfaction surveys.

Being within easy reach of London has ensured that far from being a sleepy academic oasis Oxford has been touched by national events such as the English Civil War in the Seventeenth Century and has itself helped mould those who have gone on to enhance the body of human knowledge. To date it is worth noting that Oxford University has been the place of study for 27 British Prime Ministers. The city has long been a center of publishing, with the Oxford University Press being the largest university press in the world. No visit to Oxford would be complete without a visit to Blackwell's Bookseller and of course the Ashmolean ([www.ashmolean.org](http://www.ashmolean.org)) and Pitt Rivers Museums ([www.prm.ox.ac.uk](http://www.prm.ox.ac.uk)). Oxford has long been a centre of manufacturing and innovation and is proud to be the place where the famous Mini car is assembled. Oxford is ethnically diverse and extraordinarily outward looking, being twinned with Bonn (Germany), Grenoble (France), Leiden (The Netherlands), León (Nicaragua) and Perm (Russia). Whilst Oxford is in many respects a thriving and affluent city it is important to note that it has pockets of deprivation and that it also faces challenges over land usage and new development that have given rise to environmental campaigns such as that to Save Port Meadow. That said, it still has the ability to beguile and is proud to be a place rich with positive associations and as such one of the strongest brand names in the world.

For those eager to gain a flavour of Oxford past and present here a few suggestions of places to see or activities to undertake during your visit:

Bodleian Library ([www.bodleian.ox.ac.uk](http://www.bodleian.ox.ac.uk))

Christ Church Cathedral, Oxford ([www.chch.ox.ac.uk/cathedral](http://www.chch.ox.ac.uk/cathedral))

Harry Potter Tour ([www.oxfordcityguide.com](http://www.oxfordcityguide.com))

Oxford Castle ([www.oxfordcastleandprison.co.uk](http://www.oxfordcastleandprison.co.uk))

The shopaholics amongst you may well will to visit the famed Bicester Village, Oxfordshire ([www.bicestervillage.com](http://www.bicestervillage.com)) – this is easily reached from Oxford.

See: <http://www.tourinaday.com/oxford/bicester-village-to-oxford.html>

Finally, we heartily recommend that if time (and budget) permits that you venture forth from Oxford to visit the Oxfordshire town of Woodstock where you will discover the magnificent Blenheim Palace ([www.blenheimpalace.com](http://www.blenheimpalace.com)), the birthplace of Sir Winston Churchill (1874-1965).

## GENERAL INFORMATION

1. **Presentation Timing:** A full paper is usually allocated approximately 12 minutes for presentation followed by 3 minutes for questions from the audience. The track chair will keep an eye on the time and alert you when time is beginning to run short. Please note that we actively encourage constructive questions from the audience. Your cooperation in bringing your presentation to a close within the time specified is essential to the smooth running of the conference and to being fair to other presenters.
2. **Presentation equipment:** Presentation rooms will be equipped with a laptop and projector screen for PowerPoint presentations.
3. **Presentation:** The CBER requests that PowerPoint presentations be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present at: [info@cberuk.com](mailto:info@cberuk.com). It is also a sensible precaution to make sure that you hold a copy of your presentation with you. Any presentation that has not been submitted in time will not be pre-loaded and remain the responsibility of the presenter. *Please note that for the virtual mode of presentation, the PPT slides will be shared via the Zoom screen share option by the presenter.*
4. **Conference Tracks:** The CBER works assiduously to organise papers to fit in with the relevant tracks. There are occasions when individual authors request that papers be moved to fit in with flights etc. Please note that whilst the CBER will do its level best to accommodate individual needs, it must be mindful of ensuring that the conference is balanced and appropriately structured.
5. **Coffee Break:** Coffee will be served in the Foyer front of the conference reception during Mid-morning (11.00-11.15 am) and mid-day (16.00-16.15 pm) (*please see the programme for further details*)
6. **Lunches:** Standing Buffet lunch will be served from 13.00-14.00 pm outside the conference room.
7. **Delegate badge:** All in-person conference participants are requested to wear their delegate badges visible at all times in order to guarantee easy access to all sessions, lunches, and other events during the conference.
8. **Your Name and Name of the Affiliation (only for virtual presentation):** All participants are requested to type their name and the name of the Institution when they join the Zoom conference so that we will be able to recognise them immediately.
9. **Punctuality:** As this is a Hybrid conference, please ensure that you join your session promptly and are aware of the order of speakers from the conference proceedings. Please allow extra time to join online and wait for the session to start.
10. **Conference Proceedings:** The conference proceedings- "The Business & Management Review" is open access proceedings which means that all content is freely available without charge to the user or his/her Institution. Users are allowed to read, download, copy, distribute, print, search, or link to the full texts of the articles in the conference proceedings without asking prior permission from the publisher or the author. CBER is committed to publishing all full-text articles that were accepted for the conference (these will be available online within 4 weeks from the conference dates). However, all abstracts are included in the **abstracts proceedings.**
11. **Use of Bibliographic Reference:** Please use the following bibliographic reference: *13th International Conference on Restructuring of the Global Economy (ROGE) 2024-promoting sustainability. Proceedings of the CBER-Fue International Conference, 5-6<sup>th</sup> August 2024, Said Business School, University of Oxford, UK*
12. **Internet access/Wi-fi:** For Wi-fi access please ask at the conference desk who will be happy to assist you
13. **Photography:** Photographs will be taken at the conference by an official photographer or CBER team member; such photographs may be used in post-conference publicity and on future marketing materials. A link will be sent to all participants once these photos are uploaded.



14. **Conduct:** In the event of inappropriate behaviour by any delegate in the view of the Organiser or the conference venue operator, the delegate may be refused entry or asked to leave and excluded from the conference without refund or compensation.
15. **Recording:** The session or part of the session will be recorded and used for internal and external purposes. The edited version of the video will be uploaded via the relevant YouTube Channel.
16. **Social media Live Streaming:** We may Livestream the whole or part of the session for external viewers.
17. **Certificate of Participation:** Each registered participant who participates in the conference shall be awarded a **Certificate of Contribution** worth 15 CPD points. The certificate will have the name of each author with a clear indication of who has presented.
18. **Authorship:** Presenters have a moral obligation to acknowledge all contributions to their paper, both orally at the time of presentation and by referencing authors in papers submitted to the conference.
19. **Republishing a Presentation:** Authors are free to publish their presentations elsewhere without fear of copyright problems and permission from the CBER.
20. **Abstract-Only Publications:** Authors often elect to publish only the abstract of their presentation in the conference proceedings. This effectively gives the author until the conference date to complete the paper. This also means that the author is free to submit the paper to another journal without copyright consequences. This is possible because the paper has never been published elsewhere since only the abstract was published in the proceedings. **CBER** does not copyright the proceedings, which means that authors are still free to do as they see fit with the paper. Consequently, authors can claim academic credit for a conference presentation, a refereed conference proceedings publication, and possibly a journal publication from one piece of research. Please note that only the full-text papers are published in the online conference proceedings.
21. **Location:** University of Oxford, Saïd Business School, Park End Street, Oxford OX1 1HP

#### From London airports

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## CBER -FUE 13<sup>th</sup> International Conference on the Restructuring of the Global Economy (ROGE)-Promoting Sustainability

**University of Oxford**  
Saïd Business School, Park End Street, Oxford, OX1 1HP

### SCHEDULE FOR THE CONFERENCE 2024

**Saturday 3rd August - Sunday 4th August 2024**

**Arrival and independent travelling days in Oxford, UK**

### DAY-1 MONDAY 5<sup>th</sup> August 2024

**8.00 AM -9.00AM Registration, Coffee & Networking**

**(TEA AND COFFEE BREAK & NETWORKING: 11.15 AM-11.30AM)**  
**LUNCH BREAK & NETWORKING: 13.00 PM-14.00 PM**

*The schedule is designed around the UK time zone. Online attendees from other countries should check their local time zones and join the event at the appropriate time.*

**SESSION 1: INAUGURAL SESSION (HYBRID MODE)**  
**9.00AM-10.00 AM (TEA AND COFFEE BREAK & NETWORKING: 11.15 AM-11.30AM)**  
**Session Chair: Prof. David Graves, Centre for Studies of Organised Crime, UK**  
**Location: Edmond Safra Lecture Theatre**

**9.00AM-9.10AM: Opening remarks & Introduction**

**Prof. David Graves, Centre for Study of Organised Crime, UK**

**9.10AM-9.20AM: Opening remarks by Conference Honorary President**

**Prof. Ebada Sarhan, President, Future University in Egypt**

**9.20AM -9.30AM: Opening remarks by Conference President**

**Dr. P. R. Datta, Executive Chair, Centre for Business & Economic Research and Regent College London, UK**

**9.30 AM -9.55 AM: KEYNOTE ADDRESS**

**Dr. Beheruz N. Sethna, President Emeritus, Regents' Professor of Business, The University of West Georgia, USA**

**Topic: The Challenges of the "Flattening World" and the Implications for all of us**

**Brief synopsis**

*The world is getting more interconnected. What does that mean for business and higher education? The author makes the case that we ignore these changes at our own peril, and perhaps more importantly, at the peril of our young people. By some estimates, more new information was created in the past 12 months than in the past 5,000 years combined. The amount of new technical information doubles every two years. That means that, even if a student is a graduate from the best university in the world, a big part of the technical knowledge he or she learned as a sophomore might be out of date in a few years. The world has changed and is changing. It is becoming increasingly flatter. In this flattening world, Tom Friedman (The World Is Flat) states, "Here is the dirty little secret that no C.E.O. wants to tell you: they are not just outsourcing to save on salary. They are doing it because they can often get better skilled and more productive people than their American workers." More than ever before, it is critical for our success as higher education leaders to develop the human capital necessary to compete in this changing world. What is the special role of faculty, students, and higher education in this endeavor?*

*This presentation will draw from the work of the aforementioned sources and several others, examine the changing, flattening, and increasingly competitive world, and draw implications for all of us.*

**Keywords:** *Interconnected world, flattening world, Implications for higher education.*

### SESSION 2 (PANEL SESSION)

10.00 AM-11.15 AM

**Track: Finance and Accounting**

Session Chair: **Prof. A. J. Stagliano**, Erivan K. Haub School of Business, Saint Joseph's University, Philadelphia, USA

**Location:** Edmond Safra Lecture Theatre

10.00 AM -11.15 AM

#### PRESENTATIONS

- I *Beyond the Silicon Valley of the east: exploring portfolio diversification with India and MINT Economies*  
**Caner Özdurak**, Beykoz University, Istanbul, Turkiye; **Derya Hekim**, Uludağ University, Bursa, Turkiye
- II *A systematic literature review on the UK's enterprise investment scheme and seed enterprise investment scheme and comparison with similar schemes in selected countries*  
**Obinna Okeke**, The Robert Gordon University and Aberdeen Business School, Scotland, UK; **Ayodele Asekomeh**, Aberdeen Business School, Scotland, UK
- III *Equity in financing renewable energy development to mitigate the impact of climate change on human health- A case of Rajasthan India*  
**Vaibhav Mishra**, SOAS University of London, UK
- IV *An application of deep learning techniques for fraud in financial organizations: using a metaheuristic algorithm to uncover deception schemes and defalcation*  
**A. J. Stagliano**, Erivan K. Haub School of Business, Saint Joseph's University, Philadelphia, PA, USA
- V *Measuring, evaluating and comparing VAT efficiency in Poland and selected European union member states*  
**Małgorzata Magdalena Hybka**, Department of Public Finance, Poznan University of Economics and Business, Poland

### SESSION 3 (PANEL SESSION)

10.00 AM -11.15 AM

**Track: Business and Management**

Session Chair: **Dr. P. R. Datta**, Executive Chair, Centre for Business & Economic Research and Regent College London, UK

**Location:** Andrew Cormack Room (East Wing)

10.00 AM -11.15 AM

#### PRESENTATIONS

- I *Examining the effects of automation and ai on unemployment in the United Kingdom: evaluation from a management approach*  
**Policy Dapo Baderinwa**, Department of Business and Management, University of Bolton, UK
- II *The mediating role of green practices identification on carbon emission reduction and entrepreneurial energy efficiency orientation - An empirical research evidence from Ghana*  
**Liyanage Rodrigo**, University of Wales Trinity Saint David, UK; **Adu Douglas**, University of Teesside, UK
- III *Medical schools' oversight to teach financial health practices*  
**Shani Cohen**, Milpark Business School, South Africa; **Cashandra Mara**, University of Johannesburg, South Africa



- IV *The role of financial institutions in Bangladesh in green finance and sustainable development*  
**Aliar Hossain; Nasrin Sultana**, Northumbria University, London, UK
- V *The Utility of Small Business Incubators in Mitigating Intergenerational Poverty in The Eastern Cape*  
**Thobekani Lose; Sebake Bernard; Luthando Jack**, Nelson Mandela University, South Africa

**SESSION 4 - (PANEL SESSION) (ONLINE MODE ONLY)**

10.00 AM -11.30 AM

Track: Marketing and Branding

Session Chair: Prof. (Dr.) Gairik Das -IISWBM, Kolkata, India

Location: Seminar Room 3

10.00 AM-11.30 AM

**PRESENTATIONS**

- I *The effect of Islamic fashion marketing towards the perception of female consumer*  
**Engy Samy; Kerols Samir; Islam Mohamed; Mohamed Hesham; Hussein Hossam; Omar Gamal**, Faculty of Commerce and Business Administration – Future University in Egypt (FUE), Egypt
- II *The impact of experiential marketing on customer satisfaction*  
**Shahd Hossam; Noha Shaarawy**, Future University in Egypt, Egypt
- III *The impact of Online Shopping on Consumer Behaviour in Shopping for Non-Necessities*  
**Farida Mohamed; Sama Ahmed; Ahmed Khaled; Farah Reda; Maya Ahmed; Engy Samy**, Future University in Egypt, Egypt
- IV *Mobile application for maritime and Nile tourism in Egypt: "VOEY"*  
**Elshimaa Elgendi; Hesham Elmasry; M.Saleh; M.Elsayed; K.Eltaher; E.Malkey; Z.Mostafa; M.Essaa**, Future University in Egypt, Egypt
- V *Mobile Application to support people with special needs and disabilities "Third Eye"*  
**Elshimaa Elgendi; Hesham Elmasry; Hoda Nady Hussien**, Future University in Egypt, Egypt
- VI *Consumer Power: Investigating Boycott Movements in Arab Countries*  
**Sara Mohamed Abdelaziz El-Menawy; Engy Samy Ahmed Mohamed; Farida Mohamed Youssef Hamed**, Business administration department, faculty of commerce and business administration, Future University in Egypt
- VII *E-service quality and customer satisfaction drive brand love: exploring food delivery apps services in Bangladesh*  
**Shamsun Nahar Momotaz**, Bangladesh Institute of Bank Management, Bangladesh; **Mirza Mohammad Didarul Alam**, Sultan Qaboos university, Oman; **Sheikh Mohammad Fauzul Azim**, Independent University Bangladesh

**SESSION 5 (PANEL SESSION)**

11.30 AM -13.00 PM

**Track: Sustainable Development****Session Chair: Prof. (Dr) Mike Wagner**, Lindner Honors Faculty, Carl H. Lindner College of Business, University of Cincinnati, USA**Location: Edmond Safra Lecture Theatre****11.30AM-13.00PM****11.30 AM-11.50 AM: KEYNOTE ADDRESS****Prof. (Dr) Mike Wagner**, Director, Master of Arts in Human Resources Program, Lindner Honors Faculty, Carl H. Lindner College of Business, University of Cincinnati, USA**Theme:** *Can pay differentiate performance and drive inclusive leadership?***Brief Synopsis***In compensation, we advise leaders to differentiate employees – by pay, job level, business unit, and other factors. This is key to retaining top performers. At the same time, leaders need to be inclusive and span boundaries. Do we have to choose between the two? Does comp have any responsibility for helping span the boundaries it has created?**In this presentation, I will lead a discussion and provide recommendations on how to fulfill both of these seemingly contradictory imperatives.**Key takeaways:*

- *How to support inclusive leadership through pay*
- *How to reduce bias in rewards*
- *How to manage the paradox of differentiation and inclusion*

*Keywords: Human Resources, Compensation, Rewards, Inclusive leadership***PRESENTATIONS**

- I *Sustainability in the Domain of Education by the Information and Technology Companies in India*  
**Sohan Lal**, Department of English, Satyawati College, University of Delhi, India; **Urvashi Sharma**, Department of Commerce, Delhi School of Economics, University of Delhi, India; **Srijana Singh**, Department of Commerce, Ram Lal Anand College, University of Delhi, India
- II *Ensuring Sustainable Electricity Consumption Using Proper Electricity Consumption Meter: Existing Obstacles and Opportunities*  
**Kola O. Odeku**, Faculty of Management and Law, University of Limpopo, South Africa
- III *Corporate Law and Environmental Risk Management in Cross-Border Mergers and Acquisitions*  
**Saurabh Ranka**, University of Edinburgh, UK
- IV *Reviewing Egypt's Food Subsidy Scheme: Addressing New Challenges for Food Security*  
**Wang Gedian**, Independent Researcher, Oxford, UK

**SESSION 6 (PANEL SESSION)**

11.30 AM -13.00 PM

**Track: Marketing and Branding****Session Chair: Prof. (Dr.) Gairik Das** -IISWBM, Kolkata, India**Location: Andrew Cormack Room (East Wing)****11.30 AM -13.00 PM****PRESENTATIONS**

- I *Nexus among electronic word of mouth, brand image, trust and purchase intentions: A study of middle and upper socio-economic classes*  
**Muhammad Abubakar Tahir**, Nanjing University of Aeronautics Astronautics, China; **Tahir Yousaf**, School of Economics, Zhejiang university, China; **Muhammad Faisal Shahzad**, School of Management, Shenzhen University, China, **Qurat ul Ain**, School of Economics, Zhejiang University, China

- II *The impact of service quality on customer satisfaction in the betting shop: UK Perspective*  
**Shaheda Akther**, University of Bolton, UK; **Palto Datta**, Regent College London, UK
- III *Relationship between Green Advertising Receptivity and Consumer Intention to Purchase Eco- labeled Product: Role of Trust as a Mediator*  
**Saad Shahid; Zara Nauman; Laiba Jawad; Ibrahim Ayyaz**, Faculty of Business Administration Lahore School of Economics, Pakistan
- IV *Corporate Social Responsibility (CSR) and consumer purchase intention in the UK Fashion Industry*  
**Thu Kywe Khant Soe**, University of Bolton, UK; **Palto Datta**, Regent College London, UK
- V *Assessing the extent to which small enterprises, inclusive of emerging black businesses engage in service dominant logic practices: Empowering B2B value co-creation in the tourism sector*  
**S Mgoduka**, School of Development Studies, University of Mpumalanga, South Africa; **Kaseeram**, Department of Economics, University of Zululand; **S Heeralal**, Department of Business Management, University of Zululand, South Africa
- VI *Critical analysis of Sustainable Mining Practices in the Democratic Republic of Congo*  
**Aliar Hossain; Zakiya Amani; Nasrin Sultana**, Northumbria University London, UK
- VII *The impact of technology on customer satisfaction in restaurant industry in the UK*  
**Lorela Ajdini**, University of Bolton, UK; **Palto Datta**, Regent College London, UK

**SESSION 7 (ONLINE MODE ONLY)**

11.30 PM-13.00 PM

**Track: Information Technology and cloud computing****Session Chair: Prof. Ghada Refaat El Said**, Future University in Egypt**Location: Seminar Room 3 (East Wing)****11.30 PM -13.00 PM (ONLINE MODE ONLY)****PRESENTATIONS**

- I *Cloud computing technology adoption challenges and solutions in Pakistan*  
**Faiza Raza**, Queen Mary University of London, UK; **Rabia Raza**, Business Department Glasgow Caledonian University, London, UK; **Marium Saeed**, University of Management and Technology, Pakistan; **Noman Arshed**, University of Education, Pakistan
- II *Bridging the Gap: Leveraging the Technology Acceptance Model (TAM) to understand how fintech, digital marketing strategies, and consumer intentions foster financial inclusion*  
**Marwa El Maghawry Ibrahim; Sara Mohamed Abdelaziz El-Menawy**, Business administration department, faculty of commerce and business administration, Future University in Egypt
- III *The effect of information asymmetry on the relationship between accounting conservatism and cash holdings*  
**Mohamed Ibrahim Srour; Karim Sameh; Joseph Amgad; Sahar Mohamed; Wedad Rajaei; Sohila Shrife**, Future University in Egypt, Egypt
- IV *Role of cybersecurity, safety and it's challenges in the development of medium-sized herbal entrepreneurship in Bangladesh*  
**ABM Faroque; Ismi Arif Ismail**, Institute for Social Science Studies, Universiti Putra Malaysia (UPM), Selangor, Malaysia; **Sulaiman Md Yasin; Kamal Chandra Paul**, Global Research Centre (GRC), Malaysia and Bangladesh
- V *The Regulatory Technology "RegTech" and money laundering prevention in Egyptian Banking Sector*  
**Rawan Abdelrahman; Nouran Mohamed; Farah Mostafa; Farah Mostafa; Alaa Sayed; Marwa EL Maghawry**, Future University in Egypt, Egypt

**13.00PM-14.00PM****BREAK FOR LUNCH**

**SESSION 8: KEYNOTE ADDRESSES (HYBRID MODE)****14.00PM-15.15 PM (Tea/Coffee breaks & Networking: 16.15 PM -16.30 PM)****KEYNOTE ADDRESSES****Session Chair: Gerald Doyle, MA, Financial Pathways Consultancy and Visiting Lecturer, BUCKS University, UK****Location: Edmond Safra Lecture Theatre****14.00 PM -14.20 PM: KEYNOTE ADDRESS****Rear Admiral Dr. Mohammad Musa, OSP, NPP, RCDS, AFWC, PSC****Vice Chancellor, Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh***Topic: Sustainable Ocean Economy: Bangladesh's Journey on the Roadmap to a Blue Economy***Brief synopsis**

The phrase "sustainable ocean economy" describes an all-encompassing and ethical strategy for maximizing the economic potential of the world's oceans while maintaining the long-term health and vitality of marine ecosystems. Whereas "Blue economy" refers to how ocean and marine resources are used sustainably and responsibly to promote economic development, better living standards, and environmental sustainability. For a maritime nation like Bangladesh, harnessing the potential of its "Blue Economy" is of paramount importance. It is crucial that this economic growth is balanced with the preservation of the marine environment. Almost all the world's nations have acknowledged the considerable significance of ocean science in achieving sustainable development and national prosperity. Bangladesh, nestled along the Bay of Bengal, has immense natural resources and biodiversity. For centuries, the sea has been a source of sustenance and livelihood for the people of Bangladesh. Today, as the world grapples with the imperative of sustainable development, Bangladesh stands at the cusp of utilizing its vast maritime potential through a "Blue Economy." The country's blue economy encompasses fisheries, shipping, tourism, renewable energy, and biodiversity conservation. While building maritime transportation capacity using green shipping and smart port management, protecting the coast, preventing marine pollution, and other relevant factors must be considered with utmost importance. The same goes for offshore exploration. Such measures will help to preserve the marine environment and ecosystem and ensure the sustainable use of resources. Considering these, the country should move forward with coordinated investments with non-governmental organizations by implementing comprehensive laws and regulations at the appropriate times to guarantee the responsible use of maritime resources in the blue economic zone. Bangladesh can quickly reach developing status if it effectively utilizes its marine resources. The current study highlights Bangladesh's journey on the roadmap to a blue economy and elevates Bangladesh to the middle-income and developing category through sustainable use of the ocean.

**Keywords***sustainable ocean economy, blue economy, roadmap, middle-income***14.20 PM -14.40PM: KEYNOTE ADDRESS****Dr David Holliman, Director of Collaborations and Business Development, University of Buckingham, UK***Topic: Sustainability considerations in the delivery of transnational education (TNE) in the UK higher education industry***Brief synopsis**

In 2020 it was estimated that UK TNE had brought in £2.3bn to the education sector with over 510,000 students across 228 countries and territories. However, the landscape of how education is delivered and consumed is evolving. The regulatory framework in the UK has changed with universities collaborative provision being closely scrutinised by the OFS to ensure compliance. Furthermore, the challenges around the UKVI border control changes, global conflict, regionalised hyperinflation from key recruitment markets, and adverse international relations have increased pressure on UK universities. Further compounded by the domestic cost of living crisis. This period witnessed the Covid pandemic which presented a both challenges and opportunities for education providers, many of which reverted to the utilisation of technology in both synchronous and asynchronous delivery and real time proctored assessments. Years on from the lockdowns faced surrounding the pandemic, many institutions have not returned to delivery models that existed prior. Why is this?

This paper explores the Social, Human, Economic, and Environmental Sustainability factors that may have contributed to the current approach to TNE and examples of best practice across the industry.

**14.40PM -15.00PM: KEYNOTE ADDRESS (ONLINE)****Prof. Marianne W. Lewis, Dean and Professor of Management, Carl H. Lindner College of Business, University of Cincinnati, USA***Topic: Both/And Thinking to Navigate Tensions of Research, Teaching and Leadership*



## Synopsis

Today's world needs business schools to develop, team and model the problem-solving power of power. Thriving today, whether in business or academia, means navigating tensions. Our attention and resources are continually pulled in opposing directions. Do we focus on knowledge creation or revenue generation? Quality and exclusivity or access and inclusion? Research, teaching or service? Facing such dilemmas, a common approach is to see and then make tradeoffs. We focus on the most urgent, rewarded or comfortable option. Yet such either/or thinking is limiting and best, detrimental at worst. There is a better way. Wendy Smith and I have spent the last 25 years studying how people navigate such challenges. In our recent book, *Both/And Thinking: Embracing Creative Tensions to Solve Your Toughest Problems* we offer insights and tools for an alternative. Both/and thinking involves approaching dilemmas as paradoxes. We find that by embracing competing demands simultaneously, we enable more generative, creative, and sustainable solutions. In this talk, I will examine how both/and thinking can help business school faculty learn and thrive through tensions.

### SESSION 9 (PANEL SESSION)

15.15 PM-16.15 PM

#### SESSION: Growth and Economic Development

Session Moderator: Vaibhav Mishra, SOAS University of London, UK

Location: Andrew Cormack Room (East wing)

15.15 PM -16.15 PM

### PRESENTATIONS

- I *Restructuring of global economy by attaining sustainable development goals- India's experience*  
**Col Prithvi Ranjan Das**, Independent Researcher, India
- II *UK levelling up and place-based investing: A behavioural economics framework*  
**Richard Fairchild**, School of Management, University of Bath, UK; **Jonathan Labbe**, IAE Nancy School of Management, France
- III *Analysis of sectoral stock price fluctuations across five countries – A Study*  
**Upasana Law**, St. Xavier's College (Autonomous) Kolkata, India
- IV *Small tourism business survival in the Eastern Caribbean*  
**Leei John**, Queen Margaret University, UK
- V *Navigating the ESG landscape: Corporate strategies and sectoral trends in the S&P 500*  
**Hassan Raza; Hassan Zada**, Management Sciences, SZABIST University Islamabad, Pakistan

### SESSION 10 (PLENARY SESSION)

15.15 PM-16.15 PM

#### Track: Teaching and Learning for Lifelong Learning Sector

Session Chair: Prof. (Dr) Padmakali Banerjee, Vice Chancellor, IILM University, Gurugram

Location: Edmond Safra Lecture Theatre

15.15 PM -16.15 PM

### PRESENTATIONS

- I *The online information behavior of first year PhD students: addressing SDG 4*  
**Edna Owusu- Bempah**, Department of Management Sciences, University of Education, Winneba, Ghana
- II *Exploring optimal education system: insights from ancient Greek Philosophy*  
**Palto Datta**, Regent College London, UK; **Monjur Chowdhury**, Cree School Board, Northern Quebec, Canada
- III *Transforming the world of education through Ai-Enabled Learning – A New Normal*  
**Padmakali Banerjee, Debasis Bhattacharya**, IILM University, Gurugram, India
- IV *Strategies and framework to embed culturally diverse resources in teaching business and management qualifications*  
**Shobha Harebasur; Sandhya Thirunagari; Palto Datta**, Regent College London, UK; **Nana Akomeah; Bonya Chakraborty**, London College of Contemporary Arts, UK

**SESSION 11 (PANEL SESSION)-ONLINE MODE**

15.15 PM-16.15 PM

**SESSION: Marketing and sustainability issues****Session Moderator: Dr Sara El-Menawy**, Future University in Egypt**Location: Seminar Room-3****15.15PM -16.15PM  
PRESENTATIONS**

- I *How Tik Tok influencers' characteristics impact the purchase intention? reflection on crisis times*  
**Heba Abdel Wahab**, Department of Business Administration, Faculty of commerce and business administration, Future University in Egypt, Cairo, Egypt; **Sahar Ahmed Nagaty**, Department of Business Administration, Faculty of Management Sciences, Sadat Academy for Management Sciences, Cairo, Egypt; **Norhan Ibrahim Eldesoky Elsayed**, Department of Business Administration, Faculty of commerce and business administration, Future University in Egypt, Cairo, Egypt.
- II *The impact of cross-channel consistency and cross-channel integration on customer satisfaction*  
**Nada Ibrahim Abdelsalam Ismail**, Arab Academy for Science, Technology, and Maritime Transport, Egypt; **Wael Kortam**, University Marketing Consultant, Director of Advanced Marketing Research Centre (AMRC), British University in Egypt
- III *Islamic Marketing Practices and Expertise in Islamic Banking: Investigating the Moderating Role of Corporate Social Responsibility*  
**Shahd Elkilany**, Faculty of Commerce and Business Administration, Future University in Egypt, Egypt; Department of Marketing, Arab Academy for Science, Technology, and Maritime Transport, Egypt; **Wael Kortam**, Advanced Marketing Research Center (AMRC), The British University in Egypt, Egypt
- IV *Global leadership and management*  
**Nicole F. Church**, National University, USA

**SESSION 12 (SPECIAL WORKSHOP)**

16.30 PM-17.00 PM

**SPECIAL WORKSHOP SESSION****Session Moderator: Dr. Sohan Lal**, Satyawati College, University of Delhi, India**Location: Edmond Safra Lecture Theatre****16.30 PM -17.00 PM****Workshop facilitator: Prof. (Dr) Padmakali Banerjee**, Vice Chancellor, IILM University, Gurugram, India*Theme of the workshop: Resilient Educators: Navigating the AI Revolution with OQ and EQ***Brief synopsis**

With AI Revolution bringing in astonishing changes in life and living almost daily, it is imperative to navigate the tight rope balancing between Optimism Quotient (OQ) and Emotional Quotient (EQ) especially in enhancing resilience of educators who are constantly in touch with technology and social media savvy youth. AI has become paramount in transforming educational paradigm globally making it more interdisciplinary even if it brings in unprecedented challenges and opportunities. Having said that it is pertinent to acknowledge that AI cannot altogether replace human capital that has complex yet symbiotic network OQ and EQ especially in social sector while imparting education to satisfy students' needs and requirements. Over the years resilient educators have been making efforts to establish complementarity between AI-powered interventions and human intelligence that is largely driven by EQ and OQ. They analyze new age students' mindsets and leverage OQ and EQ in a customized manner to navigate teaching pedagogy through AI revolution. For resilient educators OQ empowers EQ that in turn has catalytic effect to build trust, foster collaboration, spark students' ingenuity, and cultivate a quality learning experience. The Workshop on "Resilient Educators: Navigating the AI Revolution with OQ and EQ" explores the various dimensions and possibilities of optimizing AI tools in a socially responsive and ethical manner for balancing OQ and EQ of educators while enhancing their resilience, efficacy and adaptiveness to effectively address emerging educational challenges.

**SESSION 13 HYBRID MODE**

17.00 PM-17. 45 PM

**FELLOWSHIP AWARD CEREMONY & CLOSING REMARKS****Moderator: Prof. David Graves, Centre for Study of Organised Crime, UK****Location: Edmond Safra Lecture Theatre****17.00 PM -17.15 PM Award of Honorary Fellowship**

*Each year the Centre for Business & Economic Research (CBER) receives nominations in respect of the awarding of honorary fellowships. For 2023, CBER received 31 nominations from which 6 were shortlisted. After lengthy deliberations, the Awards Committee of the Centre for Business & Economic Research (CBER) has shortlisted the candidates and then voted by the members of the Centre to award **THREE** honorary Fellowships of the Centre for Business & Economic Research. These awards are made for outstanding personal commitment and contribution to knowledge leadership both nationally and internationally in the field of Entrepreneurship, Research and Education. In 2024 this Honorary Fellowship will be awarded to the following distinguish individuals:*

1. **Rear Admiral Dr. Mohammad Musa**, Vice Chancellor, Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh
2. **Prof. (Dr) A.J. Stagliano**, Erivan K. Haub School of Business, Saint Joseph's University, USA
3. **Prof. (Dr) Thobekani Lose**, Head for Centre for Entrepreneurship, Nelson Mandela University, South Africa

**17.15PM -17.30PM: FEEDBACK FROM THE AUDIENCE****17.30 PM Prof. David Graves****CLOSING SPEECH FOR THE 1<sup>st</sup> DAY CONFERENCE**

**DAY 2**  
**TUESDAY 6 AUGUST 2024**

8.30 AM -9.00AM

Registration

**(TEA AND COFFEE BREAK & NETWORKING: 11.00 AM-11.15AM)**

**LUNCH BREAK & NETWORKING: 13.00 PM-14.00 PM**

**9.00AM-9.10AM: Gerald Doyel**, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University

**OPENING ADDRESS FOR DAY 2**

**SESSION 14- (PLENARY SESSION)**

**9.15AM -11.00AM (TEA/COFFEE BREAK/NETWORKING: 11.00 AM-11.15AM)**

**Session: Business Management and HRM**

**Session Chair: Prof. (Dr.) Urvashi Sharma**, Delhi School of Economics, University of Delhi, India

**Location: Edmond Safra Lecture Theatre**

9.15 AM -11.00 AM

**9.15 AM -9.35 AM: KEYNOTE ADDRESS**

**Prof. David M J Graves**, Centre of Study for Organised Crime, UK

**Topic:** *Enhancing UK Law Enforcement Efficiency by Collaboration Engagement with the Private Investigatory Industry*

*Brief synopsis*

*In todays, modern contemporary landscape of the United Kingdom law enforcement, a partnership with private investigators has now emerged as a potential UK Government strategic direction to augment the capabilities of traditional policing methods. We have in the UK experienced a lack of confidence in the police services that has reached a point that sees the public having little or no trust in its police force. To redress this issue there is an urgent need for the UK government to consider a reform programme or at least a remodeling of police practices to urgently take place. The general adage that the police have a duty of care to the public as they 'the police' 'police by consent', that must always be at the forefront of their minds when undertaking all policing duties. If the police are to exist going forward as a front-line response to crime and disorder, then the government must initiate a programme of reform*

*The policing and security roles undertaken by private investigators has expanded significantly in recent years. These roles include not only surveillance, investigation, crowd control, prison escorts, court security, guarding and patrolling, but also proactive crime prevention, risk management and assessment, weapons training, crime scene examination, assistance with forensic evidence-gathering, information technology advice, hi-tech systems development, and communications support. The trend towards the privatization of modern policing it seems is thus now firmly entrenched. Due to the obvious softening of lines, it seems the police have embraced private personnel in many successful partnerships that have been designed to enhance the capacity of the state to reduce crime and increase citizens' perceptions of safety. This keynote paper reviews this trend and examines the consequences of the wider issue to see if a 'dual' justice system could work based on harmonious working relationship between the police and the private industry. Research thus far concludes that there are strengths and weaknesses of current existing examples of cooperation but, on balance, the trend it seems is on an upward trajectory.*

*We ask the question; will it survive the test of time? And if so, how strong is the UK's Government commitment to support its progress?*

**PRESENTATIONS**

- I *Analysing the impact of sustainability initiatives and practices in the British automobile industry – a comparison between BMW Group and Tesla*  
**Aliar Hossain, Malak Quid, Nasrin Sultana**, Northumbria University London, UK
- II *Asymmetric Impact of oil price on inflation rate in Somalia*  
**Farhia Hassan Mohamed; Otsuka Kozo**, School of Asia Pacific, Ritsumeikan Asia Pacific University, Beppu, Japan
- III *The Impact of Human Energy Crisis on the Employee's Performance in IT Sector in India*  
**Manjeet Manjeet**, University of Bolton, UK; **Palto Datta**, Regent College London, UK



- IV *Effect of Foreign Direct Investment on Economic growth in Ghana*  
**Maureen Enyonam Akos Lumor**, Vivo Energy Ghana Ltd, Ghana; **Emmanuel Attah Kumah Amponsah**, Ghana Communication Technology University; **Edward Asumadu**, University of Professional Studies, Accra; **George Oppong Appiagyei Ampong**; **Michael Nana Owusu-Akomeah**, Ghana Communication Technology University

**SESSION- 15 (PANEL SESSION) (ONLINE MODE ONLY)**

9.15AM -11.00 AM

**Track: Human Resource Management/Business Management**

**Session Chair: Prof. Thobekani Lose**, Head of Centre for Entrepreneurship, Nelson Mandela University, South Africa

**Location: Andrew Cormack Room (East Wing)**

9.15 AM -11.00 AM (ONLINE MODE ONLY)

**PRESENTATIONS**

- I *The Impact of Person–Job Fit on Employee Engagement*  
**Lara Ayman AbouBakr Shaalan**; **Farida Mohamed Youssef Hamed**, Faculty of Commerce and Business Administration, Future University in Egypt.
- II *An empirical study on employee satisfaction with ai and technology-enabled features in online fashion companies using SEM and WEBQUAL*  
**Vidhu Gaur**, Management Development Institute Gurgaon, India
- III *Analyzing the impact of team identification on team innovation*  
**Hagar Hesham Mohamed**; **Abdel Moniem M.K. Elsaid**; **Ghadeer Mohamed Badr ElDin Aboul Ela**, Faculty of Commerce and Business Administration, Future University in Egypt
- IV *Exploring the effect of agile HRM on teams' performance: an applied study in the Egyptian banking sector*  
**Christine Karmy Gad ElKarim Srouf**; **Nour Ahmed Abdellatif**, Future University in Egypt, Sadat Academy for Management Sciences, Egypt
- V *The relationship between managers' socio-political activism and employee's silence*  
**Christine Srouf**; **Ghada Nasser**; **Linah Ali**; **Amr Atef**; **Ahmed Emad**; **Nada Nayer**; **Esraa Mohamed**; **Muhammed Ihab**, Future University in Egypt, Egypt
- VI *The importance of online business for the development of rural malay youth herbal entrepreneurship in Malaysia*  
**Kamal Chandra Paul**, Global Research Centre (GRC), Malaysia and Bangladesh; **Ismi Arif Ismail**, Universiti Putra Malaysia (UPM), Malaysia, & Southeast University, Bangladesh; **Sulaiman Md Yassin**, Global Research Centre (GRC), Malaysia and Bangladesh; **ABM Faroque**, Universiti Putra Malaysia (UPM), Malaysia, & Southeast University, Bangladesh.

**SESSION- 16 (PANEL SESSION) (ONLINE MODE ONLY)**

11.15 AM -13.00 PM

**Track: Finance and Accounting**

**Session Chair: Prof. Małgorzata Magdalena Hybka**, Department of Public Finance, Poznan University of Economics and Business, Poland

**Location: Andrew Cormack Room (East Wing)**

11.15 AM -13.00 AM

**PRESENTATIONS**

- I *The Impact of corporate governance mechanisms on firm performance: A Literature Review*  
**Dina Tarek Anwar Hassan Othman**, Accounting Department, Faculty of Business Administration, Future University in Egypt, Egypt

- II *An empirical analysis into the relationship between effective stakeholder involvement variables and the successful execution of capital projects*  
**Sinakhokonke Mpanza; Johanna Tefu**, Operations Management, University of South Africa, South Africa
- III *Citizenship pressure effect on turnover intention in the Egyptian banking sector*  
**Shrouk Khaled Mohab; Santy Ahmed Nabil; Christine Karmy GadElKarim Srour**, Future University in Egypt, Egypt
- IV *The Impact of Electronic Banking on Net Interest Margin in Egypt: An Empirical Evidence from The Egyptian Banking Sector During Covid-19*  
**Habiba Mohamed Hassan**, Faculty of Commerce & Business Administration, Future University in Egypt; **Farid Mohram**, Faculty of Business, Ain Shams University, Egypt
- V *The impact of managerial and institutional ownership on firm profitability: evidence from Egypt*  
**Dina Khaled Mohamed Elamir**, Faculty of Business Administration – Future University in Egypt; **Farid Moharram**, Faculty of Commerce, Ain Shams University, Egypt
- VI *The effect of IT facilities resources, IT training programs, and the audit firm's management on using CAATTs*  
**Ola Mohamed Shawky Eissa**, Accounting department, Faculty of Commerce and Business Administration, Future University in Egypt

**SESSION 17 (PANEL SESSION)**

11.30AM -13.00PM

**Session: Business Management and HRM****Session Chair: Gerald Doyle**, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University, UK**Location: Edmond Safra Lecture Theatre****11.30AM -13.00 PM****11.30AM -11.50 AM: KEYNOTE ADDRESS****Prof. ( Dr.) Gairik Das**, Indian Institute of Social Welfare and Business Management, Kolkata, India**Topic:** *Co Creation in the social media: Usefulness for Business and Academic Institutions in the Indian Context***Brief synopsis**

Nowadays, community consumption practices in an increasingly changing economy is bringing in unique challenges for marketing professionals. Experience shared on social media can enable marketing managers to examine more closely how customers create value from consumption practices. Consumers have become more powerful and assumed many roles which traditionally used to be occupied by marketers. Earlier consumers were mostly not able to influence brands. Now consumers claim to have acquired competencies that was earlier only reserved for marketers. Social media tools have made it easier for consumers to voice their dissatisfaction about brands, or even to keep them alive. Social media storms have become part and parcel of interaction with brands on social media. Nevertheless, prior to widespread adoption of the Internet, consumers had similar powers. If we may recall, way back in 1985 Coca Cola had to call back the launch of "New Coke" and reintroduce the "Classic Coke" due to large protests from consumers. This phenomenon was described by authors as social messiness which is becoming more predominant, and it is gradually replacing the hierarchy of the marketplace and giving control to temporary consumer societies a paradigm shift. Consumers have become active participants, rather than passive recipients of brand messages. The brand manager has now become a host whose main role is not to control but to facilitate. Now the customer is more active and sometimes directly involved in production process. Aided by technological advancement in communication technology and through social media, the roles of consumer and producer have begun to merge. However, some authors argued, that even without communication technology advancement companies already had to "put consumers to work": McDonald's restaurants since 1940's had always made consumers to perform the role of waiters and even at ATMs for few moments customers are unpaid bank tellers. Marketers have coined a new term promuser, a producing consumer, to describe consumers actively involved in production. In today's economy often consumers habitually take role of promusers. The concept of co-creation is emerging, and this is a way to empower consumers as active participants in the production process.

**11.55 AM -12.15 PM: KEYNOTE ADDRESS****Prof. (Dr) Pellegrino Manfra**, City University New York, USA

**Topic:** A scientific analysis into the causes of the current increase in inflation rate

**Brief synopsis**

Federal Reserve (FED) gained popularity in March 2021 when FED chair Jay Powel pronounced a new buzz word “transitory inflation,” where inflation spiked to 4.2%. Throughout the year inflation continued to climb, hitting 7% year-over-year and by December 2021. Despite increase in inflation the FED was injecting more liquidity in the economy – quantitative easing (QE) and kept at 0% interest rate. FED Governor Powel finally realized that the FED was behind the curve and would start rapidly increasing interest rates. The FED to date has increased discount rate to 5.23%. Sadly, in 2022 we didn’t see any slowdown in inflation as the rate peaked at 9.1% in June. Starting in July, inflation began to fall slightly, though it still sat at 7.5% in December 2022. In this paper I argue that after the pandemic that loose monetary policy, 0% interest rate and massive QE monetary policy caused inflation. The FED kept 0% interest rate throughout the decade and increased its balance sheet from \$1 trillion in 2009 to over \$9 trillion in 2023. The current inflation is due to these ultraloose monetary policies of the decade. The FED at the end of 2023 promised to lower interest rate where it will be counterproductive as inflation has started to increase again in 2024. To fix the inflation problem interest rate have to increase to positive real interest rate and most important balance sheet has to shrink – impossible task for the FED – unless they will cause a great recession/depression.

**Keywords:** Federal Reserve (FED), Transitory Inflation, Quantitative Easing (QE), Inflation, Monetary Policy, Positive Real Interest Rate,

**PRESENTATIONS**

- I *Evaluating the effects of the challenge-hindrance-stressor-appraisal framework on burnout in the context of the SDGs*  
**Urvashi Sharma**, Department of Commerce, Delhi School of Economics, University of Delhi, India; **Sohan Lal**, Department of English, Satyawati College, University of Delhi, India; **Simrah Ahmed**, Department of Commerce, Delhi School of Economics, University of Delhi, India
- II *The octagon of scaling mantras*  
**Assad Shamsi; Palto Datta**, Regent College London, UK

**SESSION 18 (PANEL SESSION) -ONLINE MODE**

13.00PM -14.00PM

**Session: Finance and Accounting /Business Management**  
**Session Chair: Prof. (Dr.) Gairik Das** –IISWBM, Kolkata, India  
**Location: Edmond Safra Lecture Theatre**

**13.00 PM -14.00 PM**

**Presentations**

- I *The impact of corporate governance on cash holdings*  
**Mohamed Ibrahim Srouf; Carol Hany Fadel; Farida Sayed Ibrahim; Karen Mounir Sobhy; Samar Hisham Salah**, Future University in Egypt, Egypt
- II *Audit committee Effectiveness and its impact on financial reporting Quality*  
**Noha Zakaria; Joliana Joseph; Hagar Ahmed; Hayam Amr; Nada Medhat; Magy Maged**, Future University in Egypt, Egypt
- III *The Impact of Trading Volume on Price Volatility*  
**Heba Mohamed Srouf; Rana Mohamed; Reem Mohamed; Sara Ibrahim; Youana Yousry; Aliaa Ashraf**, Future University in Egypt, Egypt
- IV *The influence of error management on perceived job security: in the pharmaceutical industry in Egypt*  
**Christine Srouf; Amira Abdelkareem; Karim Abou Elseoud; Rola Hazem; Sara Ghanim; Suhaila Mahmoud**, Future University in Egypt, Egypt
- V *Exploring the Impact of Sustainability on Firm Performance in Egypt: The Moderating Role of Capital Structure*  
**Ziyad Ahmed, Omar Sayed, Youssef Hassan, Fatma Elzahraa Saleh, Marwa El Maghawry**, Future University in Egypt, Egypt

**13.00-14.00**

**BREAK FOR LUNCH**

**SESSION 19 (PLENARY SESSION)****14.00PM-15.30 PM (TEA/COFFEE BREAK/NETWORKING: 15.30 PM-15.45 PM)****Track: Marketing & Branding/Globalisation & International Trade****Session Chair: Dr Rachel A English, Associate Professor in Accounting, University of Leicester, UK****Location: Edmond Safra Theatre****14.00PM -14.20 PM: KEYNOTE ADDRESS****Gerald Doyle, Centre for Study of Organised Crime, UK***Topic: Dirty Business: Investigating Criminal Networks in Waste Management***Brief synopsis**

*The waste industry, essential for maintaining public health and environmental well-being, unfortunately harbours a darker side: organised crime. This presentation delves into the clandestine activities that intersect with waste management systems, revealing a web of illicit practices.*

1. **Underworld Infiltration:** Criminal networks infiltrate waste disposal processes, committing illegal activities such as dumping hazardous materials, evading recycling regulations, and operating unlicensed landfills. These actions compromise public safety and environmental integrity.
2. **Environmental Damage:** The consequences of organised waste crime are far-reaching. Illegally dumped waste blights landscapes, contaminates soil and water, and harms ecosystems. Toxic substances endanger both human health and wildlife.
3. **Enforcement Challenges:** Law enforcement faces significant hurdles in combating waste-related crime. These challenges include identifying covert operations, gathering evidence, and prosecuting offenders. Strengthening regulations and inter-agency cooperation is crucial.
4. **Follow the Money:** Financial gains drive criminal enterprises. By tracing the money flow, we uncover how these networks sustain themselves. Profits from illegal waste activities often fund other criminal endeavours such as drug dealing, money laundering, fraud, human trafficking, tax evasion, and arms trafficking.

*“Dirty Business” aims to raise awareness, urging stakeholders – government agencies, waste management companies, and the public – to collaborate in dismantling these networks. Only through collective action can we ensure a cleaner, safer environment for all.*

**PRESENTATIONS**

- I *Regional attributes and spatial distribution of foreign direct investment (fdi) in emerging markets: evidence from India*  
**Vishu Sadanand, Regent College London, UK**
- III *Exploring the convergence of human emotions (EI) and innovative technology (AI) in UK higher education*  
**Oxana Trestianu, University of Bolton, UK; Palto Datta, Regent College London, UK**

**SESSION 20 (PANEL SESSION)-ONLINE MODE****14.00 PM-15.30 PM****Track: Growth and Economic Development/Globalisation & International Trade****Session Chair: Prof. (Dr) RK ARYA, Manav Rachna International Institute of Research and Studies, India****Location: Andrew Cormack Room (East Wing)****14.00PM -15.30 PM****PRESENTATIONS**

- I *Examining regional intensity of trade in Africa and implications for intra-Africa trade in the African Continental Free Area (AfCFTA)*  
**Tsitsi Effie Mutambara, Rhodes University, South Africa**
- II *Innovative Yet Ethical: Integrating AI and Technology in Higher Education*  
**Hannah Anush, Campbellsville University, USA**
- III *Towards sustainable differentiation: Exploring business strategies in the automobile industry*  
**Clifford Reuben D’Costa; Rohit Subhash Prabhudesai; Aanchal Singh, Goa Institute of Management, India**



- IV *The Impact of Government Final Consumption Expenditure on Egypt's Economic Growth*  
**Abeer Rashdan; Ahmed Tarek Gamal El-Din; Sylvia Bassem Wadie Hefny**, Future University in Egypt
- V *The impact of financial inclusion on sustainable development goals: Evidence from Egypt*  
**Abeer Rashdan, Sohaila Khaled, Haidy Mosaad**, Future University in Egypt, Egypt
- VI *Impact of Human Capital Development on Economic Growth. The Case of Saudi Economy*  
**Sally Ibrahim Elawady; Dirar Elmahi Elobeid Ahmed**, Dept. of Economics & Finance, College of Business & Economics, Qassim University, KSA
- VII *The size of transactions, types of products, and the choice between electronic payments and cash usage*  
**Nabiullah Zahid**, Faculty of Economics, South Asian University New Delhi, India

**SESSION 21: ANNOUNCEMENTS AND AWARDS (HYBRID MODE)**

15.30 PM-16.00 PM

Session: Award of Best Papers/E-poster

Session Chair: Dr Palto Datta, Regent College London, UK/Centre for Business &amp; Economic Research, UK

Location: Edmond Safra Theatre

1. Award of Best conference papers
2. Award of Best Conference E-posters
3. Recognition of Best International Collaborative Partner of Future University in Egypt

**SESSION 22: FINANCE, ACCOUNTING AND BUSINESS CONTEMPORARY STUDIES/CLOSING SESSION (HYBRID MODE)**

16.15 PM-17.30 PM

Session:

Session Chair: Prof. David Graves, Centre for Business &amp; Economic Research, UK

Location: Edmond Safra Theatre

**16.15 PM -16.35 PM: KEYNOTE ADDRESS****Prof. Lourdes Casanova**, Cornell University, USA**Prof. Anne Miroux**, Cornell University, USA*Topic: From optimism to uncertainty in Emerging Markets, Emerging Market Multinationals and beyond***Brief synopsis**

*The global landscape has undergone substantial transformations in the last decade, transitioning from the prevailing optimism of 2010 to the uncertain and complex world of today, a world barely emerging from the COVID, confronted with mounting geopolitical tensions, and embroiled in two major conflicts. How Emerging Market Multinationals are facing this new context where geopolitical risks prevail?*

**PRESENTATIONS**

- I *Exploring the Impact of Unrelated Diversification on Corporate performance in Egypt*  
**Marwa El Maghawry Ibrahim, Amany Abdelghany Abdelkarim, Roaa Mohey Mohamed Yousry, Amira Mahmoud Ibrahim, Shahd Mostafa Alhemaily**, Department of Business Administration, Future University in Egypt. Cairo, Egypt

**17.05pm CLOSING REMARKS & FEEDBACK****17.05-17.10: MESSAGE OF APPRECIATION****Prof. David Graves**, Centre for Business & Economic Research, UK**17.10-17.20: CLOSING REMARKS****Prof. Ghadeer Mohamed Badr Eldin Aboul-Ela**

Acting Vice President for Postgraduate Studies, and Research Future University in Egypt

**Dr P.R. Datta**

Executive Chair, Centre for Business & Economic Research, UK and Regent College London, UK

**Feedback from the audience**

**Conference closes**

We wish you well for the remainder of your stay and for your homeward journey

## CBER-FUE 13<sup>th</sup> International Conference on Restructuring of the Global Economy (ROGE) 2024-Promoting Sustainability, University of Oxford, UK

### List of Countries & Institution Represented

<b>Bangladesh</b>	Bangabandhu Sheikh Mujibur Rahman Maritime University Bangladesh Institute of Bank Management Independent University Bangladesh
<b>Canada</b>	Cree School Board
<b>China</b>	Nanjing University of Aeronautics Astronautics Shenzhen University Zhejiang university
<b>Egypt</b>	Ain Shams University Arab Academy for Science, Technology, and Maritime Transport Future University in Egypt British University in Egypt
<b>France</b>	IAE Nancy School of Management
<b>Georgia</b>	Tbilisi State University
<b>Ghana</b>	Ghana Institute of Management and Public Administration Dansoman, Accra Ghana Communication Technology University Vivo Energy Ghana Ltd University of Professional Studies
<b>Jamaica</b>	University of Technology
<b>India</b>	Ram Lal Anand College, University of Delhi Delhi School of Economics, University of Delhi IISWBM, Kolkata, India IILM University Manav Rachna International Institute of Research and Studies Management Development Institute Gurgaon St. Xavier's College (Autonomous) Kolkata
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<b>Japan</b>	Ritsumeikan Aisa Pacific, University
<b>KSA</b>	College of Business & Economics, Qassim University
<b>Malaysia</b>	Universiti Teknikal Malaysia
<b>Mexico</b>	Universidad Popular Autónoma del Estado de Puebla
<b>Nigeria</b>	Department of Accounting, Ekiti State University Adekunle Ajasin University, Akungba Akoko
<b>Oman</b>	Sultan Qaboos university
<b>Pakistan</b>	Lahore School of Economics University of Management and Technology University of Education SZABIST University Islamabad

<b>Poland</b>	Satyawati College, University of Delhi Department of Public Finance, Poznan University of Economics and Business
<b>South Africa</b>	Nelson Mandela University Walter Sisulu University Milpark Business School Rhodes University University of Johannesburg University of Limpopo University of Mpumalanga University of South Africa
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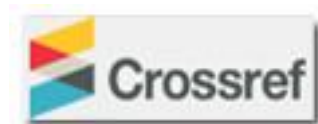
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