

8th Global Conference on Business Management and Social Sciences (GCBMS)

17th- 18th March 2022, ONLINE

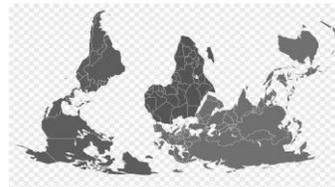
Book of Abstracts

“The New Normal for Businesses, Technologies, Governments, and the Socio-Economic Fabric; How to Sustain in This Unsustainable and Volatile Situation”



Presenters

130+



Countries

30+



Keynote Speakers



Karim Abadir
Imperial College London
 Imperial College
London

Gilles Chemla

Imperial College London



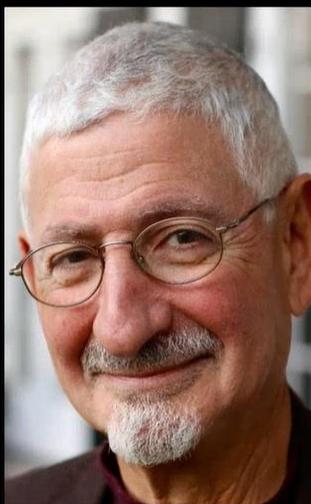
Lori Breslow

MIT University



George Yip

Imperial College London



**Irving
Wladawsky-Berger**
MIT University



Robert C. Pozen

MIT University



Harjoat S. Bhamra

Imperial College London



Steven Spear

MIT University



Welcome to 8th GCBMS-2022

Global Conference on Business Management and Social Sciences

17th - 18th March 2022 (Online)

Abstract submission is open, submit abstract/paper at register@gcbms.org or register.gcbms@gmail.com

The organizing committee of GCBMS-2022 warmly invites you to attend the 8th Global Conference on Business Management and Social Science (GCBMS-2022). GCBMS-2022 will be co-hosted by the Academy of Business Management Conferences (ABMC) and the University of Bolton (UOB) Academic Center Ras Al-Khaimah. The previous conference received an immaculate response on its theme “Leadership & Entrepreneurship; post-COVID-19 challenges, opportunities, and advancements with special reference to Business Management and Social Sciences” where keynote speakers from Harvard, Oxford, UCLA, MIT, and researchers from across the globe shared their research on different topics related to the theme, you can find a few presentations on our YouTube channel.

This year’s theme “The new normal for businesses, technologies, governments, and the socio-economic fabric; how to sustain in this unsustainable and volatile situation” is selected considering the new landscape which has reshaped the global environment, the new normal is how businesses, technologies, societies, health management, governments work and are trying to make the economies, businesses and societies successful and sustainable. The Post-Covid (maybe it’s not 100% correct to say “POST” yet, but with a light of optimism, we are advancing), landscape is changed, businesses, societies, the governments have gone through a tough time and now are forced to accept this new normal. Where new waves of Carona virus struck and economies have to ‘brace for impact’ and resume their operations immediately after the danger settles. The research domains of business and social sciences have broadened more than ever, there is a dire need for new research in this new volatile context, furthermore, to revisit previous research, philosophies, theories, and notions and test them for the new times.

The 8th GCBMS-2022 provides a platform to meet professionals from across the globe, hence, 8th GCBMS-2022 is an effort to bring together a blend of multidisciplinary scholars, filled with an ambition to transform ideas into reality, academia and industry will be together to exchange futuristic research direction and stipulation. The 8th GCBMS-2022 invites keynote, invited speeches, plenary sessions, oral/poster presentations related to business management and social sciences, other disciplines are also welcome, unless and until they address the theme.

Once again, it is a great honor for us to invite you to this great event.



Co-Organizers

University of Bolton Academic Centre (Ras Al Khaimah)

University of Bolton, Academic Centre -Ras Al Khaimah, UAE is a part of the multinational Knowledge Group of Institutions, headquartered in UAE. Knowledge Group owns and operates a chain of playschools, K-12 schools, Pre University Colleges, Undergraduate and Postgraduate degree colleges as well as a University in India. It also owns and operates educational institutions in UAE and the United Kingdom besides offering programmes in the online space.

The University of Bolton, Academic Centre – Ras Al Khaimah was first established in 2008 and is licensed by the Government of Ras Al Khaimah. We offer Undergraduate and Post Graduate degree programs in several disciplines.

The Academic Centre specialises in areas such as; Accounting, Civil Engineering, Mechanical Engineering, Electrical & Electronics Engineering, Business Management, Law, Psychology and Computing. Students from various academic backgrounds and levels can join the University of Bolton, Academic Centre as a means to earn their Undergraduate and Post Graduate degrees. The Academic Centre is located in a purpose built facility which is just part of our commitment to offering the best possible experience for students. All Academic programs are housed together in this campus alongside the foundation programmes which we offer as an approved entry route onto the University of Bolton Programmes.

The University of Bolton, Academic Centre – Ras Al Khaimah is the first institution to seek & secure an operating license from the RAKEZ which has a newly established licensing regime including a comprehensive quality assurance process that all academic institutions within the Emirate now must work to comply with. Western International College (WINC) proudly, were the first institution to be granted this license.

The Academic Centre operates out of a 42,000 square foot facility houses classrooms, lecture halls, office space, a library and engineering and computing laboratories. In addition our students have access to a variety of curricular & extra-curricular facilities at the campus through the long established and active Student Council. Also available are student residences providing quality accommodation and services at a reasonable price, right on site.

Western International College (WINC) is the Academic Infrastructure Provider to the University of Bolton & its Academic Centre franchise in Ras Al Khaimah. Western International College & the University of Bolton, Academic Centre – Ras Al Khaimah are all part of the same educational institution operational in Ras Al Khaimah since 2008.

Academy of Business Management Conferences (ABMC)

ABMC is a premier platform for researchers, academicians, and professionals in scholarly management and organization space. Intellectuals across the world join ABMC and its events to share their research contributions and ideas for changing business landscape in more productive and innovative ways. The academy selects the Conference theme keeping in view the contemporary trends in Business and Social Science. Our business related conferences cover different tracks including; entrepreneurship, leadership & general management, organizational studies, international business, strategic management, supply chain management, small & medium enterprises, sales & marketing, human resource management, total quality management & ISO, financial management, audit & accounts, economics & social sciences, corporate governance and project management. With collaboration of world-renowned academic institutions and corporate sectors for better business future.

George S. Yip
Imperial College London



Fellow of the Academy of International Business. Emeritus Professor of Marketing and Strategy at Imperial College Business School in London. Distinguished Visiting Professor at Northeastern University in Boston. Thinkers50 Hall of Fame. Editorial Advisory Boards of California Management Review and MIT Sloan Management Review. Author or co-author of *Pioneers*, *Hidden Champions*, *Change Makers* and *Underdogs: Lessons From China's Innovators* (2019), *China's Next Strategic Advantage: From Imitation to Innovation* (2016), *Strategic Transformation* (2013), *Managing Global Customers* (2007), *Asian Advantage: Key Strategies for Winning in the Asia-Pacific Region* (1998), and *Total Global Strategy* (1992 and 2012).

Gilles Chemla
Imperial College London



Gilles is a Professor of Finance at Imperial College Business School and Co-director of Imperial's Centre for Financial Technology. He is also a research fellow at Centre National de la Recherche Scientifique, a research fellow at Centre for Economic Policy Research (CEPR), a senior research fellow at the Rimini Centre for Economic Analysis (RCEA), and a member of the American Finance Association, American Economic Association, Western Finance Association, and European Finance Association. He currently serves as an Associate Editor at the *Journal of Empirical Finance*.

Gilles holds a PhD in economics from the London School of Economics, an MSc in economics from the Paris School of Economics, and he is a graduate engineer from the Ecole Nationale des Ponts et Chaussées. Prior to joining Imperial, Gilles was an Assistant Professor of Finance at the Sauder School of Business, University of British Columbia. He has also worked in corporate finance at BNP Paribas, as an independent consultant for a variety of corporate, financial, and governmental institutions and professional and international organisations, and he has served in a wide range of boards.

Harjoat S. Bhamra
Imperial College London



Harjoat S. Bhamra is Associate Professor of Finance at the Imperial College Business School, London and a Fellow of the National Institute of Economic and Social Research. He currently serves as Associate Editor at *Management Science*. His research interests include the impact of beliefs on asset prices, wealth inequality and the interconnections between asset prices and corporate financial decisions. His papers have been published in the *American Economic Review*, the *Review of Financial Studies*, the *Journal of Monetary Economics* and the *Journal of Economic Dynamics and Control*. He has been a keynote speaker at the Blockchain Economic Forum and a panelist at the Blockchain Economic Forum in Davos. He was previously an Associate Professor at the University of British Columbia, Vancouver, received his PhD from the London Business School, and his MMath and MA from St John's College, Cambridge University.

Karim Abadir
Imperial College London



Karim Abadir is Emeritus Professor of Financial Econometrics at Imperial College London & Honorary Senior Fellow of RCEA. He obtained his DPhil from Oxford University. His MA (Economics) and BA (Major in Economics, Minor in Business) are from the American University in Cairo, where he also held the post of Distinguished Visiting Professor on a few occasions. He started his academic career as a lecturer in Economics at Lincoln College, Oxford. He then joined the University of Exeter as a Senior Lecturer in Statistics and Econometrics, then Reader in Econometrics. He held the Chair of Econometrics and Statistics 1996-2005 at the University of York, joint between the Departments of Mathematics and Economics, then the Chair of Financial Econometrics 2005-2017 at the Business School of Imperial College London. He is credited with having solved in his DPhil a long-standing problem in Mathematical Statistics and Time Series that was open since the 1950's. He also predicted the timing of the 2008 recession a year in advance, and the different timings of the recoveries in various Western countries. He also predicted the recent stagflation on Twitter and in an article in International Banker in summer 2021.

Lori Breslow
MIT



Lori Breslow is an internationally recognized expert in teaching and learning in higher education. Her work focuses on pedagogical, curricular, and digital innovations and how they strengthen student learning. She founded the Teaching & Learning Laboratory (TLL) at the Massachusetts Institute of Technology in 1997 and served as its director until 2015.

As TLL's director, she designed, implemented, or supervised over 80 studies at MIT on educational change and advancement. She led a collaboration between TLL researchers and researchers at the Harvard Graduate School of Education that produced some of the earliest findings on Massive Open Online Course (MOOCs). That research was presented, for example, at the [US] President's Council of Advisors in Science and Technology, the American Education Research Association, and the New American Foundation. As well, it was reported on by The Wall Street Journal, the Chronicle of Higher Education, and Inside Higher Education.

Her articles have been published in Educational Researcher, Computers & Education, the Journal of Science and Technology, and the European Journal of Education, among others. She has edited or contributed book chapters to Strengthening teaching and learning in research universities: Strategies and initiatives for institutional change; Learning analytics in higher education: Current innovations, future potential, and practical applications; Emerging models of learning and teaching in higher education: From books to MOOCs; and The reflective spin: Case studies of teachers in higher education transforming action.

Dr. Breslow is a Senior Lecturer at the MIT Sloan School of Management. She also teaches in TLL's teaching certificate program, which has educated over 2500 MIT Ph.D. students and postdoctoral associates in university-level teaching and learning.

Robert C. Pozen
MIT



Robert C. Pozen is currently a Senior Lecturer at MIT Sloan School of Management and a non-resident Senior Fellow at the Brookings Institution. In 2012, he won acclaim for a popular book entitled *Extreme Productivity: Boost Your Results, Reduce Your Hours*. In the Spring of 2021, he will be publishing a new book on productivity when working remotely, entitled, *Remote Inc.: How to Thrive at Work...Wherever You Are*.

In 2004, Bob became the executive chairman of MFS Investment Management, which now manages over \$400 billion for mutual funds and pension plans. Between 2004 and 2011, MFS's assets under management nearly tripled from a base of \$130 billion.

During his distinguished career, Bob has been active in business, government and academia. Prior to joining MFS, he was vice chairman of Fidelity Investments and president of Fidelity Management & Research Company. During Bob's five years as president, Fidelity's assets increased from \$500 billion to \$900 billion.

In late 2001 and 2002, Bob served on President Bush's Commission to Strengthen Social Security, where he developed a progressive plan to make the system solvent. In 2003, Bob served as Secretary of Economic Affairs for Massachusetts Governor Mitt Romney. In 2007, he served as chairman of the SEC's Committee to Improve Financial Reporting.

Bob is currently Chair of the Leadership Council of the Tax Policy Center, Chair of the Advisory Board of Agility (an outsourced CIO), trustee of the IFRS Foundation (parent of the Sustainability Board), and a director of AMC (part of the World Bank Group). He is also a member of the Council on Foreign Relations and a fellow of the American Academy of Arts and Sciences. He was previously an independent director of Medtronic, Nielsen and BCE (parent of Bell Canada).

He frequently writes articles for *MarketWatch*, the *New York Times*, the *Wall Street Journal* and the *Harvard Business Review*. He has published a book on the recent financial crisis, *Too Big To Save? How to Fix the US Financial System*, and a guide for investors entitled *The Fund Industry: How Your Money is Managed*.

Bob graduated summa cum laude from Harvard College and holds a law degree from Yale Law School, where he also obtained a doctorate for a book on state enterprises in Africa. He lives in Boston with his wife of over 45 years.

Steve Spear
MIT



Steve Spear DBA MS MS focuses on the design, use, and improvement of organizations social circuitry,' the structured patterns of exchange over which communication, coordination, and collaboration occur, the dynamics of which have profound impact on performance, from early-stage discovery and development through downstream deployment and use. As described below, this work is grounded in theory and practice.

Spear is principal of SeeTo Solve LLC, whose SaaS products support the tapping into of an enterprise's distributed and collective intelligence, and he is author of *The High Velocity Edge*, *Innovation Doctrine* (forthcoming with Pete Newell and Steve Blank) and *Social Circuitry* (forthcoming with Gene Kim). He is a senior lecturer at MIT's Sloan School of Management, where teaches graduate and executive education courses and where he has advised several dozen graduate theses. He is also senior fellow at the Institute of Healthcare Improvement and Associated Faculty at Adriane Labs of the Harvard School of Public Health.

Spear has published in *Harvard Business Review* (including "Decoding the

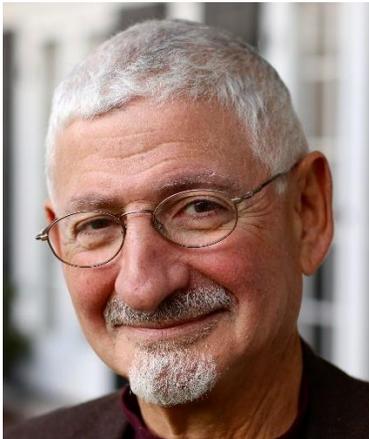
DNA of the Toyota Production System,” part of the lean manufacturing canon) , Sloan Management Review, US Naval Institute’s Proceedings, Annals of Internal Medicine, Academic Medicine, Health Services Research, the Journal of Nursing Administration, Joint Commission Journal on Quality and Patient Safety, School Administrator, the New York Times, the Boston Globe, and USA Today.

Spear’s research has had broad application and impact, serving as the basis for operating systems like the Alcoa Business System, the DTE Operating System, the Pittsburgh Region’s Perfecting Patient Care System, the Pittsburgh Women’s Center and Shelter hotline, and significant programs at companies like Intel, Pratt and Whitney, Intuit, Novartis, and GSK.

He’s been advisor to a Secretary of the Treasury, an Undersecretary for Health Affairs at the Veterans Administration, a Chief of Naval Operations, a Chief of Naval Research, the director of the Army’s Rapid Equipping Force, and a number of corporate leaders. Spear helped design and deploy the Navy’s “high velocity learning” line of effort, he was advisor to the Navy’s “Comprehensive Review” of 2017 collisions suffered by the 7th Fleet, and he’s advised other organizations on recovering from catastrophic events.

Spear has a doctorate from Harvard, where disruptive innovation thought leader, Clayton Christensen, was one of his dissertation advisors, masters in engineering and in management from MIT, and a bachelors from Princeton where he studied economics, under Nobel Laureate David Card, among others. He’s a board member for the Maimonides School, YI Brookline, the New England ADL, and the Greater Boston Manufacturing Partnership.

Irving Wladawsky-Berger
MIT



Dr. Irving Wladawsky-Berger is a Research Affiliate at MIT’s Sloan School of Management and at Cybersecurity at MIT Sloan (CAMS) and a Fellow of the Initiative on the Digital Economy (IDE), of MIT Connection Science, and of the Stanford Digital Economy Lab.

He retired from IBM in May of 2007 after a 37 year career with the company, where his primary focus was on innovation and technical strategy. He’s been an Adviser on Digital Strategy at Citigroup, at HBO, and at MasterCard. He’s been writing a weekly blog, irvingwb.com, since 2005.

Dr. Wladawsky-Berger received an M.S. and a Ph. D. in physics from the University of Chicago.

Dr. Zubair Hanslot (Provost)
The University of Bolton



Zubair Hanslot (Provost, University of Bolton) Provost's career spans over 40 years. The Provost has developed skills in numerical/engineering analysis, software development, project management, and leadership. Prior to a teaching career in 1990, the Provost held 12 years of professional experience. He has also worked extensively in collaborative partnerships and transnational education. In October 2011, the Provost was appointed to his current role. He also held a position between 2008 and 2011 as Principal and Academic Director for the University of Bolton's campus in Ras al Khaimah, United Arab Emirates, where he spent 3 years setting up, establishing, and operating a successful campus. Between 2014 and 2016, he completed a secondment as Principal and CEO of a school in the UK where he led in managing, curriculum planning, teaching and learning, and full school/college oversight for secondary and further education at the school. The Provost is a true Boltonian, where his heart and place in the community are directed towards promoting cohesion, integration, and prosperity of all communities in Bolton through education. The Provost is an Engineering Mathematician holding an undergraduate degree of 1st class where he was ranked first in both undergraduate and postgraduate cohorts. He has a postgraduate qualification in applied mechanics and holds an title of Doctor of Engineering from the University of Bolton.

Muhammad Azeem, PhD
Co-Chair GCBMS-2022



Dr. Muhammad Azeem is a senior faculty and MBA program manager at the University of Bolton Academic Center Ras Al Khaimah. He has demonstrated a history of working in the institutions of higher education, having research interests in the areas of leadership, organizational culture, and workplace creativity & innovation with a Ph.D. in Business/Management (Management and Science University, Kuala Lumpur), a Master Degree in Economics (University of Punjab, Lahore), Certified Professional Data Scientist (Harvard University), Post -Graduate Certificates in Consumer Ergonomics and Psychology of Coaching (Heriot-Watt University), and Certified Peer Reviewer and Mentor (Web of Science - Publons).

Tahir M. Qureshi, PhD
Chair GCBMS-2022



I formally welcome everybody to the GCBMS's 8th event, I remember the time we started these conferences a long time ago, at that time it was pretty hard to go ahead and communicate to the researchers, but over time the team became specialized to contact you all and events like this always become successful when there are high-level intellects and they contribute their research contributions what they have done in-front of people.

Once we bring the contribution it gives benefits to not only the academicians but also to the industry. In this conference, we have received a significant number of papers after the blind review process 130+ research articles are selected and these articles will be presented by research scholars from 30+ different countries in 21 different sessions over two days time.

This activity is a joint effort of the University of Bolton (Ras Al Khaimah) and the Academy of Business Management Conferences (ABMC), I remember the time when COVID was spreading a few years back at that time we shifted the on-site activities to online and we have seen the overwhelming response, Altogether including the industry invites there are 250 people who will be joining this event over two days time.

Different sessions including marketing, finance, Human resource, logistic and supply chain, psychology, leadership, accounting and finance, and multidisciplinary these research contributions and papers will be presented by the research scholars.

8th GCBMS features:

- Keynote Speakers from the **World's Top Universities**
- **Free Registration** for Presenters/Participants
- Papers **published** in SSCI/Scopus Indexed Journal* (publication fee paid by author)
- Abstract **Proceedings** will be published online at the GCBMS website
- Presenter (Virtual Free), **Certificates (Optional with nominal charges)**
- Abstract **publication in the conference proceedings.**
- **Best paper and best presentation awards**
- **Experienced Organizer:** we organized 22 International conferences since 2006 till now.
- **Diversity of Participants:** Previous participants from 25+ countries, including USA, Australia, Poland, India, Canada, Turkey, Japan, Malaysia, China, Indonesia, Germany, UAE, UK.
- **Networking opportunity:** The conference will provide networking opportunity to interact with members inside and outside their disciplines.

Who should attend:

Academicians and professionals related to Business, Social Sciences and Multidisciplinary studies (e.g., Finance, Economics, and Accounting Humanities, Physical & Applied sciences, Engineering & Technological Studies, Regional & Religious studies), all career stages, research interests, and nationalities are welcome to participate.

Conference Tracks

Economics and Finance	Business analytics	International Business and digital marketing	Technology Management and Artificial Intelligence
Human Resource Management and Organizational Psychology	Logistics and Supply Chain Management	Social entrepreneurship and SME management	Corporate Social responsibility and business ethics
Leadership and Change Management	Hospital and Health care management	Exposition and event management	Blockchain and cryptos

For detailed tracks you can visit: <http://gcbms.org/conference-details/>







4th Global Conference on
Business Management and Social Sciences
21st-22nd September 2018
Dubai - UAE



2018
21st-22nd
September

Venue: Radisson Blu Hotel

5th Global Conference on
Business Management and Social Sciences
Dubai - UAE



GCBMS
2019
24th-25th
April

GCBMS
2019
Dubai - UAE



6th Global Conference on
Business Management and Social Sciences
24th-25th October



Singapore

ICBF-2016
13 - 14 May



GCLBM-2016
Singapore
1st - 2nd November



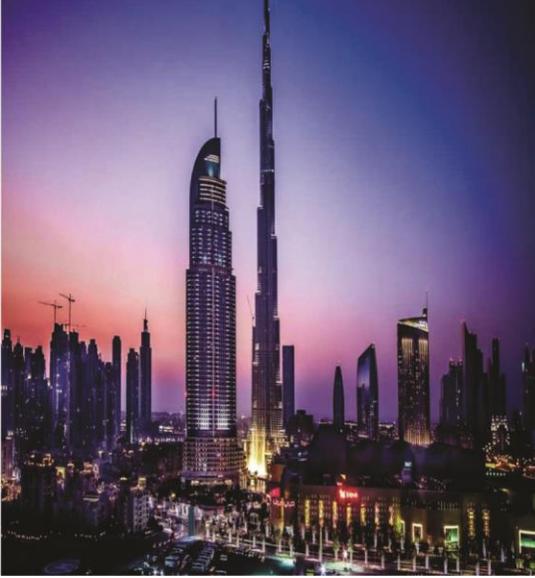
ICBM
2017



13-14 October
Dubai

GCBMS
24-25 April 2015

Dubai

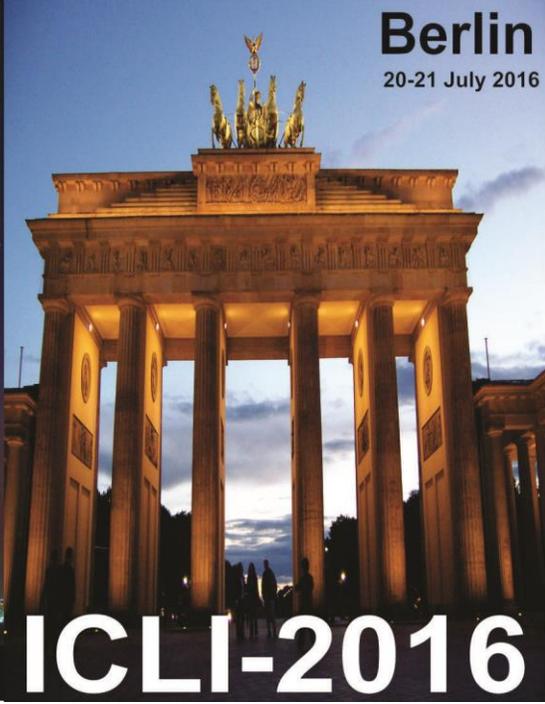


GCBMS
2016

Dubai
28-29 January



Berlin
20-21 July 2016



ICLI-2016

Table of Content

The Analysis of Onboarding Processes in Organizations in Serbia	1
Marija Runić-Ristić, University Nikola Tesla – Union, Serbia, runic@famns.edu.rs	1
Tijana Savic- Tot, University Nikola Tesla – Union, Serbia, savic@famns.edu.rs.....	1
A Must-Happen Cultural Shift in Organizations.....	1
Dr Wasim Ahmad, School of Aviation Studies and Business Management, UAE malikwasimahmad@gmail.com.....	1
Motivation to Participate in an employee Referral Program: A Conceptual Model and Experimental Approach.....	2
Hamza Aouam, Hassan II University of Casablanca, Morocco, aouamh277@gmail.com	2
AN EXAMINATION OF LEADERS' MOTIVATION AND SUSTAINABILITY STRATEGIES IN CONNECTION TO THE PERFORMANCE OF PAKISTANI MANUFACTURING INDUSTRY.....	2
Mr. Muhammad Junaid Ahsan, University of Pisa, Italy muhammadjunaid0803@gmail.com	2
Mr. Muhammad Hasham Khalid, Riphah International University, Islamabad, Pakistan, hasham091@gmail.com	2
Achieving Benchmark Shop-Floor Productivity Levels through Employee Motivation and SMED Systems in a Cable Manufacturing Company.....	3
Mr. Jani Saheb Shaik, Middle East Specialized Cables Co. (MESCC), Ras Al Khaimah, UAE, jani.saheb@mescables.com.....	3
Mrs. Asma Begum, School of Business and Computing University of Bolton RAK, UAE	3
C-Suite Incentive Conflict and Firm Efficiency	3
Kienpin Tee College of Business, Zayed University Abu Dhabi, UAE,Kienpin.Tee@zu.ac.ae	3
Feng Han Capital University of Economics and Business Beijing, China, hanfeng@cueb.edu.cn	3
Ghulame Rubbaniy, College of Business, Zayed University Abu Dhabi, UAE, Ghulame.Rubbaniy@zu.ac.ae.....	3
Socio-intercultural entrepreneurship capability building and development	4
José G. Vargas-Hernández, Instituto Tecnológico José Mario Molina Pasquel y Henríquez, Unidad Académica Zapopan, jvargas2006@gmail.com	4
M. C. Omar C. Vargas-González, Instituto Tecnológico de México, Campus Cd. Guzmán, omar.vg@cdguzman.tecnm.mx.....	4
CONTRIBUTIONS OF SMALL AND MEDIUM ENTERPRISE TO ENTREPRENEUR AND ECONOMIC DEVELOPMENT IN KATSINA STATE	4
AMINU SANI, AL-QALAM UNIVERSITY, KATSINA, saminu992@gmail.com	4
An exploratory study of characteristics and attributes of Arab entrepreneurs in Central America	5
Husam Omar, Higher Colleges of Technology, UAE, hkomar@hct.ac.ae	5

Challenges faced by enterprises during Covid-19: a firm level estimation	5
Ermira KALAJ, University “Luigj Gurakuqi”, Shkoder, Albania, ermira.kalaj@unishk.edu.al	5
Ermir SHAHINI, University “Aleksandër Moisiu”, Durrës, Albania ermirshahini@gmail.com	5
A process of Innovation and Entrepreneurship	6
Pereira, Adalmiro, ISCAP-PPorto, CEOS member, Porto, Portugal adalmiopereira@mail.telepac.pt	6
Vaz, Ângela Spain, ISCAP-PPorto, Porto, Portugal	6
Ribeiro, Carlota ISCAP-PPorto, Porto, Portugal.....	6
Blockchain technology as an innovative way of dealing with sustainability issues in the operations of Airbnbs	6
Alishan Karimov, University of Pannonia, Hungary alishankarimov@gmail.com.....	6
The Impact of Asian Games Announcements on Local Companies Stock Returns	7
Mr. Yichao Wu College of Business and Public Management, Wenzhou-Kean University, Wenzhou 325060, China. yichaow@kean.edu	7
Jianing Zhang Center for Big Data and Decision Making Technologies, Wenzhou-Kean University, Wenzhou 325060, China. jianingz@wku.edu.cn	7
The determinants of IPOs underpricing: evidence from the Internet industry on Chinese stock.....	7
Mr. Jianao Lu, College of Business and Public Management, Wenzhou-Kean University,.....	7
Wenzhou, China. jianaol@kean.edu.....	7
Jianing Zhang Center for Big Data and Decision Making Technologies, Wenzhou-Kean University, Wenzhou, China. jianingz@wku.edu.cn	7
EFFECT OF CRYPTOCURRENCY ON INFLATION IN NIGERIA.....	8
Badamasi Sani Mohammed, Department of Economics AL-Qalam University Katsina, Sanibadamasi9@gmail.com.....	8
Sule Ya’u Hayewa Department of Management Sciences, RMK CARS Jos Road Kano suleyauhayewa@gmail.com	8
Hussaini Shuaibu, Bursary Department AL_Qalam University Katsina Nasabuwa@gmmail.com	8
Nuruddeen Mahmud Bunu Department of Economics Modibbo Adama University, Yola Nuruddeenbunu@mautech.edu.ng.....	8
A Study on Factors Influencing Individual Investors’ Decisions in selected commercial private banks in Kano city of Nigeria	8
Dr.Shanmugam Sundararajan, Skyline University Nigeria, Kano City, Nigeria, s.sundararajan@sun.edu.in	8
Dr.S.Senthilkumar, Skyline University Nigeria, Kano City, Nigeria senthil@sun.edu.ng	8
Financial Institution Stability and Climate change Risk: Developing Country’s Perspective.	9
Chinwe R.Okoyeuzu, University of Nigeria,Nsukka,Enugu Campus, chinwe.okoyeuzu@unn.edu.ng	9

The Role of Microfinance to address Socio-economic Challenges in Kerala, India	9
Durgalashmi C.V. Amrita Vishwa Vidyapeetham, Amritapuri, Kochi, India	9
Nidheesh Melethadathil, School of Biotechnology, Amrita Viswa Vidyapeetham, Amritapuri, Inida	9
Taramol.K.G. Manipal Academy of Higher Education, Dubai, UAE tarapratheesh@gmail.com	9
Ajithkumar Nayanpally, Amrita Viswa Vidyapeetham, Amritapuri, Inida	9
THE EFFECT OF ADVERTISING ON THE PERFORMANCE OF SMALL BUSINESS ENTERPRISES IN NIGERIA... 10	
Hamza Aliyu Galadanchi Al-Qalam University Katsina hamzaaliyu@yahoo.com	10
Taofik Abidemi Bello, College of Management and Social Science	10
Muddaha Bello hamzaagaladanchi@auk.edu.ng,	10
The Role of Health and Wellness Tourism in Mitigating Seasonality in Relation with Marketing Science 10	
Maloy Saha Doctoral School of Management Science University of Pannonia, Veszprem, Hungary, maloyshabd100@yahoo.com	10
Social Media and Social Learning for Conscious Organizations..... 11	
Dr. Stavroula Kalogeras Higher Colleges of Technology, UAE, skalogeras@hct.ac.ae,	11
A Review Paper on Opportunities and Challenges of Green Marketing..... 11	
Ms. Shreya Singh PSIT College of Higher Education, Kanpur. India shreyaashakushwaha@gmail.com 11	
Ms. Nidhi PSIT College of Higher Education, Kanpur. India	11
Cognitive Dissonance and its impact on Consumer Buying Behavior..... 11	
AISHA ABDULAZIZ, Skyline University, Nigeria esherzeez@gmail.com	12
Li-Ning Sports Brand Digital Marketing for Seniors	12
SU GUI YU, Siam University Thailand 381862570@qq.com,	12
RURAL ENTREPRENEURSHIP	13
Dr.SHANMUGAM SUNDARARAJAN, Skyline University Nigeria, Kano state	13
ZAINAB SALAHU BELLO, Skyline University Nigeria, Kano state, Nigeria zainabsalahubello@gmail.com	13
ISLAM BALARABE GAYA, Skyline University Nigeria, Kano State, Nigeria	13
FATIMA AHMAD ABUBAKAR, Skyline University Nigeria, Kano state, Nigeria	13
RUKAYYA ISYAKA LAWAL, Skyline University Nigeria, Kano state, Nigeria	13
Startup Governance Design: A Life Cycle Calibration between Disciplinary, Cognitive and Behavioral Approaches	13
Badr FIGUIGUI, ISCAE CASABLANCA, Morocco, badrfiguigui@yahoo.fr	13
AN EMPIRICAL EXAMINATION OF ENTREPRENEURIAL MARKETING DIMENSIONS AND ECONOMIC SUSTAINABILITY IN SMALL AND MEDIUM ENTERPRISES	14

Dr. Jalal Rajeh Hanaysha Skyline University College, Sharjah, United Arab Emirates, jalal.hanayshi@yahoo.com	14
THE EFFECT OF TEAM MANAGEMENT ON INTRAPRENEURSHIP IN RETAIL CHAINS	14
Ali Sukru Cetinkaya, Selcuk University, Konya, Turkey, alisukru@outlook.com.....	14
Legal Practice in the New Normal.....	15
Fathima Rasla Mattath Law Student, University of Bolton, fathimaraslamattath@gmail.com	15
Devika Ramachandran, University of Bolton, Academic Centre, UAE d.ramachandran@boltonac.ae..	15
THE LEGAL FRAMEWORK FOR SOCIAL SERVICES IN ALBANIA	15
Elisabeta Osmanaj,University of Elbasan “Aleksandër Xhuvani”, Albania.....	15
Elisabeta.osmanaj@uniel.edu.al.....	15
Eda Çela, PhD. “Luarasi” University, Faculty of Justice Eda.cela@luarasi-univ.edu.al	15
Eriona Çela, PhD. Cand University of Elbasan “Aleksandër Xhuvani” Eriona.cela@luarasi-univ.edu.al	15
Investors’ perception about Sustainable investments: Insights from India	16
Dr. Anjum Ubaid Siddiqui Aligarh Muslim University, India, anjum.ubaid12@gmail.com.....	16
CEO Political Connection, Demographic Characteristics and Real Earnings Manipulation: New Evidence from an Emerging Economy.....	16
Abdesseitar Bensaid, Universiti Utara Malaysia (UUM), Sintok, Kedah, Malaysia bensaidatro1994@gmail.com	16
Firas Nooraldeen Mardan, Cihan University-Erbil, Kurdistan Region, Iraq, bensaid.uum@gmail.com .	16
Cyclicity of Liquidity Creation: Non-linear Evidence from US Bank Holding Companies	17
Ghulame Rubbaniy, Zayed University Abu Dhabi, UAE, ghulame.rubbaniy@zu.ac.ae	17
Ali Awais Khalid, University of Lahore, Lahore, Pakistan, aliawaischeema@gmail.com	17
Shoaib Ali, Air University, Islamabad, Pakistan, Shoaib0819@yahoo.com	17
Global Financial Crisis, COVID-19, Lockdown, and Herd Behavior in the US ESG Leader Stocks.....	17
Ghulame Rubbaniy, Zayed University Abu Dhabi, UAE ghulame.rubbaniy@zu.ac.ae	17
Shoaib Ali, Air University, Islamabad, Pakistan, Shoaib0819@yahoo.com	17
Konstantinos Syriopoulos College of Business, Zayed University Abu Dhabi, UAE, Konstantinos.Syriopoulos@zu.ac.ae.....	17
Abida Perveen, Comsats University Islamabad, Sahiwal Campus, Pakistan abida.saima@cuisahiwal.edu.pk.....	17
THE ROLE OF INSTITUTIONAL QUALITY AND FINANCIAL SECTOR DEVELOPMENT IN FOREIGN REMITTANCE-HUMAN DEVELOPMENT INDEX IN WORLD’S TOP 10 REMITTANCE-RECIPIENT ECONOMIES	18
Nayab Karim Department of Economics, Faculty of Business & Economics, Abdul Wali Khan University, Mardan, Pakistan nayabkarim111@gmail.com	18

Muhammad Tariq Department of Economics, Faculty of Business & Economics, Abdul Wali Khan University, Mardan, Pakistan	18
Muhammad Azam Khan Department of Economics, Faculty of Business & Economics, Abdul Wali Khan University, Mardan, Pakistan	18
Fundraising appeal for COVID-19 epidemic fight: A cross-country study of donor response	18
Saeed Awadh Bin-Nashwan, Universiti Utara Malaysia,.....	18
Adel M. Sarea College of Business and Finance, Ahlia University, Bahrain Meshari Al-Daihan, University of Malaya, Kuala Lumpur, Malaysia meshari89.r@gmail.com	18
Impact of organizational learning capability for reverse logistics and sustainability performance: A conceptual framework.....	19
Yang Kaihan, Azman Hashim International Business School, Universiti Teknologi Malaysia, SKUDAI, MALAYSIA, yangkaihan@graduate.utm.my.....	19
Dr. Thoo Ai Chin, Azman Hashim International Business School, Universiti Teknologi Malaysia, SKUDAI, MALAYSIA.....	19
CROSS-CULTURAL MANAGEMENT IN THE CORPORATE STRATEGIES OF HIGH-TECH COMPANIES.....	20
Mrs Olga Bulankina Senior Leadership Team (SLT) - International University in Geneva, Switzerland obulankina@iun.ch	20
Changing Perspective of Business Management after COVID 19 in the Gulf with Reference To UAE.	20
RECRUITING WORKERS FOR THE HOTEL INDUSTRY: THE CASE OF ISRAEL AND JORDAN	21
RONEN SHAY Kinneret Academic College in the Jordan Valley Zemach, Israel ronen.fm102@gmail.com	21
The study of impact of leadership behavior on the declining business lifecycle span in Ivory Coast.	22
Brou Kendja Junior KENDJA, University of Bolton UAE, ekendja@gmail.com.....	22
Muhammad Azeem, University of Bolton.....	22
The Need Identification for the Legislation about Virtual Employment in Management Consultancy sector of the UAE	22
Rufat Aghazada, University of Bolton UAE rufat.tcbs@gmail.com	22
Muhammad Azeem, University of Bolton.....	22
Roles of Natural Resources, Globalization, and Technological Innovations in Mitigation of Environmental Degradation in BRI Economies.....	23
Abdul Majeed, Business School, Huanggang Normal University, Huanggang, China abdulmajeed@hgnu.edu.cn.....	23
Impacts of Islamic Economics on Socioeconomic Development in Nigeria.....	23
Mufutau Akanmu Popoola and Shittu Muili Olawale National Open University of Nigeria. mufutau20@gmail.com	23
Impact of COVID-19 on Selected SDGs in Pakistan.....	24

Bushra Abbas, National Defence University, Islamabad, Pakistan	24
Mirza Nouman Ali Talib Department of Leadership and Management Studies, National Defence University, Islamabad, Pakistan	24
Zubair Nawaz zubairnawaz@ndu.edu.pk	24
How Do State Tax Changes Affect Bond At-Issue Yield Spreads? U.S Evidence	24
Hao Shen, Stuart School of Business, Illinois Institute of Technology, USA, hshen12@hawk.iit.edu	24
Effect of Foreign Direct Investment on Economic Growth in Nigeria: Does Exchange Rate Matter?	25
Danladi Bashir Jigawa State Polytechnic, Dutse, Nigeria, danladibashir5@gmail.com,	25
Minerals imports—clean energy transitions nexus: Evidence from the top 10 mineral-importing economies	25
Md. Monirul Islam, University of Dhaka, Bangladesh, monirdu1981@gmail.com,	25
PHARMACEUTICAL INNOVATION - A CONCEPUAL FRAMEWORK FOR THE ADOPTION OF A NEW DRUG .26	
Clement Vee Lun Lim, clement_lvl@hotmail.com,	26
Hybrid Forecasting Methodology for Electricity Consumption Based on a Seasonal ARIMA and MLP Models with Climatic Variables: Case Study of Morocco.	26
Mr. Sid’Ahmed Soumbara LEAM, FSJES-Souissi, Mohammed V University in Rabat, Rabat, Morocco, ssoumbara@gmail.com,	26
Pr. Ahmed El Ghini	26
Happy Herding: A State-Space and Quantile-on-Quantile Regression Approach on Rare Earth Metals....	27
Stathis Polyzos, Abu Dhabi, UAE, Efstathios.Polyzos@zu.ac.ae	27
Ghulame Rubbaniy College of Business, Zayed University, Khalifa City, Abu Dhabi, UAE Ghulame.Rubbaniy@zu.ac.ae	27
Sonia Abdennadher, Higher Colleges of Technology, Business Division, Al Ain, UAE sabdennadher@hct.ac.ae	27
Muhammad Kaleem Zahir-UI-Hassan College of Business, Zayed University Abu Dhabi, UAE Email: Muhammad.Hassan@zu.ac.ae	27
An Examination of a J. Ayer’s Principle of Verification	27
A.K.M Shamsur Rahman, Eastern University, Bangladesh, rahmanakm@easternuni.edu.bd,	27
INTEROPERABILITY CHALLENGES IN BUILDING INFORMATION MODELLING: CASE STUDIES IN STRUCTURAL ENGINEERING.....	27
Mulumba Isaac Patrick, University of Bolton, UAE,	27
Greeshma Labees, University of Bolton, UAE, greeshmalabees@gmail.com,	27
The Study of Correlation between Health Tourism and High degree of Competitiveness in the UAE Healthcare Sector.....	28
Amina Begum, University of Bolton. UAE, amina.begum121998@gmail.com	28

Muhammed Azeem, University of Bolton, UAE,	28
Examine the relationship between High-performance work practices on organizational performance ...	29
Ayman Mustafa Al Armoti, AL Khwarizmi International College, UAE, ayman_armoti@yahoo.com	29
Marwa Ateeq Alshehhi, k-719660121@khawarizmi.com,	29
Ameena Al Suwaidi , k-219660114@khawarizmi.com	29
A review of different leadership styles in large sized Indian Organizations in the infrastructure sector and their impact on organizational commitment.....	29
Sandeep Kumar Gupta, IIMT College of Engineering, India, skguptabhu@gmail.com.....	29
The Impact of Green Logistics Management Practices on Organizational Performance through Mediation of Green Human Resource Management and Moderation of Organizational Culture for Textile Industry of Pakistan.....	30
Dr. Muhammad Saeed Shahbaz, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Pakistan dr.saeed@szabsit-isb.edu.pk.....	30
Mohammad Hassan Kamal, 1925154@szabist-isb.pk.....	30
Looking above and beyond compensation and benefits; exploring what star employees really want in the textile sector of Pakistan?.....	31
Muhammad Usman Mumtaz, Department of Management Sciences, Bahria University Lahore Campus. musmanmumtaz77@gmail.com	31
Dr. Muhammad Ahmed, Department of Management Sciences, Bahria University Lahore Campus. mahmed.bulc@bahria.edu.pk	31
Using augmented reality in leading virtual teams and improving their performance	32
M.S. Mahsa Keramat Master of Information Technology-Electronic Commerce Student, Khajeh Nasir al-Din Toosi University of Technology, IRAN, m.keramat@email.kntu.ac.ir	32
Ph.D. Asghar Zamani, Faculty member of Higher Education Research and Planning Institute (a.zamani@irphe.ir)	32
Impact of COVID-19 on Behavioural Intention to Use E-Learning in Indian Organizations.....	32
Syed Rizwan Naqvi, Amity University Noida, India, syedrizzwanraqvi@bel.co.in.....	32
The Impact of social media on Customer Buying Behaviour of Turkish Apparel Brand in Turkey	33
Nazira Sharshembieva, University of Bolton, UAE, nazira.eri8@gmail.com	33
Asma Begum, University of Bolton, UAE,	33
Economic development of the company by adopting some AR/VR innovations.....	33
Ioan-David Legman, G.E. Palade” University of Medicine, Pharmacy, Sciences and Technology of Targu Mures, ROMANIA, daveione@yahoo.com	33
Mihaela Adina Rusu, Institute for Doctoral Studies “Babes Bolyai” of Cluj Napoca, ROMANIA	33
mihaelaadinarusu@yahoo.com	33
Ana Maria Manea, Transilvania University of Brasov, ROMANIA profamate@yahoo.com	33

Consumer Buying Behaviour towards on line shopping	34
SAKINA MUSTAFA SHEHU, Skyline University Nigeria, Nigeria sshehumustafa003@gmail.com,.....	34
REVISIT SOCIAL CAPITAL FOR SUPPLY CHAIN RESILIENCE	34
Tian Jun and Thoo Ai Chin Azman Hashim International Business School, Universiti Teknologi Malaysia, MALAYSIA. tianjun@graduate.utm.my.....	34
Marketing Opportunities and Challenges for Nonprofits in Post Pandemic Era	35
Pranav Kumar, Higher Colleges of Technology, Ras Al Khaimah, UAE, pranavkr.jh@gmail.com.....	35
AN ASSESSMENT IN THE PRESENT SCENARIO OF THE SYSTEM OF CRIME INVESTIGATION: INVESTIGATIVE ACTIONS AS PER UKRAINIAN LEGISLATION	35
Ruslan Serbyn, LLD, professor, Honoured Lawyer of Ukraine, Deputy Rector of the National Academy of Internal Affairs, Kyiv, Ukraine, r.s.1978@ukr.net.....	35
Yuliia Chornous, LLD, professor, professor of Criminalistics and Forensic Medicine Department, National Academy of Internal Affairs, Kyiv, Ukraine, chornous@ukr.net,	35
Hanna Vlasova, LLD, professor, Head of Department of Criminalistics, Criminal Law and Process of the private university «European University», Kyiv, Ukraine, vlasovaann@ukr.net	35
Iryna Soroka, Doctor of Philosophy in Law, lecturer at the Department of Criminalistics and Forensic Medicine, National Academy of Internal Affairs, Kyiv, Ukraine, ira_07_09@ukr.net,	35
Petro V. Tsymbal, Doctor of Law, professor, head of Department of Criminalistics and Criminal Process, University of the State Fiscal Service of Ukraine, Irpin, Ukraine, tsymbal52@meta.ua	35
Impact of U.S. sanctions on bilateral FDI with China.....	36
Paulman Karippai, BITS PILANI DUBAI, UAE, p20190902@dubai.bits-pilani.ac.in	36
The Effect of Gross Domestic Product, Urbanization, Trade Openness, Financial Development and Renewable energy on CO2 Emission an Investigation in Pakistan	37
Muhammad Sohrab, writetosohrab@gmail.com,	37
COVID-19 AND INSECURITY: A MODERATING EFFECT OF GROWTH OF SMES IN ABUJA	37
OPUSUNJU, Michael Isaac, Ph.D. Nile University of Nigeria opusunjumike@gmail.com.....	37
Akyuz, Murat, Ph.D. Nile University of Nigeria akyuz.murat@gmail.com.....	37
Ikie Onuk Nelson University of Abuja Hterrence261@gmail.com.....	37
Abstract:.....	37
The Study of the Impact of Public policies on the Level of Corruption in Cote d'Ivoire.....	38
Ouattara Zie Kadognon Kama Aboudramane, University of Bolton, UAE ouattarakama@gmail.com ..	38
Muhammad Azeem, University of Bolton, UAE,	38
Investigate the Economy Policy Uncertainty on Bank Performance of Pakistan: Islamic Vs. Conventional Banks.....	38
Nadiya Shahzad, Ms Scholar, Allama Iqbal Open University, Pakistan, nado500@gmail.com	38

Factors Influencing Environmental, Social and Governance Rating of Public Listed Companies in Bursa Malaysia	39
Md. Mahmudul Alam, PhD Economic and Financial Policy Institute, School of Economics, Finance and Banking Universiti Utara Malaysia, rony000@gmail.com	39
The Analysis of the Relationship between Stress and Self-esteem among Full-time Service Sector Employees in UAE	40
Shima Husen, University of Bolton UAE,.....	40
Ayesha Adeel, University of Bolton UAE, ayesha.adeel.19@gmail.com	40
Psychology Talk: The Relationship between Wellbeing at Workplace and Employee Engagement “A Theoretical Review”	40
Dr. Emad Shahrori – Senior Lecturer Psychology Program De Montfort University – Dubai Campus, UAE emad.shahrori@dmu.ac.uk.....	40
The study of the impact of communication gap on organizational performance in the Dubai healthcare sector	40
Rasheed Mohiuddin Mohammed, University of Bolton. UAE rasheed@live.co.uk	41
Muhammed Azeem, University of Bolton. UAE.....	41
The Analysis of the Mediating role of Job Involvement in the Relationship between Well-being and Emotional Intelligence of Special Education Teachers in UAE.....	41
Hennath Aboobacker, University of Bolton UAE	41
Ayesha Adeel, University of Bolton UAE ayesha.adeel.19@gmail.com	41
EVALUATING THE PERFORMANCE OF CONCRETE WITH THE ADDITION OF FLY ASH AND GGBS AS PARTIAL REPLACEMENT OF CEMENT AND CERAMIC WASTE WITH COARSE AGGREGATE.....	41
MD Golam Imtiaz, University of Bolton UAE, sivamalar1984@gmail.com.....	42
Sivamalar Shijumon, University of Bolton UAE,.....	42
Assessment of risks related to storage of industrial wastes in an Algerian industry	42
L. SEFOUHI, S. MEBARKI, A. BELHEINE Institute of Hygiene and Industrial safety. University of Batna, Batna. Algeria lsefouhi@yahoo.fr	42
IMPACT OF PRICING STRATEGIES ON CONSUMER PERCEPTION	43
Sadaf Hayat, Iqra University (Main Campus) Karachi, Pakistan, Sadaf__01@Hotmail.Com	43
Research on Green Marketing	43
M Shahrukh Durrani MBA Scholar, Department of Business Administration Air University Multan	43
mshahrukhsadozai@gmail.com	43
Dr. Adnan Ahmed Sheikh Assistant Professor, Department of Business Administration Air University Multan Adnan.ahmed@aumc.edu.pk	43
Prof. Dr. Hayat M. Awan Head of Department, Department of Business Administration Air University Multan.....	43

IMPACT OF SOCIAL MEDIA ADVERTISING FEATURES ON CONSUMER PURCHASE DECISION IN THE FAST FOOD INDUSTRY: MEDIATING ROLE OF BRAND TRUST.....	44
Dr. Jalal Rajeh Hanaysha, School of Business, Skyline University College, Sharjah, United Arab Emirates Email: jalal.hanayshi@yahoo.com	44
The Impact of Pandemic on Tiles Industry: Challenges & Opportunities for the Years 2019-2021....	44
Nidhi, University of Lucknow, UP India, nynidhiyadav@gmail.com	44
CONTROLLING AND AUDITING OPERATIONAL ACTIVITIES: A SCALE DEVELOPMENT STUDY.....	45
Ali Sukru Cetinkaya, PhD. Selcuk University, Konya, Turkey alisukru@outlook.com	45
Gurkan Gulec PhD. Candidate Selcuk University, Konya, Turkey gulecgurkan@hotmail.com.....	45
CEO Power, corporate governance mechanisms and earnings quality: An Egyptian Evidence	46
Saif-Ur-Rehman, Professor, School of Business, Skyline University College, Sharjah, UAE Email: doctor.saifkhanfg@gmail.com	46
Dalia Ali Hemdan Mustafa, PhD Scholar, School of Accountancy, Universiti Teknologi Mara, Malaysia Email: dalia-hemdan@hotmail.com	46
The Impact of RMB Exchange Rates on China's Import and Export Trades	46
Wenyu Yang School of Accounting and Finance, College of Business and Public Management, Wenzhou-Kean University, Wenzhou, China.	47
Jianing Zhang Center for Big Data and Decision-Making Technologies, College of Business and Public Management, Wenzhou-Kean University, Wenzhou, China jianingz@wku.edu.cn.....	47
THE CONTRIBUTION OF PRIVATE BANKS IN THE ETHIOPIAN ECONOMY DEVELOPMENT.....	47
Sandeep K. Gupta, IIMT College of Engineering, India, skguptabhu@gmail.com	47
Study of Effects of the Corona-virus Pandemic on Family-owned Trading Businesses in the UAE.....	47
Junayd Khattak, University of Bolton UAE devika.news@gmail.com.....	47
Devika Ramachandran, University of Bolton UAE	47
Peter Mugambi , University of Bolton UAE.....	47
Qualified Securities for Short-sale Refinancing (QSSR), Short-sale Constraints and Stock Prices: Evidence from Chinese Stock Markets.....	48
Larry Su* School of Business, University Technology Brunei, Brunei Darussalam, larry.su@utb.edu.bn	48
IMPACT OF BUSINESS EDUCATION ON POVERTY ELEVATION AND SUSTAINABLE DEVELOPMENT IN NIGERIA.....	48
Adebayo Sulaiman Adeodu, (Ph.D). Department of Business Education, Federal College of Education, Oyo. Oyo State, Nigeria. adebayosulaiman10@gmail.com.....	48
A proposal for A Model of Sustainable solution for IOT based smart irrigation system using Big Data and cloud computing for UAE	49
Renuka Atul Nyayadhish-University of Bolton UAE, rn12ext@bolton.ac.uk.....	49

Topological Optimization for the production of knee implant using the method of additive manufacturing.....	50
Irfan Nasir, MSC Engineering Management, University of Bolton, RAK Academic Centre, UAE mi6aes@bolton.ac.uk	50
Yakub Iqbal Moghul, Academic Coordinator, School of Engineering, University of Bolton, RAK Academic Centre, UAE	50
Shimna Shafeek, Course Manager, Mechanical Engineering, University of Bolton, RAK Academic Centre, UAE.....	50
Jaimon Quadros Senior Lecturer, Mechanical Engineering, University of Bolton, RAK Academic Centre, UAE.....	50
Study of Subtractive and Additive Manufacturing Techniques for Rim to Optimize Cost & Time	51
Muhammad Umair, MSC Engineering Management, University of Bolton, RAK Academic Centre, United Arab Emirates mu2aes@bolton.ac.uk	51
Yakub Iqbal Moghul, Academic Coordinator, School of Engineering, University of Bolton, RAK Academic Centre, UAE	51
Shimna Shafeek, Course Manager, Mechanical Engineering, University of Bolton, RAK Academic Centre, UAE.....	51
Jaimon Quadros, Senior Lecturer, Mechanical Engineering, University of Bolton, RAK Academic Centre, UAE.....	51
INCREMENTAL SOCIAL INNOVATION from Historical Standpoint: MENTAL MODELS AND IMPLEMENTATION STRATEGIES.....	52
Dr. Nabegha Mahmood, PhD Leadership and Management Studies ,Assistant Professor Management Sciences Department Virtual University of Pakistan, nabegha@gmail.com	52
Resilience, Gratitude and Psychological Well-being of University students	52
Dr. Muniza Malik & *Ms. Lubna Soomro Asst. Prof. Department of Psychology, University of Sindh, Pakistan, muniza.malik@usindh.edu.pk	52
The impact of the government's policy on the stock performance of the Chinese game industry	53
Delong Shang, School of Accounting and Finance, College of Business and Public Management, Wenzhou-Kean University, Wenzhou, China. delongs@kean.edu	53
Jianing Zhang Center for Big Data and Decision Making Technologies, College of Business and Public Management, Wenzhou-Kean University, Wenzhou 325060, China.	53
NEGATIVE EXTERNALITIES OF THE DIGITAL TRANSFORMATION IN THE FINANCIAL SECTOR	54
Mr. Pablo Alonso-Rodríguez Faculty of Economics, Universidad Nacional de Educación a Distancia (UNED),Madrid, Spain pablo.alonso-rodriguez@protonmail.com	54
Automatic helmet detection of bike riders for ensuring road safety using machine learning techniques	54
Sanika Singh, Ph.D Scholar, Banasthali Vidyapith, Jaipur, Rajasthan, India,.....	54
Mohamed Nihaal, University of Bolton, RAK, UAE, ss46ext@bolton.ac.uk	54

Saurabh Mukherjee Banasthali Vidyapith, Jaipur, Rajasthan, India	54
Bread, Dignity, and Social Justice: The Economic of Populism in Karmi’s Memoirs.....	55
Rabia Aamir, National University of Modern Languages, Pakistan raamir@numl.edu.pk	55
Feasibility of Implementing Decentralized Wastewater Treatment Plants for addressing the Water Consumption Issues in The United Arab Emirates Communities	55
Alka Asokan, University of Bolton UAE	55
Lekshmi Vijayalekshmi Amma, University of Bolton UAE, lekshmirajeshv@gmail.com	55
DETERMINING THE FEASIBILITY OF USING RECLAIMED WATER IN THE CONSTRUCTION INDUSTRY IN UAE	56
Ahmed Abba Tukur Zagga, University of Bolton.....	56
Lekshmi Vijayalekshmi Amma, University of Bolton lekshmirajeshv@gmail.com	56
THE STUDY OF ASSESSMENT OF THE VIABILITY OF COOL ROOFS ACROSS UAE.....	57
Rafid Ahmed, University of Bolton UAE.....	57
Greeshma Labees, University of Bolton UAE greeshmalabees@gmail.com	57
Dr. Bejay Jayan, SIFS Smart Insulation Finishing Systems LLC (SIFS).....	57
Dividend Payout Trend: An analysis of Listed Manufacturing Firms in Nigeria.....	57
Aishat Salawudeen, University of Abuja, FCT-Nigeria ayizworld@gmail.com.....	57
Muhammad Aminu, Isa, Bayero University, Kano, Kano – Nigeria ameenueesa@gmail.com.....	58
Crowdfunding-based Cash Waqf Model (CBCW-M): A Proposed Model for Waqf institutions in fourth industrial revolution.....	58
Khadar Ahmed Dirie, Islamic Business School Universiti Utara Malaysia, Sintok, Kedah, Malaysia.....	58
Email: qadarqaadi143@gmail.com	58
Md. Mahmudul Alam, School of Economics, Finance & Banking Universiti Utara Malaysia.....	58
Sintok, Kedah, Malaysia rony000@gmail.com	58
CONTROLLING AND AUDITING OPERATIONAL ACTIVITIES: A SCALE DEVELOPMENT STUDY.....	59
Ali Sukru Cetinkaya, PhD. Selcuk University, Konya, Turkey alisukru@outlook.com	59
Gurkan Gulec PhD. Candidate Selcuk University, Konya, Turkey gulecgurkan@hotmail.com.....	59
The Study to Examine the Relationship between Financial Information and Stock prices – Evidence from Public Traded Insurance Companies in Sri Lanka.....	60
Stephny Dencil, University of Bolton UK stephnydencil11@gmail.com.....	60
Lovedeep Kaur, University of Bolton UK.....	60
Artificial Intelligence in e-HRM: Qualitative Study of Tech Mahindra.....	60
Syed Rizwan Naqvi, Research Scholar, Amity Business School, AUUP, Amity University, Noida, India rizzysyednaqvi@gmail.com.....	60

Dr. Puja Sareen, Associate Professor, Amity University, Noida, India	60
Dr. Tanuja Sharma, Professor, MDI Gurgaon, India.....	60
The Effectiveness of Artificial Intelligence-Based in Training and Development of employees with reference to cost Effectiveness.....	61
Khalid Syeed Uddin, teachingandcoaching2020@gmail.com	61
Evaluating Implementation of Success and Finding Competitive Advantages, Ideal Goals of Digital Inbound Marketing with Measurement Methods for Indonesian MSME Business	61
Mr. Bambang Dwi Aditya Nusantara, School of Business and Management, Institut Teknologi Bandung, Indonesia, bambangdwi_adityanusantara@sbm-itb.ac.id.....	61
Mrs. Dina Dellyana School of Business and Management, Institut Teknologi Bandung, Indonesia Gelap Nyawang Street No.1, Lb. Siliwangi, Bandung, Indonesia E-mail: dina.dellyana@sbm-itb.ac.id	61
ASSESSING THE IMPORTANCE OF MARKET SEGMENTATION CRITERIA USING AHP METHOD: THE CASE OF ONLINE PURCHASING MARKET IN NORTH CYPRUS	62
Ms. Elham Sekandari, Department of Business Administration, Eastern Mediterranean University, Famagusta, North Cyprus, via Mersin 10 Turkey, Email: elham.sekandari@yahoo.com,.....	62
Dr. Iman Aghaei Department of Business Administration, Cyprus International University, Nicosia, North Cyprus, via Mersin 10 Turkey, Email: iaghaei@ciu.edu.tr,	62
EWOM, AFFECTIVE COMMITMENT AND CONSUMER PURCHASING BEHAVIOR FOR HEALTHCARE SERVICES IN NORTH CYPRUS DURING COVID-19 PANDEMIC	63
Mr. Sina Poorkhaje Namaghi Faculty of Economics and Administrative Sciences, Cyprus International University, Nicosia, North Cyprus, via Mersin 10, Turkey, sinapoorkhaje@gmail.com	63
Asst. Prof. Dr. Iman Aghaei, Faculty of Economics and Administrative Sciences, Cyprus International University, Nicosia, North Cyprus, via Mersin 10, Turkey Email: iaghaei@ciu.edu.tr	63
REVIEW THE MODERATING EFFECT OF CELEBRITY ENDORSEMENT ON THE RELATIONSHIP BETWEEN BROWSING AND IMPULSE BUYING IN LIVESTREAMING INDUSTRY	64
Wu Yanzhou and Thoo Ai Chin Azman Hashim International Business School, Universiti Teknologi Malaysia, 81310 SKUDAI, MALAYSIA. 249561693@qq.com, acthoo@utm.my	64
Is Market Orientation a Prerequisite for Firm Financial Performance? Evidence from Small Poultry Firms in Nigeria	64
Abubakar Suleiman, Department of Management & Information Technology, Faculty of Management Sciences, Abubakar Tafawa Balewa University, Bauchi – Nigeria.....	64
suleimana2015@gmail.com	64
Mukhtar Shehu Aliyu, Department of Business Administration & Entrepreneurship, Faculty of Management Sciences, Bayero University Kano – Nigeria	64
aliyumukhtarshehu@gmail.com.....	64
Shehu Rabiah Na-Allah, School of Management, Universiti Sains Malaysia 11800 Pulau Penang, Malaysia rabiahshehu@gsu.edu.ng.....	64

Effects of Website Quality and E-trust on Online Booking Intention for Home Maintenance Services.....	65
Subhass Sandran Segaran Azman Hashim International Business School,.....	65
Nur Shafeera Mohamad Universiti Teknologi Malaysia, Johor Bahru	65
Thoo Ai Chin acthoo@utm.my	65
Impact of COVID-19 on Behavioural Intention to Use E-Learning in Indian Organizations.....	65
Syed Rizwan Naqvi, Research Scholar, Amity Business School, AUUP, Amity University, Noida, India rizzly171@yahoo.com.....	65
Dr. Puja Sareen, Associate Professor, Amity University, Noida, India psareen@amity.edu	65
Dr. Tanuja Sharma, Professor, MDI Gurgaon, India tanujasharma@mdi.ac.in	65
The Development of the Horizontal Economy: The Frugal Innovation	66
Ch. M. Bachir Mbodj, University of Thies, Senegal, mbass.mbodj52@gmail.com	66
The impact of China's Loan Prime Rate reform on the real estate companies	66
Ju Luo, College of Business and Public Management, Wenzhou-Kean University, Wenzhou, China. jul@kean.edu	66
Jianing Zhang Center for Big Data and Decision Making Technologies, Wenzhou-Kean University, Wenzhou , China.	66
The Impact of Remittance on Economic Growth in Sub-Sahara Africa: A Cross-Country Investigation	67
Khadar Ahmed Dirie, Islamic Business School, University Utara Malaysia, Kedah, Malaysia Email: qadarqaadi143@gmail.com.....	67
Abidkarim Bashir Jama School of Economics, Finance & Banking, University Utara Malaysia, Kedah, Malaysia Email: baydan252@gmail.com	67
International Capital inflows nexus economic growth and economic development? Quantitative analysis from developing countries.....	67
Ali Raza (PhD) Lecturer Department of Management Sciences, The University of Haripur, Pakistan. alirazaeco@gmail.com.....	67
INTELLECTUAL PROPERTY: TIGHT SPOT OF DIFFERENT WORK TYPES THAT CAN BE PROTECTED BY COPYRIGHT.....	68
Mohd Zamre Mohd Zahir, Mohamad Azhan Yahya, Nurul Hidayat Ab Rahman & Shahrul Mizan Ismail, Faculty of Law, Universiti Kebangsaan Malaysia (UKM), 43600 UKM Bangi, Selangor, Malaysia, zamre@ukm.edu.my.....	68
Law in the Financial Aspect.....	68
Enas Elgehmi, University of Bolton, UAE, nosanosa2001@gmail.com.....	68
The New Normal for Businesses, Technologies, Governments, and the Socio-Economic Fabric; How to Sustain in This Unsustainable and Volatile Situation.....	69

Henrietta Ködmönné Pethő , Gabriela Michalecová & Zsuzsanna Banász University of Pannonia, H-8200 Veszprém, Egyetem u. 10, Hungary kodmonne.petho.henrietta@gtk.uni-pannon.hu, michalecova.gabriela@gtk.uni-pannon.hu, banasz.zsuzsanna@gtk.uni-pannon.hu	69
PROPOSED SUPPLIER INTEGRATION STRATEGIES IN THE CONTEXT	69
OF POST-COVID-19.....	69
Huang Duoming, Thoo Ai Chin, Azman Hashim International Business School, Universiti Teknologi Malaysia, MALAYSIA. duomingh@gmail.com.....	69
SUPPLY CHAIN RISK MANAGEMENT IN THE CONTEXT OF COVID-19: STRATEGIES REVIEW	69
Liu Min, Thoo Ai Chin, Azman Hashim International Business School, Universiti Teknologi Malaysia, 81310 SKUDAI, MALAYSIA. liuminjingdezhen@gmail.com	69
A REVIEW OF ELECTRONIC WASTE RECYCLING FROM BEHAVIORAL REASONING THEORY PERSPECTIVE .	70
Nur Shafeera Binti Mohamad Azman Hashim International Business School, shafeeramohamad@gmail.com.....	70
Thoo Ai Chin Universiti Teknologi Malaysia,Skudai, Malaysia, acthoo@utm.my.....	70
Impact of medical transcription adoption on patient satisfaction operational performance: An empirical investigation in the Indian healthcare context	71
Shubhagata Roy Assistant Professor, IBS Hyderabad, IFHE University, India, Email: roy.shubhagata@gmail.com	71
Global Impact of COVID-19 pandemic on air pollution: A systematic literature review.....	71
Mohamud Said Yusuf, School of Social Science and Economics, East Africa University, Bossaso, Puntland, Somalia; Email: Mohamud.said@eau.edu.so.....	71
Mohamud Said and Farah, The Hayaan Institute for Research and Policy Studies, Puntland Somalia; Email: abdiqani.farah@hayaaninstitute.org.....	71
Abdiqani Ahmed, Dirie, Khadar Ahmed PhD candidate at School of Islamic Business Studies, Universiti Utara Malaysia, 06010 UUM Sintok, Kedah, Malaysia; Email: qadarqaadi143@gmail.com	71
Risk assessment of Batna landfill	72
SEFOUHI Linda, TAMENE Oussama, SAMAI Rami, Institute of Industrial Hygiene and Safety, Batna 2 University, Batna, ALGERIA, lsefouhi@yahoo.fr	72
Integrating HRM and Leadership: A Proposed Framework for Effective Leadership in Contemporary Organization.....	73
Muzammel Shah Assistant Professor, Air University, Pakistan Muzammel.shah@mail.au.edu.pk	73
The Impacts of Research and Development In Artificial Intelligence (AI) Industry on Company’s Financial Risk Control In China	73
Xiaoyan Zha, Wenzhou-Kean University, China, xiaoyanz@kean.edu	73
Jianing Zhang, Wenzhou-Kean University, China.....	73
THE IMPACT OF SOCIAL MEDIA FATIGUE ON STUDENTS ACADEMIC PERFORMANCE: MODERATING ROLE OF BIG FIVE PERSONALITY TRAITS	74

Farah Zainab Ph.D. Scholar, Department of Business Administration, Air University Multan Campus
Pakistan farahzainab1234@gmail.com 74

Adnan Ahmed Sheikh Ph.D. Department of Business Administration, Air University Multan Campus
Pakistan adnan.ahmed@aumc.edu.pk 74

Naeem Ahmad Rana Department of Business Administration, Air University Multan Campus Pakistan,
Btwnaeem@gmail.com..... 74

Book of Abstracts

Session 1: 15:20-16:50

Theme 1: HR

The Analysis of Onboarding Processes in Organizations in Serbia

Marija Runić-Ristić, University Nikola Tesla – Union, Serbia, runic@famns.edu.rs

Tijana Savic- Tot, University Nikola Tesla – Union, Serbia, savic@famns.edu.rs

Abstract: Employee training, especially the onboarding or socialization of new hires, represents one of the most important human resource management functions. If an onboarding process of newly-hired employees is not conducted properly, it decreases the performance and productivity of those employees. In this paper, the authors aimed to examine the characteristics of onboarding or socialization processes in organizations in Serbia. The main hypothesis, which is confirmed in the paper, is that there are statistically significant differences in the onboarding or socialization of new hires in organizations in Serbia. The research involved 245 respondents who are employed at all three management levels in organizations (top management, middle management, and first-line management). The research results show, among other things, the deficiencies in the onboarding or socialization of employees in organizations with a different number of employees, and that conduct different business activities and have different legal forms. Moreover, the demographic characteristics of respondents have a considerable effect on their perception of onboarding or socialization processes. Finally, the results of the study represent the basis for both its improvement and for further research within different industries.

Keywords: onboarding, employee training, socialization, Serbia

A Must-Happen Cultural Shift in Organizations

Dr Wasim Ahmad, School of Aviation Studies and Business Management, UAE

malikwasimahmad@gmail.com

Abstract: A must-happen shift in organizations is a shift in the culture of organizations. There could be many aspects of this shift. An aspect of it is the gradual shift from enforcing uniformity to accepting, acknowledging, and then celebrating individualities. When the uniqueness and individuality of each team member is harnessed and put to use, it ultimately pays off. It gives a sense of satisfaction to the members of the team which cannot be obtained by any other means. It increases their sense of ownership and fosters long-lasting relationship with the organization. Enforced uniformity and standardization is not a natural ally of creativity and knowing this fully well will minimize the mismatch between the two. What could help an institution is that it does not go for a radical change as creativity gets crushed in a rush. It flowers at its own pace. Creativity is harnessed by the freedom and flexibility that is intentionally granted as a well-considered policy and strategy and it is also enjoyed. Creativity cannot be imposed from outside; it has to sprout like a seed from within – to the delight of all stakeholders. It could be the time for organizations to rediscover the natural processes and align with them and find out the old wisdom and relate it in new situations.

Keyword: Creativity, individuality, standardization, change, freedom, institution, organizations, wisdom, cultural shift, flexibility.

Motivation to Participate in an employee Referral Program: A Conceptual Model and Experimental Approach

Hamza Aouam, Hassan II University of Casablanca, Morocco, aouamh277@gmail.com

Abstract: Background and Aim: In the current context, characterized by international competition and rapid technological changes, companies use different recruitment channels to find the ideal candidate such as job boards, spontaneous applications and social networks. However, they are not able to find the one who meets the requirements of the position, especially when faced with a rare and specialized profile on the job market. This critical situation encourages companies to optimize their recruitment strategies by using new and more powerful tools in the field of recruitment and personnel selection, hence the use of employee referrals. The objective of this study is to examine the relationship between the factors that motivate employees to participate in an employee referral program and the likelihood of success of this program while taking into account the expected risk.

Methodology/Approach: This work was based on a quantitative approach with a hypothetical-deductive method using non-probability sampling method (snowball). The analysis of the quantitative study was carried out using the Structural equation modeling under the PLS (Partial Least Squares) approach.

Findings: The results affirm the existence of a significant positive relationship between job satisfaction and the likelihood of participating in the referral program with a t-value of 2,642 (> 1.96). There was also a significant negative relationship between perceived risk and the likelihood of participating in the referral program with a t-value of 6,132 (> 1.96). However, we found no significant relationship between affective commitment/the referral bonus and the likelihood of participating in the referral program. Furthermore, the referral bonus does not have a moderating effect on the relationship between perceived risk/affective commitment and the likelihood of participating in the referral program (p-value > 0.05).

Originality/value: To our knowledge, this is the first study to examine the impact of motivational factors on the likelihood of participating in an employee referral program in the Moroccan context.

Keywords: Employee referrals; recruitment; affective commitment; job satisfaction; perceived risk; bonus referral.

AN EXAMINATION OF LEADERS' MOTIVATION AND SUSTAINABILITY STRATEGIES IN CONNECTION TO THE PERFORMANCE OF PAKISTANI MANUFACTURING INDUSTRY.

Mr. Muhammad Junaid Ahsan, University of Pisa, Italy muhammadjunaid0803@gmail.com

Mr. Muhammad Hasham Khalid, Riphah International University, Islamabad, Pakistan, hasham091@gmail.com

Abstract: The purpose of this article is to analyze how leaders' motivation relates to the strategic adoption of sustainability activities, as well as some of the ramifications for businesses. The subject of how manufacturing company executives should handle the sustainability challenge is crucial. We look at the connections between executives' personal sustainability motivation and their organizations' sustainability strategies. We also look at how organizations' implementation of such techniques affects perceived results and objective financial performance measurements. Personal motivation drives corporate strategy through CEOs' leadership behavior, according to findings from a structural equation model of 332 Pakistani manufacturing enterprises. We also discover substantial and significant links between organizations'

sustainability strategy and perceived value generation and initiative effect at the organizational level. Furthermore, we discover tiny but substantial correlations between the adoption of sustainability activities within a firm's fundamental business strategy and objective financial performance measurements. The motivation of leaders is investigated in this article, and it is discovered that their underlying values for sustainability are connected to leadership behaviors in order to develop sustainable strategies at the business level. We investigate the links between a leader's personal commitment to sustainability and a company's attempts to integrate sustainability initiatives into its core business. We discover that executives are critical to a company's strategic sustainability efforts. This study offers a fresh perspective on the impact of leaders' motivation on manufacturers' sustainability strategies.

Keywords: Leadership, Leaders motivation, Sustainability strategy, Firms performance, Manufacturing firms.

Achieving Benchmark Shop-Floor Productivity Levels through Employee Motivation and SMED Systems in a Cable Manufacturing Company

**Mr. Jani Saheb Shaik, Middle East Specialized Cables Co. (MESCC), Ras Al Khaimah, UAE,
jani.saheb@mesccables.com**

Mrs. Asma Begum, School of Business and Computing University of Bolton RAK, UAE

Abstract: Manufacturing industries with multi-processes employ labour workforce and aim for higher productivity levels but most companies fail to succeed in achieving this objective. Traditionally companies consider employee motivation as the primary factor to achieve best productivity levels. This research study negates the single factor belief linked to productivity improvement and refines it: Single Minute Exchange of Die (SMED) is another factor which enhances productivity. Poor setup times have been a key contributor in major part of productivity loss in manufacturing processes. SMED is the one of the best way to reduce setup times. Therefore, higher productivity levels require not only motivated employees but also SMEDs at each process. Motivation drives employees to improve rate of production i.e. production quantity per hour and SMEDs help in reducing setup times thereby increasing process run time. This study reviewed various motivational theories and their impact on employee labour productivity. A quantitative survey on employee motivation and a pilot run with SMED were conducted in a cable manufacturing company in UAE, followed by data analysis of these results. From the primary data of this study and analysis of results we conclude that highest productivity levels were achieved. Therefore, the study recommends that organizations shall simultaneously apply employee motivational practices and provide SMEDs to achieve benchmark productivity at each process leading to overall organization's productivity.

Key Words: Industrial Revolution, Industrial Productivity, Content Theory, Process Theory, Intrinsic Motivation, Extrinsic Motivation, Setup Time, Loss Time, Line Speed, Multi-Processes, Rate of Production, Lean Manufacturing, External Setup, Internal Setup, Instrumentation Cables, Power Cables, Control Cables, Building Wires.

C-Suite Incentive Conflict and Firm Efficiency

**Kienpin Tee College of Business, Zayed University Abu Dhabi, UAE, Kienpin.Tee@zu.ac.ae
Feng Han Capital University of Economics and Business Beijing, China, hanfeng@cueb.edu.cn
Ghulame Rubbaniy, College of Business, Zayed University Abu Dhabi, UAE,
Ghulame.Rubbaniy@zu.ac.ae**

Abstract: The main purpose of this study is to provide empirical support to a long-debated theory in behavioral and organizational management literature, which is related to the relationship between the incentive conflict of firm's executives and firm's efficiency. Using panel data regressions and a novel measure of C-suite incentive conflict, our results show that incentive conflict improves firm efficiency and thus support the constructive impact of C-suite conflict on firm efficiency. We find that the positive impact of incentive conflict on firm efficiency is weakened when the CEO is more powerful. Our findings provide support to agency theory from the perspective of behavioral and organizational management literature by documenting that a more diverse board of directors reinforces the positive relationship between incentive conflict and firm efficiency. Our study has at least two important policy implications for the corporations. First, the positive impact of incentive conflict on firm efficiency may suggest the employers to design executives' compensation packages where the mega differences between CEOs and non-CEO executives are above the median can be a benchmark. Second, corporations may design policies to minimize CEO's power and improve the positive impact of incentive conflict on firm efficiency by increasing presence of minorities in the board of directors.

Keywords: Incentive conflict; Firm efficiency; Data envelopment analysis; stochastic frontier analysis; CEO characteristics; Board of directors.

Theme 2: Entrepreneurship

Socio-intercultural entrepreneurship capability building and development

José G. Vargas-Hernández, Instituto Tecnológico José Mario Molina Pasquel y Henríquez, Unidad Académica Zapopan, jvargas2006@gmail.com

M. C. Omar C. Vargas-González, Instituto Tecnológico de México, Campus Cd. Guzmán, omar.vg@cdguzman.tecnm.mx

Abstract: This study aims to analyze the socio-intercultural entrepreneurship as a capability building and development. The analysis departs from the assumption that entrepreneurship is a cultural embedded concept, although the intercultural category used in entrepreneurial studies has not been founded full conceptual, theoretical and empirical support. Based on this existing research gap that this analysis reviews the literature to address the main issues of the socio-intercultural entrepreneurship focusing in the capability building and development to conclude that it is more situational context and environment oriented. The methodology used are the exploratory and analytical tools. Socio-intercultural entrepreneurship competence is highly related to be situational context and environment-dependent on awareness and understanding of cultural differences.

Key terms: Capability building, development, entrepreneurship, socio-intercultural.

CONTRIBUTIONS OF SMALL AND MEDIUM ENTERPRISE TO ENTREPRENEUR AND ECONOMIC DEVELOPMENT IN KATSINA STATE

AMINU SANI, AL-QALAM UNIVERSITY, KATSINA, saminu992@gmail.com

Abstract: The small and medium enterprise play an important roles for the process and growth the development of an economy more especially in Nigeria. This is because the SMEs help an

entrepreneurs in order to become self-reliance. The study examines the roles of small and medium enterprise to entrepreneur and economic for growing the Nigeria economic, SMEs contribute significant on average between 50% and 60% of value added. Because majority of our companies are generating the revenue and provide employment opportunities to our teaming youths in Katsina State. This paper is conceptual in nature. The finding of the study reveals a positive and significant relationship between small and medium enterprise and output growth indicating that small and medium enterprise in Nigeria contribute immensely to the development of entrepreneur and economic development. The study recommends that the government is to ensure that the company in the country are existing and established by empowered the stockholders and also advising them to invest their shares in small and medium enterprises. Efforts should also be made to ensure that adequate infrastructural facilities are in place for proper operation of SMEs in the country.

KEYWORDS: Small and medium enterprise, Entrepreneur development, economic development.

An exploratory study of characteristics and attributes of Arab entrepreneurs in Central America

Husam Omar, Higher Colleges of Technology, UAE, hkomar@hct.ac.ae

Abstract: Over a hundred years ago, Middle Easterners, Specially Syrians (Lebanese) and Palestinians started arriving in South and Central America, furthermore; many of these immigrant made a another grueling journey heading North to Mexico and the United States and Texas particularly, to settle in the scattered small towns and communities in South Texas. Hundreds of Palestinians initially settled and made this country and other surrounding countries their home. El Salvador is a small country that is facing the Pacific Ocean, for many years, Spain colonized this region and large portions of this far away land. Palestinians have been able to assimilate into a diverse cultural environment, improve their lot, and climb the social, political, and economic ladder to dominate the country while maintaining a strong link to their cultural heritage.

This study provides a perspective on Palestinian entrepreneurs who have been able to prosper financially through the development of increasingly significant business enterprises. Because of their economic and business acumen and success, the Palestinians community in El Salvador became a powerful community both politically and economically. Since 2003, El Salvador electors have elected Three Presidents of Palestinian origin, a clear sign of both their success and their assimilation. I concluded in depth interviews and analysis of Four successful Palestinian entrepreneurs in El Salvador, it is evident that these immigrant entrepreneurs used energy, wit, common sense, hard work, and financial resources not only to survive but also to flourish and prosper. Their stories highlight how their success developed from peddling, to business ownership, to stock market investing, and to local politics.

Keywords: Palestinian entrepreneurs, Central America, peddling, impresario

Challenges faced by enterprises during Covid-19: a firm level estimation

Ermira KALAJ, University "Luigj Gurakuqi", Shkoder, Albania, ermira.kalaj@unishk.edu.al
Ermir SHAHINI, University "Aleksandër Moisiu", Durrës, Albania ermirishahini@gmail.com

Abstract. In this paper we investigate on the way Albanian enterprises faced challenges during pandemic. Our study relies on two different sources of data the World Bank Enterprise Survey

of 2019 merged with the ES follow-up on Covid-19 for Albania. These short surveys follow the baseline ES of 2019 that contains 377 interviews conducted from January to May 2019. This dataset is designed to provide information on the impact and adjustments that pandemic has brought in the private sector. The data was collected between the period June 5 – June 26, 2020. The target group is all registered establishments with five or more employees that are engaged in the following activities: manufacturing, construction sector, service sector, transport, storage, and communication sector, and information technology. The response rate is 92 percent, 344 enterprises. The objective of the survey is to better understand firms experience in the private sector.

To give answer to the research questions in our model we use different dependent variables such as sales growth, employment growth, closure, remote activity, and production adjustments. While the vector of independent variables is composed by enterprise characteristics such as firm size, ownership structure, legal status, region, etc. Moreover, dummy variables are used to capture access to formal banking service, and gender ownership.

Keywords: Firm Performance, Entrepreneurship, Digitalization

A process of Innovation and Entrepreneurship

Pereira, Adalmiro, ISCAP-PPorto, CEOS member, Porto, Portugal adalmiropereira@mail.telepac.pt
Vaz, Ângela Spain, ISCAP-PPorto, Porto, Portugal
Ribeiro, Carlota ISCAP-PPorto, Porto, Portugal

Abstract This work focuses on two aspects of the company “The Walt Disney Company”: Entrepreneurship and Innovation. Since entrepreneurship is the act of carrying out a new business or improving an existing one, and innovation is the successful use of new ideas, the relationship between both is obvious and how essential they are for the creation of something new in a market.

Keywords: Walt Disney; Disney Parks; entrepreneurship; Innovation

Blockchain technology as an innovative way of dealing with sustainability issues in the operations of Airbnbs

Alishan Karimov, University of Pannonia, Hungary alishankarimov@gmail.com

Abstract Importance of tourism and its effects on local communities has been an important topic in the literature. Despite financial benefits of tourism are considered crucial for the region, other consequences such as sustainability issues are also becoming a bigger concern, especially for innovative tourism products, such as Airbnbs. Based on the current literature, we firstly highlight problems caused by the Airbnb’s which can be classified into three groups: higher housing prices, social issues and environmental pollution. Hence, a successful application of modern technologies, such as Blockchain can be quite effective to overcome the mentioned challenges. Next, we argue which factors determine the blockchain technology as a useful tool to deal with sustainability issues of Airbnbs while keeping guests and owners satisfied. We explain the reasons why Airbnb owners would use it and insert confidential information. In this regard a Grounded Theory-based methodology is proposed, using the various types of Institutional Isomorphism as the main theoretical framework. Notwithstanding, existing limitations of blockchain should also be considered before moving toward.

Keywords Tourism, Sustainability, Blockchain technology, Airbnb, Isomorphism

Theme 3: Finance & Accounting

The Impact of Asian Games Announcements on Local Companies Stock Returns

Mr. Yichao Wu College of Business and Public Management, Wenzhou-Kean University, Wenzhou 325060, China. yichaow@kean.edu
Jianing Zhang Center for Big Data and Decision Making Technologies, Wenzhou-Kean University, Wenzhou 325060, China. jianingz@wku.edu.cn

Abstract: Asian games are the largest sports event in Asia. Past literature shows different theories and empirical results about the impact of the announcement of hosting mega sports events on local companies' stock prices. This study uses an event study approach and is based on three models including the market model, market adjusted returns model, and mean adjusted returns model to find abnormal stock returns. Through observing all three models, I find that there are downward cumulative average abnormal stock returns trends before the announcement date and there are upward cumulative average abnormal returns trends in short term after the announcement date and then keeps relatively stable. Overall, the announcements will have a neutral impact on the stock returns of local companies. The results can provide a reference for cities that want to host Asian Games in the future while also can offer a reference for investors.

Keywords: Asian Games, event study, abnormal returns, stock market reaction.

The determinants of IPOs underpricing: evidence from the Internet industry on Chinese stock

Mr. Jianao Lu, College of Business and Public Management, Wenzhou-Kean University, Wenzhou, China. jianaol@kean.edu
Jianing Zhang Center for Big Data and Decision Making Technologies, Wenzhou-Kean University, Wenzhou, China. jianingz@wku.edu.cn

Abstract: Considering the rapid development of the Chinese Internet economy in the twenty-first century, this study empirically investigates the determinants of China's IPOs underpricing on the Internet industry by analyzing the sample of 63 listed companies in Shanghai and Shenzhen stock exchanges. The regression results show that two factors, the issuing price of IPOs and stock retained earnings rate, have a significant impact on the IPOs underpricing rate of the Internet company. The result of robustness checks suggests the same results that the issuing price of IPOs and stock retained earnings rate are two determinants mainly driven the IPOs underpricing rate of the Internet company. This study explores several underlying theories of IPOs underpricing and provides scholars with a new outlook to understand IPOs underpricing theories.

Keywords: IPOs underpricing, Determinants, the Internet industry

EFFECT OF CRYPTOCURRENCY ON INFLATION IN NIGERIA

Badamasi Sani Mohammed, Department of Economics AL-Qalam University Katsina,
Sanibadamasi9@gmail.com

Sule Ya'u Hayewa Department of Management Sciences, RMK CARS Jos Road Kano
suleyauhayewa@gmail.com

Hussaini Shuaibu, Bursary Department AL_Qalam University Katsina Nasabuwa@gmmail.com

Nuruddeen Mahmud Bunu Department of Economics Modibbo Adama University, Yola
Nuruddeenbunu@mautech.edu.ng

Abstract: With the iconic move of demonetization, a drastic change is seen in the payment methods of the people. Now, the government wants its citizens to adopt new methods, thus, Nigeria has also triggered its next move to usher itself into the era. Therefore the aim of this paper is to examine the effect of cryptocurrency on inflation in Nigeria. The paper applied Vector Auto-regression (VAR) to analyze multivariate time series data for the period of 2009Q1 to 2021Q4. The finding from impulse response shows that, cryptocurrency account for a positive response to inflation in the first three periods and a negative response in the remaining periods, while money supply account a positive response throughout the periods. However, the results from variance decomposition show that cryptocurrency account for little variation in the inflation throughout the periods but money supply account for high variations of the inflation. Based on the findings, the paper recommends that, in order to reduce the level of inflation in the country, money supply should be curtailed by the monetary authority.

Keywords: cryptocurrency, Inflation, money supply, Vector Auto-regression.

A Study on Factors Influencing Individual Investors' Decisions in selected commercial private banks in Kano city of Nigeria

Dr.Shanmugam Sundararajan, Skyline University Nigeria, Kano City, Nigeria,
s.sundararajan@sun.edu.in

Dr.S.Senthilkumar, Skyline University Nigeria, Kano City, Nigeria senthil@sun.edu.ng

Abstract: Investment decisions have obtained prominence outstanding to the general rise in employment opportunities and economic development of a nation. This research paper determines the study on various factors influencing investment decisions of individual investors in the Kano city centre of commerce in Nigeria. The structured questionnaire included more items that belong to some categories, namely, self-image; accounting information; neutral information; advocate recommendation; personal financial needs and general information. From the considerable literature evaluation, it was found that there are no single factors which influence the investment decisions of an individual. Moreover factors influencing investment decisions are determined by profit percentage, high returns, safety, influences of friends, risk diversification and so on. the personal financial needs, accounting information, general information is heavily influenced by the investors in the Kano state of Nigeria. Remaining the self-image, neutral information, and advocate recommendation is not affected more. It was proposed that the investment path must consider all the variables and its influences on the investor investment decisions.

Keywords: Investment decision, Factors influences, Investment types, knowledge, Investor Behaviour, Attitude

Financial Institution Stability and Climate change Risk: Developing Country's Perspective.

Chinwe R.Okoyeuzu, University of Nigeria,Nsukka,Enugu Campus, chinwe.okoyeuzu@unn.edu.ng

Abstract The richness of life on earth is largely dependent on the diversity in ecosystem, variation of genes, and the heterogeneity of species. Human activities, however, have been responsible for unprecedented biodiversity loss. The unprecedented biodiversity loss in the last 50 years have generated serious response among policy makers and body of academics on the implications on existentialism, poverty, inequality, financial stability, and conflict intensity. The role of central banks in preventing biodiversity loss appears to have taken the centre stage. Theoretically, it is argued that biodiversity loss increases the vulnerability of the ecosystem, and disruption to economic activities. Such vulnerabilities and disruption of economic activities increases non-performing loans and threatens the stability of the financial system. Reconciling this theory with practical realities is extremely important, given the increase call for central banks to serve as nature next stewards.

The Role of Microfinance to address Socio-economic Challenges in Kerala, India

Durgalashmi C.V. Amrita Vishwa Vidyapeetham, Amritapuri, Kochi, India
Nidheesh Melethadathil, School of Biotechnology, Amrita Viswa Vidyapeetham, Amritapuri, Inida
Taramol.K.G. Manipal Academy of Higher Education, Dubai, UAE tarapratheesh@gmail.com
Ajithkumar Nayanpally, Amrita Viswa Vidyapeetham, Amritapuri, Inida

Abstract: Poverty reduction and women empowerment are critical factors for a balanced, synthesized family life, and the economic development of a country. Worldwide, various countries have undertaken measures to sustain women empowerment and to reduce poverty. Women empowerment involves improvement of personal, economic, and social aspects of a women's life. Microfinance is observed as a powerful tool to address above problems in many countries including India. Kudumbashree is one of the most successful models of microfinance institutions in the state of Kerala, India. This study involves an analysis of the influence of Kudumbashree, to address socio-economic challenges related to women empowerment in the state of Kerala. The results of this study indicated that as women get empowered the economic and social challenges are mitigated.

Keywords: Microfinance, Women empowerment, Poverty Reduction, Kudumbashree, NHG.

Session 2: 17:00-18:30

Theme 1: Marketing

THE EFFECT OF ADVERTISING ON THE PERFORMANCE OF SMALL BUSINESS ENTERPRISES IN NIGERIA

Hamza Aliyu Galadanchi Al-Qalam University Katsina hamzaaliyu@yahoo.com
Taofik Abidemi Bello, College of Management and Social Science
Muddaha Bello hamzaagaladanchi@auk.edu.ng,

Abstract: The extant literature showed that the relationship between advertising and the performance of small and medium enterprises (SMEs) is widely researched. However, there is a paucity of literature on the effect of different facets of advertising, as well as moderators on the performance of SMEs. Moreover, there is a paucity of research of this nature in the context of emerging economies like Nigeria. Therefore, the current research intends to fill this gap, by investigating the relationship between four (4) different facets of advertising (traditional advertising, advertising cost, advertising quality, and internet advertising) and the performance of SMEs in Katsina, Nigeria. In establishing causal relationships among variables, the study adopts a quantitative approach and cross-sectional survey design. Accordingly, the data of 77 respondents was obtained using the Likert Scale and analyzed using the Partial Least Square Structural Equation Model (PLS-SEM). Based on the result, the study found that both traditional advertising, advertising cost, advertising quality, and internet advertising have a positive significant effect on the performance of SMEs. Also, the study has confirmed the moderating effect of internet advertising on the relationship between traditional advertising and performance. However, the same effect was not found on the relationship between advertising cost, advertising quality, and performance. Hence, it is recommended that SMEs that seek to achieve better or optimum performance levels, should embrace both traditional and internet modes of advertising, as a way of reducing advertising cost (expenditure) and adding quality (effectiveness) of advertising programs.

Keywords: Advertising, internet advertisement, performance, small and medium enterprises

The Role of Health and Wellness Tourism in Mitigating Seasonality in Relation with Marketing Science

Maloy Saha Doctoral School of Management Science University of Pannonia, Veszprem, Hungary,
maloyahab100@yahoo.com

Abstract: Health and wellness tourism is the name given to the movement of people from their homes to other locations for the purpose of obtaining care. With its geographical location, climate, thermal resources, natural beauty, and skilled medical staff, surrounding lake Balaton in Hungary has great potential for health and wellness tourism. During the last 20 years, health tourism has grown so rapidly in Hungary. A broad variety of marketing materials, such as posters, booklets, blogs, and online content, social media marketing are used in the promotion of health and wellness tourism. However, information about the distribution, content, and reception of these promotional materials is lacking. In the health and wellness tourism industry, creative processes are typically characterized by enhancing customer services and investing in information and communication technology (ICTs). By providing customers' healthy treatment through physical, psychological or spiritual activities, customer-friendly services, emerging

technologies promote the availability of tourism services. Despite being the most popular aspect of tourism, the seasonality of tourism also remains a phenomenon. Nearly all destinations around the world face a seasonal concentration of tourist activities. In a few hectic weeks or months, the peak of tourist demand results in inefficient use of tourist facilities and stresses on ecological and sociocultural carrying power. There is a need for strategies and policies to prolong the main season and create additional seasons. Strong awareness of the seasonality of tourism is the presumption. In this research quantitative research method is conducted. The paper aims to explore the relationship between the seasonality of tourism in health and wellness and marketing. This paper also explores how to use marketing strategies to overcome seasonality. Therefore, seasonality can be overcome by hotel industry re-pricing and marketing platforms that offer health and wellness services. Through extensive publicity, tourists can be attracted and strengthened to help prevent health and wellness tourism seasonality.

Keywords: Health and Wellness Tourism, Marketing, Innovation, Destination, Seasonality.

Social Media and Social Learning for Conscious Organizations

Dr. Stavroula Kalogeras Higher Colleges of Technology, UAE, skalogeras@hct.ac.ae,

Abstract: In today's marketplace, brands are expected to represent something larger than their products or services. Consumers seek a deeper meaning to establish connection and loyalty. The conceptual study focuses on how organizations can offer learning content along with their product or service offering. Explored is how brands can leverage the digital space and create cultures of meaning via social media and learning management platforms. Social learning takes place when there is an interaction between organizations, consumers, and peers. A qualitative triangulation study directed toward practitioners, academics and students was conducted. The surveyed were marketing communication stakeholders who responded to fifteen open-ended questions.

Key Words: Social Media, Social Learning, Social Marketing

A Review Paper on Opportunities and Challenges of Green Marketing.

Ms. Shreya Singh PSIT College of Higher Education, Kanpur. India
shreyaashakushwaha@gmail.com

Ms. Nidhi PSIT College of Higher Education, Kanpur. India

Abstract: The concept of "Green living" is being followed from Vedic ages in India. With the influence of modernization and globalization, consumers tracked off towards the ornated products. But due to increase in disbalance in nature, a shift is observed towards "Green Products & Services". This shift has increased the necessity to explore the future scope of such areas that affecting and are being affected by the green marketing.

In this paper, the introduction towards green marketing has been discussed. Also, the review on opportunities and challenges in the application of "Green Marketing" are investigated and presented. This paper is based on descriptive narration and the source of data is on secondary basis.

Keywords: green marketing, growth, challenges, ecological, sustainability.

Cognitive Dissonance and its impact on Consumer Buying Behavior

AISHA ABDULAZIZ, Skyline University, Nigeria esherzeez@gmail.com

Abstract The theory of “Cognitive Dissonance” plays a vital role in analyzing the post purchase behaviour of consumer. It occurs in an individual when his behaviours and beliefs does not align with other. Cognitive dissonance causes feelings of unease and tension, and people attempt to relieve this discomfort in different ways. This paper tries to explore the implications of cognitive dissonance on consumer buying behaviour on various aspects and also some of the factors that leads to dissonance have been studied elaboratively with special reference to selected consumer goods. This paper begins with the identification of factors which creates cognitive dissonance and critically evaluate the extent of its impact on purchase decision. The study also reveals the problems and identified probable solutions to overcome these problems which arises due to dissonance.

Keywords Cognitive Dissonance, Consumer Behaviour, Consumer Dissonance, purchase decision, unease and tension

Li-Ning Sports Brand Digital Marketing for Seniors

SU GUI YU, Siam University Thailand 381862570@qq.com,

Abstract Li Ning is one of the leading local sports brands in China with comprehensive brand marketing, design, manufacturing, distribution and sales capabilities for professional and casual sports footwear, apparel, equipment and accessory products, and the brand has high research value. The senior sports market has great potential as an emerging market. By analyzing Li Ning's promotional advertisements on various large social media platforms in China and abroad, the study identifies the shortcomings and deficiencies of Li Ning's marketing and promotional tools for targeting senior customers, and provides reference for future digital marketing of senior sports products, hoping to achieve the best promotional effect with the least cost in digital marketing, thus increasing the target group of senior sports players. Thus increasing the purchasing power of the target group of senior sportsmen and improving brand competitiveness and awareness.

Keywords Li Ning sport brand; digital marketing; senior customers

RURAL ENTREPRENEURSHIP

Dr. SHANMUGAM SUNDARARAJAN, Skyline University Nigeria, Kano state

ZAINAB SALAHU BELLO, Skyline University Nigeria, Kano state, Nigeria

zainabsalahubello@gmail.com

ISLAM BALARABE GAYA, Skyline University Nigeria, Kano State, Nigeria

FATIMA AHMAD ABUBAKAR, Skyline University Nigeria, Kano state, Nigeria

RUKAYYA ISYAKA LAWAL, Skyline University Nigeria, Kano state, Nigeria

Abstract: Entrepreneurship is seen as strategic development interference that accelerates rural development process. Rural areas have great difficulties to attract new businesses. On the other hand, there is a desperate need to create jobs. Schemes supporting Rural Entrepreneurs from Government. There are different types of rural Industries available. With the help of the government offering schemes we can develop the industries in rural areas. Rural people have the ability to turn grass into gold, so if the proper support like education and training is available for them they can definitely raise in both financial and education status like urban people.

Startup Governance Design: A Life Cycle Calibration between Disciplinary, Cognitive and Behavioral Approaches

Badr FIGUIGUI, ISCAE CASABLANCA, Morocco, badrfiguigui@yahoo.fr

Abstract: The startup environment is different in more than one way from traditional companies, particularly in terms of innovation, business model, uncertain prospects and, above all, new financing methods (business angels, venture capital, crowdfunding). Similarly, if we do not imagine a ship without a rudder, a startup must have the right governance to ensure its sustainability and satisfy the potentially divergent interests of its stakeholders, particularly its founders, shareholders, managers, employees and customers. Startup governance evolves according to its life cycle, which is conditioned by two main dimensions. The first one is the nature of the startup, which evolves according to its maturity stages. The second one is the complexity of the startup's capital structure, which increases with the different phases of additional financing that are necessary to build and develop the business. At each phase of its life cycle, three governance approaches interact: first cognitive, the most solicited during the creation and start-up phase, and then disciplinary, dictated by the growth and maturity phase. In addition, the third behavioural approach, which integrates the biases affecting decisions, remains present throughout the entrepreneurial adventure. In this paper, the disciplinary approach will be the subject of a particular development, both pioneering and original, through an innovative reading of the different agency relationships according to the life cycle of a startup and which are strongly influenced by its maturity phase and the complexity of its shareholding. Secondly, the cognitive approach highlights the importance of cognitive levers in startups, particularly in terms of innovation, in order to support growth and ensure the sustainability of the startup. Finally, the behavioural approach will highlight the dilemmas faced by startup founders in various decisions they make throughout the evolution of their entrepreneurial project. While a priori the quest for wealth and control seem to be complementary motivations, in reality they become conflictual and in perpetual tension. Our research question is: Which governance design, in its disciplinary, cognitive and behavioural dimensions, is appropriate to support the different phases of the life cycle of a venture backed startup from "seed" to "exit"?

Keywords: startup governance, disciplinary governance, cognitive governance, behavioural governance, startup lifecycle, vertical and horizontal agency conflicts, founder dilemmas.

AN EMPIRICAL EXAMINATION OF ENTREPRENEURIAL MARKETING DIMENSIONS AND ECONOMIC SUSTAINABILITY IN SMALL AND MEDIUM ENTERPRISES

Dr. Jalal Rajeh Hanaysha Skyline University College, Sharjah, United Arab Emirates,
jalal.hanayshi@yahoo.com

Abstract: This study was conducted in an attempt to explore the impact of entrepreneurial marketing dimensions on economic sustainability in Small and Medium Enterprises (SMEs). To accomplish the objective of this research, the primary data was collected through a structured survey from several managers and owners of SMEs in UAE. The respondents were clearly informed about the main objective of the research prior to data collection and assured about the confidentiality of their responses. After obtaining the required data, the SPSS software was employed for analyzing descriptive data while the Partial-Least Square (PLS-SEM) approach was utilized for calculating the reliability as well as validity of the measurement items of constructs, and also to confirm which dimensions of entrepreneurial marketing matter to economic sustainability. The findings verified that value creation and customer intensity have significant positive impact on economic sustainability. Similarly, the findings proved that resource leveraging and innovativeness have positive effects on economic sustainability. But, the effect of risk taking on economic sustainability was reported to be insignificant. Last but not least, the results showed that opportunity focus and proactiveness are significantly and positively associated with economic sustainability. The statistical results of this research provide policy makers of SMEs with valuable insights and suggest that they should put emphasis on the strategies of entrepreneurial marketing strategies in order to grow and sustain their businesses. This study ends by discussing the limitations and suggestions for future research along with the managerial and theoretical implications.

Keywords: Economic sustainability, entrepreneurial marketing, small and medium enterprises, UAE.

THE EFFECT OF TEAM MANAGEMENT ON INTRAPRENEURSHIP IN RETAIL CHAINS

Ali Sukru Cetinkaya, Selcuk University, Konya, Turkey, alisukru@outlook.com

Abstract Objective

Intrapreneurship is one of the driving forces behind businesses achieving a long-term competitive advantage. Businesses can realize innovative practices ahead of time and evaluate market opportunities more quickly thanks to intrapreneurship. In business, intrapreneurship is a set of activities carried out as a team rather than as individual efforts. As a result, the management style of teams in businesses has a direct impact on intrapreneurship. Studies on the relationship between team management and intrapreneurship are scarce in the literature. Therefore, the purpose of this research is to determine the impact of team management on intrapreneurship in businesses.

Methodology

This is a quantitatively designed study. The survey technique was used to collect data. The data were collected from 302 randomly selected employees of chain retail markets in Konya, Turkey. Descriptive statistics, exploratory factor analysis, and structural equation modeling path analysis techniques were used to analyze the data.

Findings

The findings revealed that team management has a significant impact on intrapreneurship in businesses ($R^2=0.79$; $p < 0.001$). In other words, team management is one of the most important factors influencing intrapreneurship.

Conclusions and Implications

According to the findings, intrapreneurship behavior is more likely to increase in organizations when teams are managed effectively. Thus, the management in organizations should establish and manage teams effectively.

Keywords: team management, intrapreneurship, retail chains

Legal Practice in the New Normal

Fathima Rasla Mattath Law Student, University of Bolton, fathimaraslamattath@gmail.com

Devika Ramachandran, University of Bolton, Academic Centre, UAE d.ramachandran@bolton.ac.ae

Abstract The pandemic has drastically altered the work atmosphere, with legal firms and their clients being compelled to relocate. For many, the present economic downturn has intensified a long-standing trend toward more flexible working hours. Remote working has also shed light on the flaws and security vulnerabilities associated with the technologies that businesses have rushed to implement. For converting team and client meetings into a virtual setting, videoconferencing software has proven invaluable. Zoom has been obliged to respond quickly to unexpected issues, such as calls being 'hijacked' by criminal actors and encryption concerns. Of course, internal adaptation to the new obstacles of remote working isn't the only issue. Lawyers, as a profession that is essentially client-facing, are being forced to find new methods to use technology to do their duties, often with the help of the government. This paper examines the problems of transitioning to a digital law in a new era of remote employment.

Keywords: Digital Law, security Vulnerabilities, Transitioning & Remote employment

THE LEGAL FRAMEWORK FOR SOCIAL SERVICES IN ALBANIA

Elisabeta Osmanaj, University of Elbasan "Aleksandër Xhuvani", Albania

Elisabeta.osmanaj@uniel.edu.al

Eda Çela, PhD. "Luarasi" University, Faculty of Justice Eda.cela@luarasi-univ.edu.al

Eriona Çela, PhD. Cand University of Elbasan "Aleksandër Xhuvani" Eriona.cela@luarasi-univ.edu.al

Abstract: The aim of this paper is to provide the constitutional powers and means it possesses in addition to the initiative and the private responsibility, regarding the social services in Albania. Shortly the paper presents the history of legislation in Albania, before the Second World War. It also provides a clear point of view of social service after the collapse of the communist system in 1990, the transformation of economic relations which reflected the change of the social structure. This initiatives are represented by the working class in domestic enterprises, intelligence and cooperative peasantry. The law interpretation also defines the categories of beneficiaries. It results that the beneficiaries of economic assistance are: Families in need,

Orphans over 25, unemployed, who are not in institutions or under guardianship, Parents with more than 2 children born at once, belonging to families in need.

The methodology of the paper is focused on an analysis of the initiative and private responsibility and beneficiaries of social service in Albania. The descriptive methodology focuses on the interpretation of the historical development in Albania after 1990 and the legislation in Albania before the Second World War.

The paper results focus on the roles and competences of central and local government, the local government units plan, administering and maintaining regularly the social services provided within their territory through the budget of the local government unit.

Key words: Social Service, Social Care Services, economic assistance, social exclusion

Theme 3: Finance & Accounting

Investors' perception about Sustainable investments: Insights from India

Dr. Anjum Ubaid Siddiqui Aligarh Muslim University, India, anjum.ubaid12@gmail.com

Abstract: In the last few decades, an investor's moral compass has become a beacon that offers them to bridge the gap between profits and purpose. Along with this, the discussion encompassing the impact of investment on the society and environment and the desire to address social and moral values while investing has gained momentum. Although socially responsible investments have been around for decades, it is still in the nascent stage as far as the Indian financial market is concerned. The objective of this study is to examine the perception of Indian investors about sustainable investments and their real-life investment preferences.

To analyze investor's views on this specific investment type, we led a field review. The findings suggest that the investors are not aware of the techniques to include socially responsible stocks in their portfolio. There is lack of information on Sustainable Investments. Nevertheless, there is an existing basis for growth, for these investments, as a sizeable percentage of investors believe that SRI will grow in future.

Keywords: Socially responsible investment (SRI); social and ethical criteria; sustainability; investment preferences; Indian financial market

CEO Political Connection, Demographic Characteristics and Real Earnings Manipulation: New Evidence from an Emerging Economy

Abdesseitar Bensaid, Universiti Utara Malaysia (UUM), Sintok, Kedah, Malaysia

bensaidatro1994@gmail.com

Firas Nooraldeen Mardan, Cihan University-Erbil, Kurdistan Region, Iraq,

bensaid.uum@gmail.com

Abstract: The issue of a CEO's political connection and demographic characteristics vs. earnings manipulation (EM) has been extensively examined, but the focus on the phenomena has been mainly on the accrual aspect rather than the real aspect, which, according to the researchers, has led to several well-known financial collapses around the world. The purpose of this paper is to investigate the impact of the CEO's political connections and demographic characteristics (share-ownership, tenure, and financial expertise) on real earnings manipulation (REM) in non-financial companies listed on Bursa Malaysia. The study sample involved 1707 firm-year observations for the three years from 2017 to 2019. Three REM models were used to come-up with a combined REM proxy. The panel corrected standard errors (PCSEs) estimation is used to examine the relationships. The findings revealed that companies with politically connected CEOs engage in significantly higher REM levels, confirming the assumption that

politically-connected CEOs are more likely to use REM due to: i) it causes lower loss of political reputation; ii) its higher secrecy and potential to mask political favours. In addition, the study's results revealed a positive and significant relationship between CEO share-ownership and CEO financial expertise with REM. However, the present study's finding is contrary to the agency theory argument that longer-tenured CEOs are associated with high earnings quality. Nevertheless, the results are robust under various additional analyses and model estimations and have implications for policymakers (e.g. Securities Commission and Audit Oversight Board), investors, directors of companies, and other market participants in restraining REM practices.

Keywords: CEO Demographic Characteristics; CEO Political Connection real earnings management; financial reporting quality, agency theory. Malaysia.

Cyclicity of Liquidity Creation: Non-linear Evidence from US Bank Holding Companies

Ghulame Rubbaniy, Zayed University Abu Dhabi, UAE, ghulame.rubbaniy@zu.ac.ae
Ali Awais Khalid, University of Lahore, Lahore, Pakistan, aliawaischeema@gmail.com
Shoaib Ali, Air University, Islamabad, Pakistan, Shoaib0819@yahoo.com

Abstract: Using panel smooth transition regression framework on a new proxy of business cycle (BC) index and quarterly data of US bank holding companies from 1993Q1 to 2020Q1, our results provide the empirical support to the theory that BC has non-linear effect on liquidity creation. We find a positive and highly significant non-linear effect of BC on liquidity creation, which not only supports the pro-cyclicality of liquidity creation but also improves the liquidity creation estimation compared to the existing studies. The results are robust to different proxies of business cycle and model specifications. We also document that the US bank holding companies involve in higher magnitude of liquidity creation during the expansion phase (normal times) compared to recession phase (crisis times) of the BC, suggesting an asymmetrical effect of business cycle changes on liquidity creation. Our findings have important implications for financial market participants by suggesting to keep alternative sources of funding in hand during the recession phase of business cycle. The insights from study also provide policy implications for central banks and prudent supervisors to consider incentivizing the banks for instance by lowering the regulatory requirements, adjusting the policy rate or through any other quantitative easing policy during recession phase of business cycle to keep the financial system efficient.

Keywords: Business cycle index; Capital adequacy ratios; Real GDP growth; Heterogeneity bias; Panel smooth transition regression

Global Financial Crisis, COVID-19, Lockdown, and Herd Behavior in the US ESG Leader Stocks

Ghulame Rubbaniy, Zayed University Abu Dhabi, UAE ghulame.rubbaniy@zu.ac.ae
Shoaib Ali, Air University, Islamabad, Pakistan, Shoaib0819@yahoo.com
Konstantinos Syriopoulos College of Business, Zayed University Abu Dhabi, UAE,
Konstantinos.Syriopoulos@zu.ac.ae
Abida Perveen, Comsats University Islamabad, Sahiwal Campus, Pakistan
abida.saima@cuisahiwal.edu.pk

Abstract Using data of the constituents of the MSCI USA ESG leader index, this study investigates the herding behavior in the US ESG stocks over the period from January 03, 2007

to September 30, 2020. Our results reveal a significant herding behavior in the US ESG leader stocks. Our findings also show that herd effect is present in the US ESG stocks during both bear and bull market conditions. Our study documents the evidence of market-wide herding during the global financial crisis, COVID-19, lockdown, and post lockdown episodes. However, in all of these cases, herding is mainly characterized by intentional motives rather than fundamental factors. Finally, the outcome of our study has important implications for the investors, portfolio managers, and policy makers as herding can result in asset mispricing, adversely affecting portfolio diversification and adding to the market inefficiency.

Keywords: ESG stocks, COVID-19, Global financial crisis, Herding behavior, Capital asset pricing model

THE ROLE OF INSTITUTIONAL QUALITY AND FINANCIAL SECTOR DEVELOPMENT IN FOREIGN REMITTANCE-HUMAN DEVELOPMENT INDEX IN WORLD'S TOP 10 REMITTANCE-RECIPIENT ECONOMIES

Nayab Karim Department of Economics, Faculty of Business & Economics, Abdul Wali Khan University, Mardan, Pakistan nayabkarim111@gmail.com

Muhammad Tariq Department of Economics, Faculty of Business & Economics, Abdul Wali Khan University, Mardan, Pakistan

Muhammad Azam Khan Department of Economics, Faculty of Business & Economics, Abdul Wali Khan University, Mardan, Pakistan

Abstract: The study aims to explore the role of institutional quality and financial sector development in the foreign remittances-human development nexus in the top 10 world remittance-recipient economies. The period for the analysis is from 2000 to 2019. The findings revealed that good institutional quality and a developed financial sector have a vital role in attracting more foreign remittances. Moreover, foreign remittances enhance human development in the world's top 10 remittance-recipient economies. In other words, foreign remittances have a positive and statistically significant impact on human development in the presence of a well-developed financial sector and sound institutional quality.

Keywords: Foreign Remittances; Financial sector development; Institutional quality; human development.

Fundraising appeal for COVID-19 epidemic fight: A cross-country study of donor response

Saeed Awadh Bin-Nashwan, Universiti Utara Malaysia,

Adel M. Sarea College of Business and Finance, Ahlia University, Bahrain

Meshari Al-Daihan, University of Malaya, Kuala Lumpur, Malaysia meshari89.r@gmail.com

Abstract: The purpose of this study is to explore the intrinsic and extrinsic motivations of donors to contribute to fundraising campaigns via social media platforms (SMPs) for those affected by the COVID-19 crisis from a cross-country perspective. Based on cross-sectional research design using an online-administered survey, a total of 801 responses were obtained from Kuwait and Bahrain and used for analysis. Partial least squares-structural equation modeling (PLS-SEM) was employed to estimate the research model and extract meaningful conclusions.

The main findings – In the Kuwaiti sample, the results show that charitable projects, internet

technology features, SMP features, and religiosity are significant motivations that influence attitudes toward online donations related to COVID-19 response. All these relationships are indirectly related to intentions to donate via SMP through a significant mediating effect of attitude. As for Bahraini, charitable projects, charitable organizations, SMPs and religiosity significantly influence donors' attitudes. Attitudes, on the other hand, have a visible mediation role in the relationships between these predictors and behavioural intentions. The findings could contribute to support the efforts of governments, non-profit organizations, and communities to generate better insights and policies that boost online fundraising campaigns for those affected by epidemic diseases. The originality of this research differs from the existing literature in that its multi-national study scrutinizes the integration of both intrinsic and extrinsic motivations of online donations into a new and unique related context like SMP, especially amid the epidemiological crises such as COVID-19.

Keywords: Fundraising campaigns; COVID-19; Community solidarity; Social media platforms

Session 3: 18:40-20:10

Theme 1: HR

Impact of organizational learning capability for reverse logistics and sustainability performance: A conceptual framework

Yang Kaihan, Azman Hashim International Business School, Universiti Teknologi Malaysia, SKUDAI, MALAYSIA, yangkaihan@graduate.utm.my

Dr. Thoo Ai Chin, Azman Hashim International Business School, Universiti Teknologi Malaysia, SKUDAI, MALAYSIA

Abstract: The manufacturing industry is the primary strategic industry in China. However, China's high rate of manufacturing industrial growth due to excessive resource consumption has caused critical environmental pollution, while the substantial manufacturing development has resulted in high CO₂ emissions. Therefore, China would not achieve sustainability compared to other industrialized nations unless China progresses towards sustainability. Manufacturing firms need to employ organizational learning capabilities that emphasize their potential to incorporate the present resources and abilities to withstand environmental changes. Therefore, this study aims to propose a framework to investigate the moderating effect of organizational learning capability on the relationship between reverse logistics and sustainability performance in Chinese manufacturing industry. Further, three dimension of sustainability performance, including environmental, economic and social aspects will be examined. This study will use quantitative method using surveys to collect data from manufacturing companies in Hebei province of China. In addition, this study will use structural equation modeling for data analysis. The conceptual framework offered in this study will be used for further empirical investigation. The findings are expected to provide insights to manufacturing organizations to use organizational learning capability as a potential moderator to decrease the inconsistency of reverse logistics processes and increase the firm sustainability performance.

Keywords: reverse logistics, organizational learning capability, sustainability performance, manufacturing industry, China

CROSS-CULTURAL MANAGEMENT IN THE CORPORATE STRATEGIES OF HIGH-TECH COMPANIES

Mrs Olga Bulankina Senior Leadership Team (SLT) - International University in Geneva, Switzerland obulankina@iun.ch

Abstract: Cross-cultural management is a concept originating from the American civil rights movement and gradually taking root in Europe. It was originally conceived as a means of ensuring equal rights, which has become a management tool used to leverage human resources. In both cases, in the United States and Europe, companies have to operate under the influence of global markets, which, on the one hand, form intensified competition in the domestic market, and on the other hand, offer opportunities to enter new markets and benefit from the advantages of production and development process. High-tech companies operating globally today must be assertive in different markets with different cultures. In addition, the corporate structure should be adjusted to a very dynamic and heterogeneous environment: a rigid hierarchy within long communication chains must be replaced by flexible systems that can quickly adapt to new conditions and anticipate future changes even more efficiently. In order to be able to survive in a global competitive environment, resources must be used as efficiently as possible, as well as flexibly, and this also applies to the company's personnel. Employee's know-how and skills are important in high-tech industries, and their combination and focus on practical application are the criteria for success in rendering innovative products and services.

KEYWORDS: cross-cultural management, diversity, high-tech companies, human resources

Changing Perspective of Business Management after COVID 19 in the Gulf with Reference To UAE.

Abstract: The approach and style of managing the business organization has been conventional and archaic. The organizations are using latest technologies but the most important and glaring concern is about the areas of decision making, empowerment, span of control and the like. Also leadership areas too, are of prime concern.

The fact remains that technologies used are highly sophisticated, areas become highly competitive, employees and workers become more informative. They develop lot of awareness about participative management and their rights and privileges according to laws- both local and international. The days are gone when they were treated as bonded laborers. Almost everything has become a matter of priority. Ironically one cannot say something is more important than any other thing.

This has created a gap between what should have been and what is. In the Gulf region that is what people believe. They believe that conventional approach to management is simple straightforward.

In UAE a handsome segment of people have (commonly known as five misconceptions) those need to be addressed:

- I. It's all about oil-the region is only relevant to the interests of energy-related companies.
- II. Everybody's rich-only high-end products and services are relevant.
- III. The GCC customer "hates us" – global brands and business cannot succeed.
- IV. Women don't matter-female consumers, employees, and decision makers are marginal to the economy economy

- V. The markets are entirely Arab-the Arab consumer is the only target market in the Gulf.

The region needs to capitalize on the natural resources and make a complete shift in its policies from oil to the industry mainly the manufacturing areas.

“In addition, Change has to be considered a must” because this is at the root of the development.

The management should resist the reluctance to change and develop awareness among the stakeholders about its importance and to the life of the organization.

Keywords: Technologies, decision making, empowerment, span of control, leadership, participative management, gulf region, misconceptions, conventional, global brands, target market, capitalize, manufacturing, change, stakeholders, and organization.

RECRUITING WORKERS FOR THE HOTEL INDUSTRY: THE CASE OF ISRAEL AND JORDAN

RONEN SHAY Kinneret Academic College in the Jordan Valley Zemach, Israel
ronen.fm102@gmail.com

Abstract: The hospitality industry suffers from a shortage of employees globally, regardless of the current pandemic. It mainly lacks unprofessional workers in housekeeping departments. One possibility to fill the gap in the workforce is recruiting migrants with the legalization of the authorities. These workers are employed in housekeeping and cleaning services for a limited time.

This paper sheds light on the power of cross-cultural communication in cultivating feelings of trust and respect between people from different religions and nationalities. The study introduces a case study employed in Eilat, the southernmost city of Israel, which hosts 12,000 hotel rooms, including hotels from one star to five stars deluxe. It exhibits a recent endeavor between Israel and Jordan that permits Jordanians to cross the border to work in the hospitality industry in Eilat (referred to as “The Eilat project”). The ‘Eilat project’ is a creative solution based on the peace agreement between Israel and Jordan, reflecting normalization between the two nations.

The case study focuses on understanding a phenomenon, integrating Jordanian workers in the hospitality industry in Eilat. The objective is to capture the delicate social reality of Israelis and Jordanians and understand their standpoints, notions, beliefs, thoughts, experiences, behavior, and interactions. The studied phenomenon inspects the case’s depth and scope from diverse angles (e.g., security, culture, politics, and national interests).

The Eilat project’s implementation in 2014 indicated a new form of a friendly and robust relationship between Israel and Jordan. However, security issues and fear of terror attacks, bureaucracy, nationality, and citizenship are integrated into this sensitive endeavor. The research findings illustrate that security and amity are safeguarded via physical and diplomatic provisions and through personal connection and interaction. Nevertheless, due to the hostile history between Israel and Jordan and ongoing disputes, security issues still constitute a significant portion of the project’s installment.

Borders influence the way people think of frontiers and mirror states’ values and interests. When the relations are amicable, boundaries are viewed as a source of cooperation instead of prevention and control. Thus, shared interests, collaborations, and social interaction are steps in the right direction to assure warmer relations and uphold the Eilat project’s progress. Moreover, mutual understanding of the contemporary global multicultural workforce and joint interests enables the project’s continuation and empowers cooperation and collaboration.

Keywords Hospitality, Nationality, Immigrant workers

The study of impact of leadership behavior on the declining business lifecycle span in Ivory Coast.

Brou Kendja Junior KENDJA, University of Bolton UAE, ekendja@gmail.com
Muhammad Azeem, University of Bolton

Abstract Ivory Coast is a small country in West Africa with 27 million population. It is observed that the average lifespan of many businesses in Ivory Coast is declining. The key effected sectors include manufacturing, trading, and transport. The declining lifecycle has multifaceted impact. It leads to the reduced tax revenue for the government and increased unemployment. The confidence of investor has shattered, and they are reluctant to invest in the businesses. The declining public expenditure multiplies the adverse effect on the other sectors of the economy. The sectors in high potential risk are education and health sectors. In this case, the aim of this research is to understand the nature, impact, and causes of declining business lifecycle. The research objective is to understand the relation between business leaders' styles and reducing business lifecycle in manufacturing, trading, and transport sector. The research question is, "does a significant relationship exist between leadership style and reducing business lifecycle span of manufacturing, trading, and transport sector in the Ivory Coast? The literature review and preliminary exploration of secondary data shows that there is a direct relationship between leadership style and business performance. Business leaders in Ivory Coast do not realize the importance of leadership attitude and skills for the success and sustainable growth of the business. The gap in literature is identified, and case of Ivory Coast needs empirical evidence to justify the researchers' claim, and the proposed theoretical framework needs reexamination on the recent post pandemic data.

Keywords: Leadership style, Business performance, Business lifecycle

The Need Identification for the Legislation about Virtual Employment in Management Consultancy sector of the UAE

Rufat Aghazada, University of Bolton UAE rufat.tcbs@gmail.com
Muhammad Azeem, University of Bolton

Abstract The UAE has experienced the extensive use of Virtual Technologies in workplaces during Pandemic. This experience has shown that virtual working is one of the new ways of work and doing business. Companies are unable to take advantage due to unavailability of legislation framework. The purpose of this study is to highlight the importance and impact of Legislation for Virtual Employment in the UAE. The research objective is to identify the requirement for the Legislation about the Virtual Employment in Management Consultancy sector of the UAE. The objective can be achieved by finding the answer to question – what the essential requirement are to develop legislation framework to allow Virtual Employment in the Management Consultancy business in the UAE. Based on the literature review and exploring secondary data the framework is proposed. The model is also aligned to the National Innovation Strategy, UAE can take lead to form Virtual Employment legislation. The businesses and their employees can take advantage from the legislation

Keywords: UAE National Strategy, Virtual Employment, Legislation framework

Roles of Natural Resources, Globalization, and Technological Innovations in Mitigation of Environmental Degradation in BRI Economies

Abdul Majeed, Business School, Huanggang Normal University, Huanggang, China
abdulmajeed@hgnu.edu.cn

Abstract: The environmental issue has become a global problem that needs to be examined frequently, motivating researchers to investigate it. Thus, the present study has investigated the asymmetric impact of natural resources, technological innovation, and globalization on the ecological footprint in the presence of environmental Kuznets curve (EKC) in Belt and Road Initiative (BRI) economies. This research divided the BRI economies into high income, middle-income, and low-income levels to capture income differences. The study has used annual time series data from 1990 to 2018. The study applied a novel Augmented Mean Group estimators' method to calculate the robust and reliable outcomes. The findings show that natural resources drastically damage the environment quality, whereas technological innovations are helpful in reducing environmental degradation. Moreover, the result of the interaction term (natural resources and technological innovations) negatively impacts the ecological footprint. Interestingly, these findings are similar in the three income groups. In addition, globalization improves environmental quality in the middle-income BRI economies but reduces in high-income, low-income, and full sample countries. Furthermore, the Environmental Kuznets Curve (EKC) concept has been validated across all BRI economies. In line with these findings, several relevant policies are recommended for a sustainable environment in the BRI economies.

Keywords: Natural resources, Technological innovation, Globalization, Environmental Kuznets Curve (EKC), Ecological footprint, Belt and Road Initiative, Augmented Mean Group, Common Correlated Effect Mean Group.

Impacts of Islamic Economics on Socioeconomic Development in Nigeria.

Mufutau Akanmu Popoola and Shittu Muili Olawale National Open University of Nigeria.
mufutau20@gmail.com

Abstract The purpose of this study is to explain the meaning of Islamic Economics. This study gives brief analysis of Islamic Economics, its operation in Nigeria. This study also investigated the Impacts of Islamic Economics on Socioeconomic development in Nigeria, West Africa. Researchers adopted descriptive analysis with the Islamic Economic Principles of (Sharia). Divine methodology from Qur'an (the Holy Book of Allah), and the Hadith of Prophet Muhammad (Salallahu Alayi Wasalam) strictly considered best. Data collected from the book of Allah (The Holy Qur'an), the saying and practices of prophet Muhammad, related national and international journal, religion magazines with others magazines, newspapers, government publications, online news and personal experience played enormous roles. From above indicated sources and with the findings therein, researchers concluded that Islamic Economic System has positive impact on Socioeconomic Development in Nigeria.

Keywords: Halaal Economic, Haram Economics, Islam, Islamic Economics and Shariah.

Impact of COVID-19 on Selected SDGs in Pakistan

Bushra Abbas, National Defence University, Islamabad, Pakistan
Mirza Nouman Ali Talib Department of Leadership and Management Studies, National Defence University, Islamabad, Pakistan
Zubair Nawaz zubairnawaz@ndu.edu.pk

Abstract: The pandemic, COVID-19 has severely disrupted socio-economic affairs and life of a country perturbing economic activity, global trade and connectivity, social cohesion on a global level. To capture the contrasting impact of pandemic on socioeconomic life on one hand and nature on the other, this research has selected SDGs in lines of pro-human development (i.e., SDG1- No Poverty, SDG3- Good Health & Wellbeing, and SDG4- Quality Education) and pro-nature development (SDG13- Climate Action) and study the impact of COVID-19 on selected SDGs in Pakistan. The quantitative and explanatory research design was opted and questionnaire-based survey was conducted for primary data collection. The main target population for the study is policy analysts, policy makers, economists, academicians, and researchers whose observations were assessed and analyzed statistically, and the sample size is comprised of 345 respondents. The statistical analysis results confirmed the hypothesis. As a policy response towards human costs, growing inequalities, vast unemployment, economic and financial shocks, and forceful digitization caused from the pandemic, green recovery is the way forward. It is crucial to revisit development strategies, practices, modes of industrialization and globalization and shift the efforts towards aligning nature development and human development, such that one is not achieved at the cost of the other.

Keywords: COVID-19, Sustainable Development, Sustainable Development Goals, Poverty, Good Health & Wellbeing, Quality Education, Climate Action, Environmental Determinism.

How Do State Tax Changes Affect Bond At-Issue Yield Spreads? U.S Evidence

Hao Shen, Stuart School of Business, Illinois Institute of Technology, USA, hshen12@hawk.iit.edu

Abstract: In this study, I empirically explore how the changes in state corporate income tax rates affect firms' bond at-issue yield spreads. I use staggered changes in state corporate income tax rates between 1993 and 2008 as exogenous shocks and adopt a difference-in-differences approach to estimate the effect of these tax changes on cost of debt. I document that tax increases significantly increase bond yield spreads, while tax decreases do not affect bond yield spreads. In particular, the average bond yield spreads increase by 36 basis points after tax increases, which translates into an additional \$12 million interest expenses for firms. The positive relation between tax increases and bond yield spread is more pronounced for speculative-grade issues and firms with higher tax burdens, larger leverage ratios, and lower interest coverage ratios. In addition, our results show that firms experience a higher level of volatility and leverage following tax increases, which increases firms' overall riskiness and contributes to an increase in cost of debt. Further, I find that bond issues have a negative effect on the stock price for firms experiencing tax increases.

Keywords: Tax changes; cost of debt; bond issues; default risk; DID

Effect of Foreign Direct Investment on Economic Growth in Nigeria: Does Exchange Rate Matter?

Danladi Bashir Jigawa State Polytechnic, Dutse, Nigeria, danladibashir5@gmail.com,

Abstract: This study investigates the effect of foreign direct investment on economic growth in Nigeria for the period from 1986 to 2020; a particular attention is also given on the role of exchange rate in the relationship between foreign direct investment and economic growth using annual time series data sourced from the database of World Development Indicator (WDI) of the World Bank and Central Bank of Nigeria (CBN) 2021 Statistical Bulletin. Autoregressive Distributed Lag (ARDL) model was employed for the analysis. The study found that FDI has positive and significant effect on economic growth. Exchange rate was found to have a positive but insignificant effect on the economic growth. Findings also showed that the regression is significant at 5% level of significance as F-statistic is less than 0.05. This also entails that the growth effect of FDI can be enhanced in the presence of strong institutions. Based on the findings, the study suggests that institutional quality to be improved so as to attract the further inflow of foreign direct investments in Nigeria. The study also suggests that government should make exchange rate stable so that more foreign investment can be attracted for desired economic growth and development in the country.

Keywords: Autoregressive Distributed Lag, Economic growth, Exchange Rate, Foreign Direct Investment, Inflation, Trade.

Minerals imports—clean energy transitions nexus: Evidence from the top 10 mineral-importing economies

Md. Monirul Islam, University of Dhaka, Bangladesh, monirdu1981@gmail.com,

Abstract: Apart from other metallic natural resources, mineral usage has become key to the global clean energy transitions. However, most mineral exporting countries are not entirely capable of utilizing these resources to produce clean energies. This helps motivate different mineral-importing countries to exploit these resources by importing them from mineral-producing countries. In lieu of these highlights, this research intends to quest for to what extent the mineral importing countries use mineral resources for clean energy productions and hence its transitions. Within the CS-ARDL panel co-integration approach, This study undertakes the top 10 mineral-importing countries (i.e. Australia, Brazil, Canada, Chile, Mexico, Peru, Russia, South Africa, Ukraine and USA) to check the effect of these countries' mineral imports on clean energy transitions (renewably energy consumption and production) during 1990-2019. Besides, this paper also uses a causal analysis based on the Dumitrescu and Hurlin causality (DH) test and finds a bilateral causal association between mineral imports and clean energy transitions in these mineral-importing countries. The study findings are concerned with the expediting profiles of minerals imports in spurring clean energy transitions, implying that an increase in mineral imports will help augment the clean energy transitions in the futuristic period for these economies. Moreover, the sustainable energy-induced de-carbonization process is highly related to mineral imports, which can finally bring these economies into the trajectory of net-zero emission levels.

Keywords: Minerals import, clean energy transitions, CS-ARDL approach, Top 10 mineral-importing countries

Theme 3: Multidisciplinary

PHARMACEUTICAL INNOVATION - A CONCEPTUAL FRAMEWORK FOR THE ADOPTION OF A NEW DRUG

Clement Vee Lun Lim, clement_lvl@hotmail.com,

Abstract: In order for patients to benefit from novel medicine, the acceptance and adoption of the drugs by prescribers is often the last but most crucial step in the drug development process. The diffusion of innovation in drug development is a complex interaction that reflects attributes of the new drugs as well as characteristics of the potential prescribers and patients. The aim of this paper is to propose a framework based on earlier studies to encapsulate this complex interaction. A review of the literature was conducted via PubMed and Scopus from 1980 to 2020.

Keywords: Decision making, consumer behavior, healthcare marketing, diffusion of innovation, pharmaceutical sales, direct selling

Hybrid Forecasting Methodology for Electricity Consumption Based on a Seasonal ARIMA and MLP Models with Climatic Variables: Case Study of Morocco.

Mr. Sid'Ahmed Soumbara LEAM, FSJES-Souissi, Mohammed V University in Rabat, Rabat, Morocco, ssoumbara@gmail.com,
Pr. Ahmed El Ghini

Abstract: This paper aims to propose and evaluate a hybrid methodology for a medium-term forecast of electricity consumption incorporating climatic variables. The hybrid methodology combines the classical Autoregressive Integrated Moving Average (ARIMA) model and Artificial Neural Network (ANN) model for capturing both the linear and non-linear patterns in the data. More specifically, our historical data is based on the Moroccan monthly electricity consumption explained by monthly average temperature and precipitation as exogenous variables covering the period from January 2008 to March 2020. To assess the model precision, we compared the forecast error of the hybrid model SARIMAX-MLP with SARIMA and SARIMAX models on a 12-month forecast horizon. The hybrid model outperforms both the SARIMA and SARIMAX model on all forecast error metrics. The obtained results highlight that temperature and precipitation play an important role in determining future Moroccan electricity consumption. Moreover, the proposed hybrid model seems to be more accurate in forecasting the medium-term electricity consumption in this study in comparison with the above models. Our study can provide some policy implications regarding effective planning, maintenance, energy supply and investment decision in power generation and infrastructure.

Keywords: Electricity consumption forecasting; SARIMA model; Hybrid model; MLP model; Artificial neural network; Time series analysis; Morocco.

Happy Herding: A State-Space and Quantile-on-Quantile Regression Approach on Rare Earth Metals

Stathis Polyzos, Abu Dhabi, UAE, Efstathios.Polyzos@zu.ac.ae

Ghulame Rubbaniy College of Business, Zayed University, Khalifa City, Abu Dhabi, UAE

Ghulame.Rubbaniy@zu.ac.ae

Sonia Abdennadher, Higher Colleges of Technology, Business Division, Al Ain, UAE

sabdennadher@hct.ac.ae

Muhammad Kaleem Zahir-UI-Hassan College of Business, Zayed University Abu Dhabi, UAE

Email: Muhammad.Hassan@zu.ac.ae

Abstract: This study aims to establish the relationship between investor happiness and herding behaviour in the market for rare earth metals. We employ a state-space model to compute daily herding measures for 20 rare earth metals and then apply a quantile-on-quantile regression (QQR) framework to establish the link between the calculated daily herding values and investors' happiness. Using the data period ranging from August 2012 to August 2021, we find evidence of herding behaviour in the rare earth metals' market at the overall sample level, which turns into anti-herding during the COVID-19 period. We also find that effect of investors' happiness on herding is regime-dependent. Our results provide support to portfolio managers by documenting that happiness can be used as a signal for possible speculative activity from investors in the rare earth metals' market.

Keywords: Herding; rare-earth metals; State-space models; Quantile-on-quantile regression; Investor happiness.

An Examination of a J. Ayer's Principle of Verification

A.K.M Shamsur Rahman, Eastern University, Bangladesh, rahmanakm@easternuni.edu.bd,

Abstract In his Language, Truth and Logic, (1936) A.J. Ayer¹ I has given a formulation of the Principle of Verifiability where he attacked against metaphysical assertions and claims that "philosophy affords us knowledge of a reality transcending the world of science and common sense". He rejects two possible lines of attack upon metaphysical positions as being indecisive. One of these is that which would argue that the metaphysician, like everyone else, has to begin with the evidence of his sense and "surely from empirical premises nothing whatever concerning the properties, or even the existence, of anything super-empirical can legitimately be inferred." Ayer sees, however, that the metaphysicians may deny that sense-experience is the only form of experience, and could not be so demonstrated. "Consequently one cannot overthrow a system of transcendent metaphysics merely by criticizing the way in which it comes into being. What is required is rather a criticism of the nature of the actual statements which comprise it."

Keywords: Logical positivism, Challenge against Metaphysical Assertions, Principle of Verification; AJ Ayer; Bertrand Russell.

INTEROPERABILITY CHALLENGES IN BUILDING INFORMATION MODELLING: CASE STUDIES IN STRUCTURAL ENGINEERING

Mulumba Isaac Patrick, University of Bolton, UAE,

Greeshma Labees, University of Bolton, UAE, greeshmalabees@gmail.com,

Abstract: The requirement to use either server-based or cloud-based coordination of civil engineering design and construction information has become critical with the arrival of the

covid-19 pandemic. As people have been forced to work from home for over two years and have enjoyed the convenience of working from home, many organisations have come up with extensive use of software. But engineers are still facing problems with software interoperability in the Architectural, Engineering and construction industry. Building Information Modelling (BIM) processes and the associated software are slated to be instrumental in the now mandatory paradigm shift. However, this smooth workflow integration technology is being threatened by both software and server interoperability challenges.

This research aims at making a detailed investigation of the extent to which the most commonly available commercial structural engineering modelling and finite element analysis (FEA) software have addressed the interoperability bottlenecks. The research will conclude whether the current readily available Building Information Modelling (BIM) interoperability tools are adequate to achieve a realistic virtual structural engineering design and supervision project.

Case studies of real-life fairly complex structures will be modelled and exported for analysis in the most used currently available state-of-the-art finite element analysis software with a view of interrogating the bi-directional flow of design and modelling information. Bentley's STAAD Pro and Computer and Structure's (CSI) Etabs will be used to analyse models created in Autodesk's Revit. Triangulation of the results will inform academia and industry on the remaining issues that need to be addressed and form a research agenda.

The research is both qualitative and quantitative as data will be collected from both the literature review and experimentally by comparing the pros and cons of each software during the bidirectional transfer and finding the most capable and the least capable software. The results will then be triangulated, and recommendations and conclusions formulated.

The recommendations from this research will contribute to the ongoing quest to overcome the core barriers hindering smooth information flow between professionals involved in the design, construction, and maintenance of civil engineering infrastructure.

Key Terms: Building Information Modelling (BIM), STAAD Pro, Etabs, Revit, Software Interoperability

The Study of Correlation between Health Tourism and High degree of Competitiveness in the UAE Healthcare Sector

**Amina Begum, University of Bolton, UAE, amina.begum121998@gmail.com
Muhammed Azeem, University of Bolton, UAE,**

Abstract: The health sector in U.A.E is facing high degree of competitiveness, the cost of hiring and maintaining the talented staffs are high. This leads to increase in the prices of health services or decrease in the profit margin of health service providers. The aim of this study is to describe the structure of the problem so that the impact and causes can be identified, and other researchers can take advantage from the finding of this research. The research objective is to understand the connection between the efforts of government policies for providing high quality of health services in U.A.E, and the degree of high competitiveness in Dubai healthcare sector. The research question is, "whether there is relationship between the government intentions to facilitate local and MENA region patients for quality health services and the high degree of competitiveness in U.A.E?" The literature review shows that the degree of competitiveness has relation to the government policies to develop health tourism in the country. The exploration of the current on ground practices reveals that the residents of UAE and MENA region were finding it difficult to get quality health care in the region. The new government policies to attract talent and reputed health care service providers has resolved the problem to some extent. The competitiveness has its advantages and disadvantages. The negative impact of competitiveness can be minimized but the benefits of bringing high quality health services to the

doorsteps of the local community is very high. This study revealed that competitiveness is the result of ease of entry in the U.A.E markets for healthcare service provider. Government should take steps to regulate service providers and healthcare sector competition in the market to protect both consumers and service providers.

Key terms: Talented healthcare staffs, Ease of entry, Competitiveness, Health Tourism.

Session 4: 12:40-14:10

Theme 1: HR

Examine the relationship between High-performance work practices on organizational performance

Ayman Mustafa Al Armoti, AL Khwarizmi International College, UAE, ayman_armoti@yahoo.com
Marwa Ateeq Alshehhi, k-719660121@khawarizmi.com,
Ameena Al Suwaidi , k-219660114@khawarizmi.com

Abstract: High-performance work practices across the world have brought forth the idea of achieving company performance standards. Strategic HR managers manage to practice all HR workouts with environment acceptable concerns. This helps in achieving the sustainability and performance of organizations as well as the worker's engagement and commitment. This study examined the relationship between High-performance work practices on organizational performance. The HRM recruitment, hiring, employee involvement, workforce diversity, employee wellbeing, compensation and benefits, pay structure, core values, and practices all practices of Starbucks are highly contributing towards the strategically human capital development. Data from 90 employees of the Starbucks company were collected with the help of a survey questionnaire by using the random sampling approach. Findings of the research report showed that there is a positive impact of the high-performance work practices on Starbucks organization performance the p-value of the high work performance practices and the company performance items were less than 0.05 which means all constructs variables are significant which means there exist the positive relationship between the variables. Based upon the t-test the null hypothesis is accepted. As the Starbucks company has a good brand image so the high-performance work practices implementation help in getting benefits that includes HR recruitment and hiring policies, skill development, employee motivation, and opportunity aligning with the organizational objectives and goals. Therefore finding suggested that the Starbucks industry can enhance its production capacity by implementing better work performance practices.

A review of different leadership styles in large sized Indian Organizations in the infrastructure sector and their impact on organizational commitment

Sandeep Kumar Gupta, IIMT College of Engineering, India, skguptabhu@gmail.com

Abstract: Infrastructure sector in India plays a pivotal role in fostering sustainable development of the country. In fact, it plays a crucial role in the core sector of the economy. There has, however, not been a fast paced growth in the infrastructure sector in various parts of the country owing to very many reasons like improper prioritization of this sector in the government planning & budget allocation, insufficient fund availability, political differences between the ruling party & opposition parties, problems in land acquisition, bureaucracy and corruption. Organizations in

the space of infrastructure, however, once commence & continue work apart from issues of dealing with Govt. bodies, locals, regulatory & taxation issues, financial management need to have effective leadership within their organizations to deliver the objectives that they have set forth. This research aims to review leadership styles in large sized Indian organizations in the infrastructure sector and to examine the impact of different leadership styles on organizational commitment as commitment to the organization or the concerned business entity, can be a great differentiator in achievement of the business and societal goals of the organization. 159 respondents from the Indian Public and Private sector companies in the infrastructure sector were surveyed using a structured questionnaire. These respondents belong to different role bands or strata of management. The data was analyzed using descriptive and inferential tools. Findings from the research show that among the five organizations, transformational leadership style is followed by most of the organizations as employee participation in the decision making process is considered important and though final decision rest on leaders but still the organization is open to the suggestions of employees. Results shows that though transformational and transactional leadership style along with employee empowerment and organizational citizenship behavior has significant impact on the organizational commitment but still major factor which contributes in boosting the commitment level of employees is transformational leadership style. Thus, leaders in close involvement and association with the employees should work on handling the challenges borne by the infrastructure sector by considering the suggestion of employees. It should overcome the business and people problems in order to contribute towards the sustainable growth of the country.

Key Words: Leadership style, organizational commitment, transactional leadership, transformational leadership style.

The Impact of Green Logistics Management Practices on Organizational Performance through Mediation of Green Human Resource Management and Moderation of Organizational Culture for Textile Industry of Pakistan

**Dr. Muhammad Saeed Shahbaz, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Pakistan dr.saeed@szabsit-isb.edu.pk
Mohammad Hassan Kamal, 1925154@szabist-isb.pk**

Abstract: This research aimed at exploring the influence of GLMPs on green human resources management and Organizational Performance of textile industry firms. The mediating role of green human resources management and the moderating role of Organization Culture have also been examined in this study. An adopted questionnaire was given to a sample of 270 employees of textile companies. A simple random sampling approach was used to explore the relationship between Green Logistics Management Practices and Organizational Performance. Data from textile employees were collected and analyzed using multiple regression and Process by Hayes (2012). Results of this study concluded that Green Logistics Management Practices have a positive and significant impact on green human resources management and financial performance, and green human resources management also exhibited a positive connection with financial performance. Besides, it was found that green human resources management partially mediates the relationship between Green Logistics Management Practices and Organizational Performance among employees in the textile sector. Results also indicated that Organizational Culture is fully moderating the relationship between Green Logistics Management Practices and green human resources management. The study offers theoretical implications for researchers, and practical implications for managers and other stakeholders.

Keywords: green logistics management practices, green human resources management, organizational performance, organizational culture

Looking above and beyond compensation and benefits; exploring what star employees really want in the textile sector of Pakistan?

Muhammad Usman Mumtaz, Department of Management Sciences, Bahria University Lahore Campus. musmanmumtaz77@gmail.com

Dr. Muhammad Ahmed, Department of Management Sciences, Bahria University Lahore Campus. mahmed.bulc@bahria.edu.pk

Abstract: With the technological boom as well as increasing customer demands, the textile industry in Pakistan is striving to grow day and night. This industry evasion of many challenges along with the high cost for businesses is ever-growing combat. Despite many internal (employee commitments etc.) as well as external (Inflation, high taxes, lack of technology, etc.) challenges textile sector of Pakistan is gradually developing its pace. These risky economic cycles of textile have generated a huge demand for highly committed talented employees to ensure the sustainability of the industry, which turns out to be a big challenge due to the unstable socio-political and social-economical situations of Pakistan. Textile industries try to offer the best of the salary and benefits to the employees but ironically, while this tussle of benefits keeps going, competitors' better offers to invade into the textile companies and result in the switching of the valuable and trained employee. These star employees in this regard are more vulnerable to the outer world as, with the expedition of the organizational success, these employees get prominence and are more prone to external opportunities, and their excellence markets them in their respective fields. The problem arises when they are offered better opportunities by the competitors. Resultantly, the organization suddenly feels helpless and tries to hold the employee spending various offers. This issue costs the organizations millions of rupees yearly to convince such employees to stay in their organizations. This research unearths the critical values which would stick the employees for long in the textile and develops an effective measure that can enlighten the think tanks of textile organizations measure and build a distinct employee value proposition. Such an employee value proposition (EVP) would be difficult for the competitors to imitate as well as could create sustainable employability in the textile sector. This research is an exploratory sequential mixed methodology using emic and etic approaches respectively. The first exploratory/constructivism study using Nvivo12 resulted in eight values which are Compensation satisfaction, Benefits Satisfaction, Work Content Satisfaction, Career Satisfaction, Affiliations, Work Schedule flexibility, Job security, Procedural Justice in Performance Appraisal. In the second study section of quantitative/positivism, EVP scale was developed using EFA. Furthermore, CFA were conducted respectively and the prediction of employee value propositions was checked against textile employee commitments along with the mediation and moderation of employee psychological parameters. The relationships were confirmed to be significant. This proved the effectiveness and implication of the distinct employee value proposition and its contribution to the textile employees of Pakistan.

Key Words: Employee Value Proposition, Employee Commitment, Employee Psychological Capital, Employee Psychological Empowerment, NVivo 12, Confirmatory Factor Analysis, Exploratory Factor Analysis.

Using augmented reality in leading virtual teams and improving their performance

M.S. Mahsa Keramat Master of Information Technology-Electronic Commerce Student, Khajeh Nasir al-Din Toosi University of Technology, IRAN, m.keramat@email.kntu.ac.ir
Ph.D. Asghar Zamani, Faculty member of Higher Education Research and Planning Institute (a.zamani@irphe.ir)

Abstract: In the wake of the Covid-19 epidemic, most businesses (including those that used to be traditional) have turned to virtual work, which has suddenly created challenges for leading virtual teams. In this presentation, we have tried to make some suggestions for improving the performance of leaders with the help of augmented reality (AR). For example by using/making personnel profiles we can have access to team member's data and project related information's such as online/offline hours , Skills , Working/Off days , approved leaves, current/open project , delivery time, deadline , Country and culture, local time , personal restrictions , and their office hours , for use with a AR system. This information can leads to an improvement in the performance of virtual team leaders, for example by knowing skill set of a person it can be better decide to entrust each part of the project to the more qualified person, also by knowing the days when a person is in the office we can assign office related matters to that person and avoid wasting time and rework (by sending someone else to the office or not doing the work that day). In this article, we will try to introduce some of the applicable systems and methods of using AR (augmented reality) in the leadership of virtual teams, and then review and try to score them, and finally determine which AR to improve which parts of leadership Virtual teams help.

Keywords: Augmented Reality, Virtual Teams, Improving Virtual Team Leadership

Impact of COVID-19 on Behavioural Intention to Use E-Learning in Indian Organizations

Syed Rizwan Naqvi, Amity University Noida, India, syedrizwannaqvi@bel.co.in

Abstract: Purpose: This research aims to determine the impact of pandemic COVID-19 on the behavioural intention of employees to use e-learning in India.

Design/Methodology/Approach: A structured questionnaire was launched for the survey data collected from the 307 employees working in organizations belonging to the most affected sectors in major cities of India. Research model based on Technology Acceptance Model (TAM) & Conservation of Resources (COR) theory included 'Perceived Ease of Use', 'Perceived Usefulness', 'Future Career Anxiety', 'Fear of COVID-19' and 'Behavioural Intention' of Employees for the usage of e-learning is developed. Data analysis is carried out using Structural Equation Modeling (SEM) techniques.

Findings: The study revealed that 'Future Career Anxiety' and 'Perceived Usefulness' were strong predictors of behavioural intention for the usage of e-learning. The overall perception towards e-learning adoption in the COVID scenario is found to be positive.

Implications/Limitations:

The limited sample used for the purpose may not represent the employees of the organizations belonging to the most damaged sectors under investigation. Self-reported survey data utilized in the present study is subjected to inherent biases.

Practical Implications: The study will provide a deep understanding of the influence of COVID-19 on technology acceptance. The study will help top management for better investment decisions during pandemic situations. The study proves that e-learning can be adopted as coping strategy to alleviate fear & anxiety during COVID situations.

Originality: The original contribution of the paper is the linking of COVID-related factors affecting the psychology of employees in a negative way to behavioural intention of employees for the usage of e-learning.

Theme 2: Marketing & Law

The Impact of social media on Customer Buying Behaviour of Turkish Apparel Brand in Turkey

Nazira Sharshembieva, University of Bolton, UAE, nazira.eri8@gmail.com
Asma Begum, University of Bolton, UAE,

Abstract: The marketing strategy has shifted from traditional to the online channels due to the advancement and availability of social media platform. Using digital channels. The aim of this research work is to examine the influence of social media on customer buying behaviour – the case of Turkish apparel brand, LC Waikiki. The objective is to determine the types of an influence of the social media on the buying decisions of Turkish buyers. The research question is what type of social media are used in digital marketing; what factors contribute towards the buying behaviour; and how these tools impact the buying behaviour of Turkish consumers. The literature review has identified three key determinants of the consumers' behaviour: "branding"; "frequency and level of customers' engagement"; and "focused-group online marketing strategy". The theoretical framework explains the relationship between three factors to the consumer buying decision, and the focused-group online marketing strategy acts as a mediator between customers' engagement and buying decision. To understand the validity of the theoretical framework, the survey-based market research is proposed to test the underlying hypotheses in deductive research design. The research findings will help other Turkish brands to understand the consumer behaviour.

Key words: Social media marketing, Digital marketing, Consumer buying behaviour

Economic development of the company by adopting some AR/VR innovations

Ioan-David Legman, G.E. Palade" University of Medicine, Pharmacy, Sciences and Technology of Targu Mures, ROMANIA, daveione@yahoo.com

Mihaela Adina Rusu, Institute for Doctoral Studies "Babes Bolyai" of Cluj Napoca, ROMANIA mihaelaadinarusu@yahoo.com

Ana Maria Manea, Transilvania University of Brasov, ROMANIA profamate@yahoo.com

Abstract: Introduction: Today, the main objective of companies in the market continues to be to maximize profit. These companies continue to seek sustainable sales and profit growth, strengthening relationships with current customers by applying innovative elements. Customer satisfaction as an indicator involves all staff within the firm directly related to the customer. It motivates employees to achieve the highest standards and constantly increases labor productivity.

Material and Methods: This work was based on three types of research: fundamental, applied and empirical. The main research elements in this work were aimed at systematizing theoretical concepts of how various aspects of increasing and assessing customer satisfaction in the economic activities performed at the level of society can be improved. Analytical procedures such as observation and reasoning have been used.

One of the elements sought was the analysis of the evolution of customer satisfaction, the determination of mechanisms for assessing customer satisfaction by applying their methods concerning the classical economic indicators (profit, productivity, and cost), develop and propose solutions for growth and economic development at society level by increasing customer satisfaction based on the results of this research. The firms participating in the study were from different sectors of activity.

Results: Some aspects of the level of development have been highlighted in the economic activity of the participating firms. This is why we have put a new system into the fore in the form of an indicator that involves both customer satisfaction and economic elements that measure economic activity itself so that we can talk about economic sustainability based on continuous innovation.

Conclusion: No matter how the ways of measuring customer satisfaction to achieve business success, both economic efficiency and innovation are needed, all to have satisfied customers.

KEYWORDS: customer service, management, sustainable, economic efficiency, Virtual Reality, AR

Consumer Buying Behaviour towards on line shopping

SAKINA MUSTAFA SHEHU, Skyline University Nigeria, Nigeria sshehumustafa003@gmail.com,

Abstract: This study is attempted to find out the factors that have an impact on online shopping behaviour of college students in Kano state Nigeria. The research design chosen is descriptive in nature. The sample size taken to conduct the research is 80 respondents. The universe of the study is residents and public in Kano state. Stratified sampling method is used for this study. Primary data were collected through the structured questionnaire and Secondary data were collected through previous research work, journals, websites, etc., Simple percentage analysis, Chi-square test, 't'-test, Analysis of variance are used for data analysis. The investigation has remarkably pointed out that the major factors that influence and decide the online shopping are reduction of efforts; trust the security of online payment methods, save money, quality of information from websites and clear picture of items.

Key words: Customers, e-retailers, Internet, online shopping, purchase behaviour,

REVISIT SOCIAL CAPITAL FOR SUPPLY CHAIN RESILIENCE

Tian Jun and Thoo Ai Chin Azman Hashim International Business School, Universiti Teknologi Malaysia, MALAYSIA. tianjun@graduate.utm.my

Abstract: A worldwide pandemic such as the outbreak of the Coronavirus disease (COVID-19) announced by the World Health Organization (WHO) in 2020 has negatively affected the global supply chains. The pandemic is causing disruption in supply and demand as well as business discontinuity. Therefore, a massive global public health campaign has been worldwide adopted to depress the spread of the virus by enhancing hand washing, diminishing face touching, limiting social contacts, following strict hygiene and distance recommendations, wearing masks in public and getting vaccinated. Changing habits of human behavior is widely seen as a key margin to curb the COVID-19 pandemic. With increased business challenges, this study aims to investigate the social capital as the willingness to act collectively and pursue socially valuable activities by highlighting the positive health returns which could make social capital as a central role in corporate strategies against supply chain mitigations caused by COVID-19. The relationship between social capital and resilience is yet to be fully explored. It is important to

explore social capital as a promoter of formative capabilities for supply chain resilience which could help firms to survive and recover from crises during difficult economic conditions.

Context analysis was used for literature review. The findings include social capital with its dimensions is widely debated in the supply chain context. Further, social capital can be utilized in the face of adversity and turbulence by adopting the effective indicators based on relational, cognitive, and structural dimensions. Eventually, this study refines the relationship between social capital and supply chain resilience by combining the field of organizational and human resource, supply chain and strategies management for future researchers and practitioners.

Keywords: Supply Chain Resilience, Social Capital, COVID-19, Context Analysis

Marketing Opportunities and Challenges for Nonprofits in Post Pandemic Era

Pranav Kumar, Higher Colleges of Technology, Ras Al Khaimah, UAE, pranavkr.jh@gmail.com

Abstract: Covid-19 has a profound impact on the global economy, causing the world to suffer. Throughout the world, companies are facing a financial crisis that leaves them uncertain about their future. Nonprofit organizations have been severely impacted by the economic shutdown, which has adversely affected services, financial stability, and operations. The availability of funds for nonprofits is declining, except for those in health care. It has been difficult for nonprofits to continue their operations as a result of these events. There have been many job losses in the nonprofit sector due to declining funds. Nonprofits face challenges due to the ongoing Covid-19 pandemic, as highlighted by this study. Further aggravating the situation is a lack of understanding of digital technologies among nonprofits (NPOs), raising concerns about their survival. This paper demonstrates how the crisis always offers an opportunity for innovation. In order to survive, NPOs that have resisted digitization have to modernize themselves in order to benefit from it. A restructure of their organizational model is crucial for attracting funding for the rebuilding of their operations after the pandemic. The NPO environment is also complex because they are catering to two distinct market segments - donors and clients. Thus, the paper suggests ways nonprofits may advertise their previous work in order to attract donors or funders. By doing this, nonprofits can maintain financial viability coupled with their social commitments.

Keywords: Covid-19 pandemic, Marketing strategies, Nonprofits, Digital technology

AN ASSESSMENT IN THE PRESENT SCENARIO OF THE SYSTEM OF CRIME INVESTIGATION: INVESTIGATIVE ACTIONS AS PER UKRAINIAN LEGISLATION

Ruslan Serbyn, LLD, professor, Honoured Lawyer of Ukraine, Deputy Rector of the National Academy of Internal Affairs, Kyiv, Ukraine, r.s.1978@ukr.net

Yuliia Chornous, LLD, professor, professor of Criminalistics and Forensic Medicine Department, National Academy of Internal Affairs, Kyiv, Ukraine, chornous@ukr.net,

Hanna Vlasova, LLD, professor, Head of Department of Criminalistics, Criminal Law and Process of the private university «European University», Kyiv, Ukraine, vlasovaann@ukr.net

Iryna Soroka, Doctor of Philosophy in Law, lecturer at the Department of Criminalistics and Forensic Medicine, National Academy of Internal Affairs, Kyiv, Ukraine, ira_07_09@ukr.net,

Petro V. Tsymbal, Doctor of Law, professor, head of Department of Criminalistics and Criminal Process, University of the State Fiscal Service of Ukraine, Irpin, Ukraine, tsymbal52@meta.ua

Abstract: according to the content of the article, investigative (search) actions are considered as the main means of crime investigation. Its relations with other actions performed in the course of crime investigation, namely procedural actions and non-procedural measures (organizational, technical, tactical), are revealed.

Investigative and other procedural actions and non-procedural measures applied during crime investigation are joined by a common goal - to clarify the circumstances of criminal proceedings and achieve the relevant objectives. Investigative (search) actions are distinguished as they facilitate the averment process in criminal proceedings.

The content of main features of investigative (search) actions is clarified: legality; performance in full compliance with legal and factual grounds; focus on the establishment of the circumstances of the criminal proceedings by obtaining (collecting) evidence or verification of previously obtained evidence in a particular criminal proceeding; process and results recording in reports with appendices.

This study provided an opportunity to define investigative (search) actions as a separate type of procedural actions performed for the evidence collection, examination, evaluation and use by an authorized official by the requirements of criminal procedure law ensuring the achievement of criminal proceedings objectives.

Keywords: investigative (search) actions, investigation, investigator, averment, criminal proceeding.

Theme 3: Economics

Impact of U.S. sanctions on bilateral FDI with China

Paulman Karippai, BITS PILANI DUBAI, UAE, p20190902@dubai.bits-pilani.ac.in

Abstract: The United States' (US) economic and trade sanctions against China have been in place for decades, and the structural imbalance in the US–China trade relationship has recently escalated to a trade war. We look at the economic effects of US sanctions on both sponsor and target countries during the previous two decades. We discovered that such effects have shifted dramatically over time. On the one hand, US economic sanctions have gradually shifted from China's labor-intensive to high-value-added exports, stifling the country's trade growth during the last decade. In the aftermath of increased US trade sanctions, US consumers and businesses have seen higher pricing and production costs for Chinese imports (or import replacements), resulting in significant deadweight losses to the sponsor country. Furthermore, the United States' economic and commercial sanctions against China have had a significant impact on other economies involved in US–China trade. The Hong Kong SAR's (special administrative region) role as an intermediary has been severely questioned. Overall, U.S. economic and trade sanctions have hurt both China and the United States, although their impact on China (the target country) has decreased significantly.

Although international sanctions are a common kind of coercion, their economic consequences are still unknown. The effects of sanctions of US on GDP growth of China, as well as the numerous transmission mechanisms via which sanctions affect economic activity, are the subject of our research. We show that international sanctions have a large negative impact on GDP growth and its components (consumption, investment, and government spending), as well as trade and foreign direct investment.

To develop the research, I am dividing the paper into six parts: the first is an introduction, with a brief overview of the topic & summary of the FDI flows from US to China and vice-versa with an emphasis on the subject in the form of subheadings like 'Literature Review of FDI & 'Importance of learning this topic in modern times', the second is 'US-China Investment Ties', the third is 'Important Sanctions of U.S. to China since 1989', the fourth is 'Causes of Sanctions on China',

fifth is 'Effects of Sanctions On FDI In China', with conclusion and suggestions presented in the sixth and final part.

Keywords: FDI, Sanctions, Foreign Relations, Diplomacy, GDP growth, US-China Trade.

The Effect of Gross Domestic Product, Urbanization, Trade Openness, Financial Development and Renewable energy on CO2 Emission an Investigation in Pakistan

Muhammad Sohrab, writetosohrab@gmail.com,

Abstract: Pakistan is among those countries where the standards for environmentally friendly sources of energy haven't complied as they should be. The aim of this investigation is that CO2 emission is a dilemma for the modern world as it harms the climate and other aspects like the ozone layer etc. so we've incorporated certain variables to figure a way out for the reduction of CO2 emission. Data collection: The analysis was performed on Eviews and the World Bank's website has been used for data extracting. The data incorporated was from the year 1985 till 2018. Different statistical tools were applied in this research to overcome biases in data results further all such methods were applied which have common reliability on their results, stationary test applied to check the level of stationary and results are satisfied on leg II of the stationary test, another most common used method regression applied and results of the regression are also satisfied with the hypothesis of the study, cointegration results found long term relation among variables and granger causality applied for cause and effects measurement. Findings: the results of the study revealed that the Renewable Energy has a significant and negative effect on Carbon dioxide emissions while Gross Domestic Product (growth) build an insignificant and negative relationship with the Carbon dioxide emissions, meanwhile, the Financial Development (private sector), Trade Openness and Urban Population have a significant and positive relation with Carbon Dioxide. Originality/value: This research contains an insight for the government officials that reveal what the CO2 emission is derived from and how it could be reduced. The recommendations have been provided for consideration as well.

Keywords: Trade Openness, Renewable Energy, CO2 emissions and Gross Domestic Product

COVID-19 AND INSECURITY: A MODERATING EFFECT OF GROWTH OF SMES IN ABUJA

OPUSUNJU, Michael Isaac, Ph.D. Nile University of Nigeria opusunjumike@gmail.com

Akyuz, Murat, Ph.D. Nile University of Nigeria akyuz.murat@gmail.com

Ikie Onuk Nelson University of Abuja Hterrence261@gmail.com

Abstract:

Introduction: The study examine the relationship between COVID-19 and insecurity as a moderating effect of growth of Micro enterprises in South East of Nigeria.

Materials and Method: the applied survey research design with close ended questionnaire which was administered to the respondents who were the owners of micro enterprises in South East of Nigeria. The variables used were number of infections, number of tests carry out, number of reported cases and number of deaths which were used as measures of COVID-19 and insecurity were measured with bombing, suicide bomb attacks, sporadic shooting of unarmed and innocent citizens, burning of police stations, churches, kidnapping of school girls and women, while growth were measured using expansion, survival, number of employees, and

capital employed. The population of the study is the entire Micro enterprises in South East of Nigeria and the sample size of 389 was derived using Taro Yamane formula. The variables were tested for reliability and result showed that all the variables were reliable. The study used Partial Least Square Structural Equation Model (PLS-SEM) to test the hypotheses and to determine if there is an effect of independent variables on dependent variable.

Results: COVID-19 is significant in enhancing insecurity among Micro enterprises in South East of Nigeria and COVID-19 is significant in enhancing growth of Micro enterprises in South East of Nigeria while insecurity is insignificant in achieving growth of Micro enterprises in South East of Nigeria.

Recommendation: Government of Nigeria should re-emphasis on insecurity and COVID-19 and provide adequate solution or ways of minimizing these problems to grow the small and medium scale enterprises in South East of Nigeria

Keywords: COVID-19, Insecurity, Growth and expansion

The Study of the Impact of Public policies on the Level of Corruption in Cote d'Ivoire.

Ouattara Zie Kadognon Kama Aboudramane, University of Bolton, UAE ouattarakama@gmail.com
Muhammad Azeem, University of Bolton, UAE,

Abstract: Wars driven Côte d'Ivoire is facing a menace of corruption. The presence of corruption in all walks of life is delaying the possibility of gaining self-sufficiency. The government is not able to meet revenue target. This leads to the reduced public expenditure. The infrastructure is not developed, health, education, and public security is compromised. The aim of this research is to understand and guide the further research for the structure of the problem connecting the impact and causes of the corruption in Côte d'Ivoire. The research objective is to understand the connection between people's perception about public policies and the level of corruption in Côte d'Ivoire. The research question, "is there any relationship between the public policies and corruption level in the country?" Literature review was conducted to explore the factors of corruption. With reference to the Côte d'Ivoire, the key determinants are people mistrust on the public policies, sense of insecurity, general poverty, and ease of doing corruption. The theoretical framework is developed to test the relations between the variables. Sense of insecurity and ease of doing corruption are identified as two moderators in the relationship between public policies and level of corruption in the country. This study will guide other researchers to test the proposed model in different regions facing similar conditions.

Key words: Corruption, Mistrust on government, general poverty, national infrastructure.

Investigate the Economy Policy Uncertainty on Bank Performance of Pakistan: Islamic Vs. Conventional Banks

Nadiya Shahzad, Ms Scholar, Allama Iqbal Open University, Pakistan, nado500@gmail.com

Abstract: The influence of EPU on banks performance is very vital in banking industry in Pakistan. Indeed, Banks have a target to achieve high profitability (Aman M, 2021). The objective of this study is to investigate the influence of economic policy uncertainty on bank performance. Data collected from Islamic and commercial banks of Pakistan from the year 2014 to 2021. Since, very little consideration has been given to investigation of economic policy uncertainty on bank performance of Pakistan. In this study, some banks explicit factors like

deposit, capital, loan, return on asset and return on equity and macroeconomic variables like Gross domestic product, unemployment, Inflation and Karachi Inter Bank offered rate. A panel data applied with regression analysis technique, on the basis of Hausman test along with random and fixed effect model. This examination endeavors to satisfy this hole by investigation financial performance of banking sector. This study results demonstrate that economy policy certainty has pessimistic and significant impact on bank performance. Islamic and commercial banks of Pakistan should deal with economic policy and macroeconomic variables which determine their performance.

Keyword: Economic Policy Uncertainty, Islamic and Commercial banks performance, Tobin's Q, Deposit, capital, Loan, GDP, Inflation, Unemployment and KIBOR.

Factors Influencing Environmental, Social and Governance Rating of Public Listed Companies in Bursa Malaysia

Md. Mahmudul Alam, PhD Economic and Financial Policy Institute, School of Economics, Finance and Banking Universiti Utara Malaysia, rony000@gmail.com

Abstract: The purpose of this study is to examine the factors that influence ESG rating for public listed companies on the FTSE4 Good Bursa Malaysia Index (F4GBM Index). This paper uses static and dynamic GMM techniques to analysis the data of 31 public listed companies with full data of ESG rating for the period 2007-2016. Using the two-step system dynamic GMM estimator, results indicate that highly profitable Malaysian companies enjoy a higher score for ESG rating, environmental rating, social rating and governance rating. Poorer liquidity management reduces the rating of environment and increases social and governance scores. Companies with higher (lower) leverage have a weaker social score and governance score (higher environment rating). Finally, companies with a higher sustainable growth rate have a poor governance score. This study provides empirical evidence that could be useful to the capital market as well as to policymakers in their effort to promote responsible investment in Malaysian public companies in line with the UN-PRI policy. To support this, companies should be compelled to report their ESG initiatives and practical achievements. Findings of this study will be highly beneficial for securities capital market investors in ensuring ESG investments in Malaysia's public listed companies through the disclosures made about financial performance that includes the following ratios: profitability, credit, liquidity and DuPont analysis. For public listed companies, it will help to boost their profile, encourage them to undertake ESG practices and to create an environment for best practice disclosure.

Keywords - ESG rating, F4GBM Index, Public listed firms, Malaysia

Session 5: 14:20-15:50

Theme 1: HR & Finance

The Analysis of the Relationship between Stress and Self-esteem among Full-time Service Sector Employees in UAE

Shima Husen, University of Bolton UAE,
Ayesha Adeel, University of Bolton UAE, ayesha.adeel.19@gmail.com

Abstract: It is observed that employees working in service sector of UAE struggle to maintain their self-esteem which is affected by the level and type of stress. The stressful work conditions influence the self-esteem of employees, which determine their performance. The research objective is to examine the relationship between challenge stress, hindrance stress on the self-esteem. Primary data was collected through an online survey from a sample of 164 full-time employees working in the service sector of UAE. The analysis result shows that the hindrance stress is negatively correlated with self-esteem, whereas no significant correlation was detected between challenge stress and self-esteem. The findings provide insight, how the types and level of stress can impact self-esteem of workers, and thus allow them to best manage it. Individuals with high self-esteem perform better as they are more satisfied with their work, have fewer interpersonal conflicts, and are less vulnerable to psychological problems.

Keywords: Employee's satisfaction, Challenge stress, Hindrance stress

Psychology Talk: The Relationship between Wellbeing at Workplace and Employee Engagement “A Theoretical Review”

Dr. Emad Shahrory – Senior Lecturer Psychology Program De Montfort University – Dubai Campus, UAE emad.shahrory@dmu.ac.uk

Abstract: This research aims to explore the relationship between wellbeing at the workplace and employee engagement from the positive psychology perspective. To achieve this purpose a theoretical review has been done to a sample of (15) different articles between the years (2019 – 2022). The articles were derived from scientific databases and international journals which are addressed the research question. It's hypostasized there is a relationship between wellbeing at the workplace and employee engagement. The qualitative scientific approach, content analyses, has been applied. To find the results, thematic analysis was used to conclude this relationship. The results revealed that there is a positive relationship between wellbeing at the workplace and employee engagement, (9) of the carefully chosen articles showed a significant relationship between wellbeing and employee engagement, (6) of them didn't show any significant relationship, the research has concluded that the relationship could differ from workplace to another, this was interpreted from positive psychology perspective that different factors impact the employee engagement corresponding to mental, emotional and behavioral dimensions. The limitation in this research has been taken into consideration because of the limited number of articles, three recommendations were formulated based on the research results.

Keywords: Wellbeing, workplace, employee, engagement, organizational behavioral.

The study of the impact of communication gap on organizational performance in the Dubai healthcare sector

Rasheed Mohiuddin Mohammed, University of Bolton. UAE rasheed@live.co.uk
Muhammed Azeem, University of Bolton. UAE

Abstract: Dubai's healthcare sector is facing a high degree of competitiveness. This requires excellence at all levels in operations. Communication is one of the factors that play an essential role to define the success of the business strategy. The scope of communication can be seen between patients and medical staff; between hospitals and suppliers; between government institutions and healthcare providers. The communication gap increases the probability of errors, which affects the performance of individual staff, teams, and hospitals. As a result, the healthcare service quality is compromised, which leads to the patient's dissatisfaction and weaker competitive position of the hospital in the market. The research aim is to show the importance of the communication gap and its connection with various aspects of healthcare services. The research objective is to examine the connection between leadership style, communication infrastructure, and the communication gap in the Dubai healthcare service sector. The research question is, "does leadership style and communication infrastructure determine the level of communication gap in the Dubai healthcare service sector?" The literature review provides evidence that leadership style is the key factor that determines the level of communication in organizations. Although communication infrastructure plays an important role, the communication gap can still exist even there is good infrastructure available. The study provides a theoretical framework to guide further research. The key factors are an organizational culture that is driven through the leadership style, and they define the level and quality of communication in the hospitals. The findings can be extended to the other sector of the economy including trading, manufacturing, banking, ministry, etc.

Keywords: Leadership style, Organization culture, communication infrastructure.

The Analysis of the Mediating role of Job Involvement in the Relationship between Well-being and Emotional Intelligence of Special Education Teachers in UAE

Hennath Aboobacker, University of Bolton UAE
Ayesha Adeel, University of Bolton UAE ayesha.adeel.19@gmail.com

Abstract: The observation of teachers in special education institutions provides impression that stress in their job may cause job dissatisfaction, psychological disorders, and a reduced level of well-being. The research aim is to examine the stability level among special education teachers. The research objective is to understand the mediating role of job involvement in the relationship between employees' wellbeing and emotional intelligence. Data was collected from the random sample of 100 UAE based teachers in special education by employing three scales: Wong and Law Emotional Intelligence Scale (WLEIS); UWES Work Engagement Scale; and WHO-5 well-being scale. Results show that emotional intelligence determines the level of wellbeing of teachers, and job involvement mediates the relationship between emotional intelligence and wellbeing.

Keywords: Job dissatisfaction, psychological disorders, Work Stress

EVALUATING THE PERFORMANCE OF CONCRETE WITH THE ADDITION OF FLY ASH AND GGBS AS PARTIAL REPLACEMENT OF CEMENT AND CERAMIC WASTE WITH COARSE AGGREGATE

MD Golam Imtiaz, University of Bolton UAE, sivamalar1984@gmail.com
Sivamalar Shijumon, University of Bolton UAE,

Abstract: Ever since humans evolved from primitive beings, the need for shelter has been one of the basic survival needs. The need for a shelter made man to develop novel ideas of construction. Stones, Clay and Timber were some of the basic building construction materials. The evolution of science and technology introduced composites into the field of construction materials. Concrete and Steel are the front runners of the building materials industry in recent times. Concrete is a composite between cement, fine and coarse aggregates where cement acts as the binding agent, fine and coarse aggregates contributing towards the strength enhancement of the material. The beginning of industrialization did not identify the critical issue of using finite resources to fulfil the infinite needs of the people. However, by the 1900s the need for sustainable solutions for the alarming decreasing non-renewable resources was established.

Cement production results in the emission of many harmful gases in atmosphere. Modern techniques to produce concrete can reduce the emission of many harmful pollutants also save many natural resources. The supplement materials like Fly ash increase the efficiency of concrete also they are economical and widely acceptable. Thermal and steel industries are producing large amount of fly ash and GGBS (Ground Granulated Blast Furnace Slag) which are hazardous material for environment. If these materials are used in concrete production, it will save our cost plus they are eco-friendly for our environment. Concrete manufactures are looking for these kinds of supplementary materials because it will reduce the solid waste problem as well as due to their cementing properties.

In this research coarse aggregates are replaced partially or full by Ceramic waste & fly ash or GGBS is being replaced by cement. For the replacement of coarse aggregate, the focus was on the waste of Ceramic tiles to protect our environment and also to make this replacement cost-benefit and sustainable. For C25 mix, partially replaced 15% of cement by fly ash and GGBS being partially replaced by cement such as 20% by weight of the cement. And coarse aggregates are replaced by Ceramic waste such as 15%. The specimens are prepared, tested and compared with their compressive strength by conventional concrete. For this comparison a total number of 70 concrete samples are prepared and tested in the laboratory. Slump test is done for knowing the workability of the fresh concrete and for hardened concrete 7 days' compressive strength test is done. The compressive strength of concrete with 15 % coarse aggregate replacement by ceramic waste is higher than the compressive strength of plain concrete.

Key Terms: Concrete, Aggregate replacement, Ceramic waste, Fly Ash, GGBS

Assessment of risks related to storage of industrial wastes in an Algeri an industry

L. SEFOUHI, S. MEBARKI, A. BELHEINE

Institute of Hygiene and Industrial safety. University of Batna, Batna. Algeria Isefouhi@yahoo.fr

Abstract:

Industrial Waste Management is one of an important issue due to high environmental risks caused by improper waste disposal. Industrial waste which may be toxic, ignitable, corrosive or reactive. The aim of the present study is to present in a systematic way the subject of industrial waste from the point-of-view of definitions in engineering and legislation. By using Preliminary Hazard Analysis (PHA) w

hich is an assessment tools, our focus in this paper is to identify and study health risks that may occur due to the existence of hazardous elements in industrial waste. This analysis is necessary , as many different approaches and we will attempt to diagnose the current management of industrial waste, namely an inventory of deposits and methods of sorting, packing, storage, and a description of the different disposal routes.

Keywords— Industrial waste, environment, management, PHA, risks.

Theme 2: Marketing & Management

IMPACT OF PRICING STRATEGIES ON CONSUMER PERCEPTION

Sadaf Hayat, Iqra University (Main Campus) Karachi, Pakistan, Sadaf__01@Hotmail.Com

Abstract: The main purpose of this research is to identify the impact of pricing strategies on the perceptual behavior of the consumers of various brands. The study shows how a consumer reacts towards different pricing strategies. Consumers get attracted towards different pricing strategies which a firm adopts. Six variables were analyzed in this paper, which include bundled pricing strategy, Everyday low pricing, Variable, Odd/psychological, Promotional and Dynamic pricing as the Independent variables and consumer's perception was taken as dependent variable.

A PSM was deployed for data collection. It was concluded that all these variables have a significant impact on the stated dependent variable that is the consumer's perception about pricing strategies. Perception of a consumer plays an important role in choice and decision on buying.

Keywords: Consumer Perception, Pricing Strategies, Buying Decision, Price Fairness.

Research on Green Marketing

M Shahrukh Durrani MBA Scholar, Department of Business Administration Air University Multan
mshahrukhsadozai@gmail.com

Dr. Adnan Ahmed Sheikh Assistant Professor, Department of Business Administration Air University Multan Adnan.ahmed@aumc.edu.pk

Prof. Dr. Hayat M. Awan Head of Department, Department of Business Administration Air University Multan

Abstract: Nowadays, environmental protection is debatably one of the key areas of the research. Environmental protection is facing issues and challenges around the world. Therefore, to understand the diverse perspective of environmental issues and challenges. Current research proposed VAB Value Attitude Behavior model to express green behavior of consumer, which includes the identification of Pakistani consumers with the help non probability sampling technique. Results of SEM modeling indicated that variables have effective relations between them, which applied constructive results on green buying behavior. Furthermore, interaction of moderation and mediation were also used to analyze the green behavior. And the direct relation was also applied between independent and dependent variables. Hypotheses tests were performed on Smart PLS SEM 3.0. Findings have shown significant relationships. The study plays an important part to contribute in literature with its potential antecedents and moderating variables to enhance the green purchase behavior of the Pakistani customers. Still, this current research work will be valuable for both the management and the customers to attain their desire

results. The specific nature of the cross-sectional sample collected from a limited number of places bound the generalizability of results and allow for future studies.

***Keywords:** Environmental Consciousness, Environmental Concern, Personality Traits, Green Purchase Behavior, Value Attitude Behavior Model.*

IMPACT OF SOCIAL MEDIA ADVERTISING FEATURES ON CONSUMER PURCHASE DECISION IN THE FAST FOOD INDUSTRY: MEDIATING ROLE OF BRAND TRUST

Dr. Jalal Rajeh Hanaysha, School of Business, Skyline University College, Sharjah, United Arab Emirates Email: jalal.hanayshi@yahoo.com

Abstract: The primary purpose of this research was centered towards examining the influence of four distinct social media advertising features on purchase decision in the UAE's fast food industry. The study also aimed to test the mediating role of brand trust between the selected social media advertising features and purchase decision. By looking at the published literature, it is rare to find a research paper that examined the linkages between these factors collectively in one research framework. Therefore, the necessary data was collected from 253 actual customers of numerous fast food brands in UAE using a survey instrument. During data analysis, the partial least square method (PLS-SEM) was used for checking the reliability in addition to the validity of research instrument and verify the proposed hypotheses. The findings proved that all of the selected social media advertising features have positive effects on purchase decision and brand trust. In details, the results confirmed the statistical effects of informativeness, entertainment, interactivity, and perceived relevance on purchase decision and brand trust. The findings also showed that brand trust mediates the relationship between all of the social media advertising features and purchase decision. Based on these findings, it is recommended that marketing executives in the fast industry should take advantage of social media and regularly interact with the targeted group of customers in order to build brand trust and ultimately influence their purchase behaviours. This paper ends by presenting the limitations, future research suggestions, and implications.

Keywords: Brand trust, fast food industry, purchase decision, social media advertising.

The Impact of Pandemic on Tiles Industry: Challenges & Opportunities for the Years2019-2021.

Nidhi, University of Lucknow, UP India, nynidhiyadav@gmail.com

Abstract: The unprecedented break-out of Covid-19has not only affected the human life but it has affected every nook and corner of human existence. The economies of the developed

countries have slowed down and the economies of developing countries such as India has demolished. In Indian perspective, people have been fired out of their jobs ,many of them have left the job due to overload; companies or small firms have lost their existence due to complete lockdown and absence of movement of labor, raw material and logistics. India, at present is one the growing ceramic tile industry in the world due to growth and development of real estate and government plans and initiatives such as-PMAY (Urban& Rural), smart cities. Income, renovation, and beautification of homes are the other factors contributing to the growth and development of ceramic industry. Demand for products such as- health and hygiene has taken a center place in the growth of ceramic industry.

RERA (Real Estate Regulatory Authority) has directly impacted to the development and growth of ceramic industry. During this phase of Covid -19, rise in demand of ceramic tiles in markets residential segment has can easily be visualized.

Keywords- Ceramic tile, covid-19, opportunities, challenges, future directions.

CONTROLLING AND AUDITING OPERATIONAL ACTIVITIES: A SCALE DEVELOPMENT STUDY

Ali Sukru Cetinkaya, PhD. Selcuk University, Konya, Turkey alisukru@outlook.com

Gurkan Gulec PhD. Candidate Selcuk University, Konya, Turkey gulecgurkan@hotmail.com

Abstract

Objective

Technological developments, increasing competition and environmental changes make it necessary to have a management approach in which efficiency and productivity are at the forefront. Efficiency and productivity in enterprises can be achieved by paying special attention to the control and inspection mechanisms. It can be determined by means of control and inspection systems whether the activities carried out by the enterprises are carried out in line with the goals and objectives, within a set of predetermined rules and standards. Thanks to the controls and audits of the activities, faulty, incorrect, incomplete or unnecessary actions can be detected, and as a result of taking the necessary corrective measures in a timely manner, possible future errors and losses can be prevented.

Control and inspection techniques differ from business to business and from department to department, depending on the size of the company, its fields of activity, the industry, the resources owned, employee characteristics, and business processes. For this reason, it has been seen that there is a need for a universal measurement tool, which can be easily applied in all kinds of businesses, independent of sector, and has standard rules and processes that are essential within the scope of control and audit practices. Thus, the goal of this study was to develop a valid and reliable generic tool to measure the perception of control and audit practices in enterprises.

Methodology

This is a quantitatively designed research, and the survey technique was used to collect data. After conducting a detailed literature review, the expressions on the control and audit of activities used in previous studies were brought together to form a common item pool. Expert opinions were taken while determining the right expressions from the item pool. A pilot test was conducted with a valid 45 questionnaire data to increase both surface validity and preliminary construct validity. Some items were eliminated and some expressions were corrected at this phase, and the final form of the questionnaire was set. Valid questionnaire returns were

obtained from 527 randomly selected employees working in 19 different companies which are in the list of Turkey's top 500 largest enterprises operating in the automotive industry. Data analysis was carried out by applying descriptive statistics, explanatory factor analysis, confirmatory factor analysis, and construct validity and reliability analysis.

Findings

The proposed control and audit measure had 50 items initially. The findings revealed that valid and reliable measure should have 40 items (total variance explained = 70,354 ($p < 0.001$) in five dimensions named “process control”, “materials and equipment”, “quantification and consideration”, “standard procedures”, and “authorized person”.

Conclusions and Implications

At the end of the study, an up-to-date, valid and reliable scale developed to measure the perception for the control and audit practices in enterprises. The scale expected to help both industry practitioners and researchers in their future researches.

Keywords: controlling, auditing, scale development, automotive industry

CEO Power, corporate governance mechanisms and earnings quality: An Egyptian Evidence

Saif-Ur-Rehman, Professor, School of Business, Skyline University College, Sharjah, UAE Email: doctor.saifkhanfg@gmail.com

Dalia Ali Hemdan Mustafa, PhD Scholar, School of Accountancy, Universiti Teknologi Mara, Malaysia Email: dalia-hemdan@hotmail.com

Abstract This article investigated the determinants of the firm's reported earnings quality (FREQ) for a sample of Egyptian firms for the period 2008 to 2019 by using panel data to address the concerns of the endogeneity and heterogeneity. We found that CEO power dynamics (CEO-duality, CEO-ownership, CEO-tenure and CEO-political connections) negatively impact FREQ. Further, the weakening or substitution role of corporate governance is investigated for negative association between CEO power dynamics and FREQ. Our findings showed that board-independence significantly weakens the impacts of CEO-ownership and CEO-tenure on FREQ. In contrast, the findings fail to support the weakening or substitution role of board-independence for negative impacts of CEO-duality and CEO-political connection on FREQ. Board gender diversity is not significantly associated with FREQ. However, we found that presence of gender critical mass serve as substitution mechanism for negative association between CEO power dynamics and FREQ. Lastly; we observed strong robustness for our main analysis through propensity matching score and difference-in-difference techniques in Egyptian context. This study brings a novelty in existing research by exploring the negative consequences of CEO power dynamics and, further provides an insight to the constraining or weakening role of corporate governance in Egypt (an emerging economy). Main findings of the current study are also robust to reverse-causality, difference-in difference and propensity-matching techniques.

Keywords: - CEO-duality; CEO-ownership; CEO-tenure; CEO-political connection; gender diversity; board-independence; gender critical mass; Egypt

Theme 3: Interdisciplinary

The Impact of RMB Exchange Rates on China's Import and Export Trades

Wenyu Yang School of Accounting and Finance, College of Business and Public Management, Wenzhou-Kean University, Wenzhou, China.
Jianing Zhang Center for Big Data and Decision-Making Technologies, College of Business and Public Management, Wenzhou-Kean University, Wenzhou, China jianingz@wku.edu.cn

Abstract: The exchange rate is the exchange rate between two currencies, and it is also an important factor in the import and export trade. The exchange rate affects a country's total import and export trade by changing the relative prices of domestic and foreign goods and services, which in turn affects a country's trade balance. Since the reform and opening up, China's foreign trade has shown a rapid growth trend. Therefore, this article analyzes the factors that affect China's foreign trade and focuses on the changes in the RMB exchange rate and changes in import and export trade. The influence strategy of China's import and export trades.

Keywords: Exchange rates, Imports, Exports, RMB appreciation, FDI, Tariff Rate, GDP

THE CONTRIBUTION OF PRIVATE BANKS IN THE ETHIOPIAN ECONOMY DEVELOPMENT

Sandeep K. Gupta, IIMT College of Engineering, India, skguptabhu@gmail.com

Abstract: One of the service industries of the banking system, which have paramount importance in the economic growth of any country. The role of this sector in the growth of countries economy includes Capital Formation, Innovations, finance for Priority sectors and employment creation. On the base of these facts, this research is done to assess the economic contribution of private banks currently functioned in Ethiopia through the regression method of analysis. The data used in this analysis was gathered from the 16 private banks which operate in the country & NBE for the period year 2001 up to 2017 G.C. the stationary test, Auto-correlation test, Correlation test of variables and multi co-linearity test were applied to justify the fitness of the data & variables for the objective analysis i.e., Regression Analysis. As results indicate the independent variable which includes Advance, Deposit, NIM, Profit has a positive & statistically major influence on the country's economic growth which helps to conclude that the private commercial banks have a paramount contribution to the nation's economic growth. Therefore, it is recommended that all the responsible bodies should put their efforts to encourage these private banks because this industry provides substantially to the nation's economic development.

Keywords: GDP, Advance, Deposit, Profit, NIM

Study of Effects of the Corona-virus Pandemic on Family-owned Trading Businesses in the UAE

Junayd Khattak, University of Bolton UAE devika.news@gmail.com
Devika Ramachandran, University of Bolton UAE
Peter Mugambi , University of Bolton UAE

Abstract: The pandemic hit many privately held businesses hard, especially family-owned trading businesses. From restrictions on the movement of people, goods and services, to the lack of onsite capacities, these global businesses, of varying sizes, faced a more difficult time

during the pandemic than the financial crisis of 2008. The aim of the study is to examine the effect of Pandemic on family trading business. The research objective is to comprehend the role of internal business environment on the decline of trading business in UAE. This research paper focuses on the exploratory analysis of those internal elements based on interviews and observations. Outcome of the study shows that failure of business plans is due to leadership style, family politics, and lack of adaptability to the new norms quickly and last avoiding taking risks.

Key words: Trading in UAE, Covid-19, Business, Internal factors

Qualified Securities for Short-sale Refinancing (QSSR), Short-sale Constraints and Stock Prices: Evidence from Chinese Stock Markets

Larry Su* School of Business, University Technology Brunei, Brunei Darussalam,
larry.su@utb.edu.bn

Abstract: Qualified Securities for Short-sale Refinancing (QSSR) is a unique trading mechanism that has exogenously increased the supply of loanable securities in Chinese stock markets. Using difference-in-difference (DID) methodology, this paper is the first to investigate whether and to what extent additions to the QSSR eligibility list affect short selling activities and stock price behaviors. The paper finds that stocks added to the QSSR list exhibit better liquidity and less negative skewness in returns than non-QSSR stocks. However, QSSR stocks are more volatile and display higher frequency of extreme negative returns. In addition, on average, QSSR stocks experience larger negative abnormal returns (ARs) and cumulative abnormal returns (CARs) relative to non-QSSR stocks, and the difference in CARs is positively related to investor heterogeneity. The results indicate that short selling has mixed effects on stock prices. Removing short-sale constraints can improve liquidity and reduce price bubbles, but can also increase return volatility and amplify market crashes.

Key words: short-sale; short-selling ban; stock prices; difference-in-difference; Chinese stock markets

IMPACT OF BUSINESS EDUCATION ON POVERTY ELEVATION AND SUSTAINABLE DEVELOPMENT IN NIGERIA

Adebayo Sulaiman Adeodu, (Ph.D). Department of Business Education, Federal College of Education, Oyo. Oyo State, Nigeria. adebayosulaiman10@gmail.com

Abstract: Nigeria as a society is facing lots of challenges in the area of socio-economic and political development; but most importantly in the area of generating employment opportunities for her teeming citizens. Business education is seen as an epitome that can solve many recent problems confronting the country economy such as unemployment, unskilled labour, poverty and underdevelopment. This study investigates impact of business education on poverty elevation and sustainable development in Nigeria. Data collection was carried out using a self-administered structured questionnaires to 85 Lecturers in the department of business education from four Colleges of Education in the South West and North Central of Nigeria which were selected purposively from 152 colleges of education in Nigeria. Analysis of data was carried out using descriptive mean, standard deviation and regression analysis to determine the relationship between business education on poverty elevation and sustainable development in Nigeria. Findings revealed that there is a relationship of R value = 0.501 indicated a strong positive relationship between independent variables business education and dependent variables Poverty elevation also it explained about 11.6 per cent of the variance in perceived sustainable development. The study recommended among others that government should employ qualify lecturers to take business education, this will among other things improve

problems of unemployment, aids productive teaching, job creators, develop skills, reduce poverty, and finally improve sustainable development.

Keywords: Business, education, Poverty, development, employment.

A proposal for A Model of Sustainable solution for IOT based smart irrigation system using Big Data and cloud computing for UAE

Renuka Atul Nyayadhish-University of Bolton UAE, rn12ext@bolton.ac.uk

Abstract: For the food security and reducing reliance on the imports, the United Arab Emirates is promoting the sustainable use of water for agriculture. The use of IOT based irrigation system is used for water management which uses the data of soil moisture. The other data features include soil quality, Weather condition, Type of Plant, Plant growth. This study is the proposal for developing a smart irrigation system for the sustainable use of water for agriculture. Analysis and approaches are carried out by reviewing the development of smart irrigation systems from the perspective of Industry 4.0, identifying the use of IoT-based technology, innovation and data-science best practices that can transform organizations and institutions, irrigation users become more data centered centric artificial intelligence. The results of this study propose innovative simple semantic solutions to help irrigation users or farmers to measure amount of water requirement of the plants and approach towards more sustainable solution.

Keywords: Industry 4.0, Artificial intelligence, Smart Irrigation System, Soil Moisture level

Session 6: 16:00-17:30

Theme 1: Multidisciplinary & Economics

Topological Optimization for the production of knee implant using the method of additive manufacturing.

Irfan Nasir, MSC Engineering Management, University of Bolton, RAK Academic Centre, UAE
mi6aes@bolton.ac.uk

Yakub Iqbal Moghul, Academic Coordinator, School of Engineering, University of Bolton, RAK Academic Centre, UAE

Shimna Shafeek, Course Manager, Mechanical Engineering, University of Bolton, RAK Academic Centre, UAE

Jaimon Quadros Senior Lecturer, Mechanical Engineering, University of Bolton, RAK Academic Centre, UAE

Abstract: The additive manufacturing technique is one of the most recent non-conventional manufacturing techniques that is widely used in the medical industry for creating customized cost-efficient products in less time. Knee Osteoarthritis is one of the most common diseases in the age group of 45-60 years old. The solution to this disease is to do a surgical process known as total knee arthroplasty (TKA). In the United States, almost 600,000 people suffer from this disease and it is expected to increase up to 3.5 million by 2030. Currently, knee implants are manufactured using Computer Numerical Control (CNC) machining process from stainless steel 316L, but due to its negative effect on the environment additive manufacturing will be a sustainable choice for the production of knee implants. This paper will present a comparative analysis between additive and subtractive manufacturing techniques that can be used for the production of the knee implant. Furthermore, it will also focus on the different types of materials such as titanium grade 5 and cobalt-chromium which can be used for manufacturing knee implant. This paper will also optimize the model by reducing the material of the implant through topological optimization using fusion 360. Material mass will be reduced by 10% to 80% to determine the optimum reduction in mass. Studies show that topological optimization can reduce 30% of the knee implant material by achieving good stiffness to weight ratio. Finite element analysis on the implant will be performed to determine whether the implant can withstand the load under physical conditions with the help of Solidworks software. This research aims to compare the cost and time for the production of knee implants using simul8 software and materialize magic software for determining the economical manufacturing technique for the production of the knee implant.

Keywords—Additive manufacturing; Subtractive manufacturing; Knee implant; Topological optimization; Finite element analysis; Simlu8 ; Titanium grade 5.

Study of Subtractive and Additive Manufacturing Techniques for Rim to Optimize Cost & Time

Muhammad Umair, MSC Engineering Management, University of Bolton, RAK Academic Centre, United Arab Emirates mu2aes@bolton.ac.uk

Yakub Iqbal Moghul, Academic Coordinator, School of Engineering, University of Bolton, RAK Academic Centre, UAE

Shimna Shafeek, Course Manager, Mechanical Engineering, University of Bolton, RAK Academic Centre, UAE

Jaimon Quadros, Senior Lecturer, Mechanical Engineering, University of Bolton, RAK Academic Centre, UAE

Abstract: Automobile industry uses various manufacturing techniques for manufacturing different parts of vehicle. Rims are essential parts of the vehicle. Currently rims are manufactured through CNC machining but now a day's research is going on for manufacturing rims using additive manufacturing which will help in cost reduction and will also save time in manufacturing processes. This paper will focus on Analysis of stress strain displacement and factor of safety in solidworks for 20, 40, 60 percentages with varying load of minimum and maximum. The goal of this study is to compare the cost and time of producing a wheel rim utilizing simul8 software in order to find the most cost-effective manufacturing approach. The comparison of additive and subtractive manufacturing techniques and furthermore , it will include finite element analysis to understand the behavior of rim under physical stresses and topological optimization for reducing the material , decreasing manufacturing cost , saving time and making the rim lighter and stronger.

Keywords — Automobile rim; Additive manufacturing; topological optimization; cost reduction; finite element analysis; CNC machining

INCREMENTAL SOCIAL INNOVATION from Historical Standpoint: MENTAL MODELS AND IMPLEMENTATION STRATEGIES

Dr. Nabegha Mahmood, PhD Leadership and Management Studies ,Assistant Professor
Management Sciences Department Virtual University of Pakistan, nabegha@gmail.com

Abstract

Objectives

The aim of this study is to explore and analyze the phenomenon of incremental social innovation with regards to its significant indicators: mental models and implementation tactics.

Scope of Investigation/Theoretical Background

Social innovation represents a phenomenon which is responsible for bringing a gamut of changes in a society either on radical or incremental levels and preserves its existence in the bigger, global perspective. This transformation is often supported by mental models which provides sagacity to the social innovator for bringing change and implementing the strategies which re-construct the society.

Methods

Engaging a case study approach and deriving supporting evidence from historical records, this study reinforces and builds upon distinguished research done on this topic to explore mental models and implementation tactics of an incremental social innovator in historical leadership scenario.

Summary of Findings

The findings of this study have extracted several cases from historical archives in Islamic history for incremental social innovator to support the basic tenets of the phenomenon of incremental social innovation. These anecdotal cases elucidate the mental models and implementation strategies brought about by the second rashidun caliph Hazrat Umar who brought incremental transformations in Islamic society.

Conclusions and Implications

These results confirm the findings of an international research carried out in the historical backdrop of French revolution in the field of leadership studies (Marcy, 2015). The implications of the developmental steps taken by the second caliph for the progress of Islamic society have been discussed in the light of quotes by famous political leaders of international repute world-wide, and also in the rest of Islamic world.

Key Words: Social Innovation, Incremental social innovation/innovator, Mental models, Implementation tactics/strategies.

Resilience, Gratitude and Psychological Well-being of University students

Dr. Muniza Malik & *Ms. Lubna Soomro Asst. Prof. Department of Psychology, University of Sindh, Pakistan, muniza.malik@usindh.edu.pk

Abstract: Researches have shown that gratitude has positive outcomes for psychological well-being. Gratitude may be broadly defined as an acknowledgement of what is valuable and meaningful to one. It represents an individual's state of thankfulness and/or appreciation. A subsisting body of research supports the connection between gratitude and well-being, although occasional negative findings were also evident in the literature. Gratitude has been linked to psychological, or eudemonic, well-being. Eudemonic well-being refers to living a life of goodness in pursuit of human transcendence. Different studies have linked gratitude to eudemonic well-being (Kashdan et al., 2006; Wood & Maltby, 2009). It was suggested that

gratitude is important for both subjective and eudemonic well-being, and thus for both emotional functioning and social, meaningful activity. Wood showed that gratitude correlated with autonomy, environmental mastery, personal growth, purpose in life, and self-acceptance, covering most of the area of eudemonic well-being, as conceptualized by Ryff (1989). Along with gratitude, studies are evident that people who have high levels of resilience are protected from stress due to which they have low levels of anxiety and depression. According to the Hurtes and Allen (2001), resilience is a strength-oriented psychological dimension emerged the ability to interpret situations, people, and subtle nuances of both verbal and nonverbal communication and provide balance between being true to oneself and accommodating to the concerns of others. It is the ability to generate options and alternatives to cope with the challenges of life and determination to take enterprising charge of one's own life.

The present study was conducted on the sample of 200 participants studying in University of Sindh, Jamshoro. The aim of study was to assess the impact of gratitude and resilience on the psychological well-being of the young students. The data were taken randomly from young adults who are between the ages of 19-24. Years. It was assumed that resilience and gratitude would be significant predictors of psychological well-being. Three scales were administered on sample to assess variables of study. The results highlighted that there was a significant positive correlation between resilience and psychological well-being as well as gratitude is also positively correlated with psychological well-being. Furthermore, there were significant gender differences in the effects of gratitude and resilience on psychological well-being, which was found high in females.

Keywords: gratitude, resilience, psychological well-being, young adults.

The impact of the government's policy on the stock performance of the Chinese game industry

Delong Shang, School of Accounting and Finance, College of Business and Public Management, Wenzhou-Kean University, Wenzhou, China. delongs@kean.edu

Jianing Zhang Center for Big Data and Decision Making Technologies, College of Business and Public Management, Wenzhou-Kean University, Wenzhou 325060, China.

Abstract: Over the past few decades, the video game industry has increased from a small market to a vast industry. As the industry evolves, business models are growing to accommodate emerging technologies and innovations. There is a lot of research on the classification of the video game industry. However, the concept of classification in the video game industry in some countries is still vague and ambiguous. In this study, the paper introduces and classifies the classification system in the video game industry through the research paradigm based on the literature. The release of national policies has a negative impact on the existing game system. In the short term, there will be a negative shock which makes the performance of the stock will decline. For robust check consider the return of asset, leverage, size of firm, sales growth as the control variable, found that the result doesn't affect by these variables, the coefficient is not high. So, the main influence factor is the restrain policy. This study reminds China's domestic game industry that the development and system of the game industry is still not perfect, and gives the classification direction of the completion and development.

Keywords: Segment, Stock Price, Policy

NEGATIVE EXTERNALITIES OF THE DIGITAL TRANSFORMATION IN THE FINANCIAL SECTOR

Mr. Pablo Alonso-Rodríguez Faculty of Economics, Universidad Nacional de Educación a Distancia (UNED), Madrid, Spain pablo.alonso-rodriguez@protonmail.com

Abstract: The digital transformation of the financial sector is an unstoppable global phenomenon. Numerous reports focus on highlighting the benefits that this entails, generally ignoring the negative externalities associated with this transformation and the risks that its lack of control could unleash. This paper aims at focusing on these negative externalities following a multidisciplinary approach and provides an overview of the existing practices worldwide. It highlights the main concerns that must be faced in the following main areas or research: (i) unemployment in the financial sector derived from the adoption of technology and increased competitive pressures; (ii) risks to financial stability as a result of the lack of regulation of the activities carried out by new entrants to the financial industry and the competitive response of pre-existing players; (iii) consumer protection and increased risk of unwanted access to sensitive data; and (iv) risk of use for money laundering purposes.

The paper raises the need to respond to identified areas of research in a coordinated manner. Moreover, it notes that the new forms of action and the new actors that have recently entered the financial industry must be subject to the same regulation as banks, insurers and other incumbents if they carry out similar activities. Traditional players must know how to adapt to the new competitive environment without endangering their financial soundness and preserving the financial stability. Finally, legislators, regulatory agencies and supervisors must be aware of the new risks that the digital transformation of the financial sector brings with it and amend the applicable regulation and supervisory practices accordingly.

Key words: Fintech, competition, discrimination, consumer protection.

Automatic helmet detection of bike riders for ensuring road safety using machine learning techniques

Sanika Singh, Ph.D Scholar, Banasthali Vidyapith, Jaipur, Rajasthan, India,
Mohamed Nihaal, University of Bolton, RAK, UAE, ss46ext@bolton.ac.uk
Saurabh Mukherjee Banasthali Vidyapith, Jaipur, Rajasthan, India

Abstract: In today's world, motorcycle has become a prominent mode of transportation, due to its size and easiness in travel. With this increase in usage also comes the risk of accidents. One of the ways to reduce the impact of the accident is by using a helmet and it is noted that people often disregard the helmet despite its immense ability to reduce severe head and/or brain damage during accidents. Therefore, it is important to develop a system that will check if the driver is wearing a helmet and if not, gives possible penalty. This paper will demonstrate an automatic detection of helmet (binary output) from live feed on surveillance cameras after some image processing on the frame to increase the accuracy of the detection. The detection will be achieved using a YOLOv5 transfer trained model in conjunction with OpenCV to read video data from client (surveillance camera).

KEYWORDS: You Only Look Once version 5 (YOLOv5), Open Computer Vision (OpenCV), Digital Image Processing (DIP), Surveillance Cameras, Convolutional Neural Network (CNN), Forward Propagation.

Bread, Dignity, and Social Justice: The Economic of Populism in Karmi's Memoirs

Rabia Aamir, National University of Modern Languages, Pakistan raamir@numl.edu.pk

Abstract: My paper offers a postcolonial appraisal of selected texts as forms of popular power, with an attention to social justice, in the debates of environmental ethics. My study explores the memoirs of Ghada Karmi in the perspective of 'postcolonial environmental ethic' and a continuation of the diverse strategies for the mobilization of peoples. I study appropriation, in terms of land, culture, and resources as engines of colonialism, and explore if the settler colonialism in Palestine is fueling an environmentalism due to its amnesiac relationship to the wars of dispossession. Drawing on her works, I argue, how her narratives depict a compromised local agency of the indigenous space, and how she phrases the issues of marginalization and erasure. I also examine how her narratives state "questions of sheer survival" (Guha 81), which can be in a dialectic relation to environmentalism and its attendant topic of eco-politics. I investigate how she navigates through the power rhetoric and state anti-colonial sentiments and civil rights through her life narratives. The selected texts illustrate social, cultural, political, and ecological concerns of the processes of settler colonialisms with relation to the stability of the landscape for ethnic other. By yoking together social justice with environmental justice, my approach is to reevaluate the political, economic, and environmental myths which have led to an "economic Orientalism" (Robbins 110), "economic expansion" (Guha 78), and an "ecological apocalypticism" (Bonnie Roos 11).

Key Words: postcolonial environmental ethic, Palestine, settler-colonialism, marginalization, erasure

Feasibility of Implementing Decentralized Wastewater Treatment Plants for addressing the Water Consumption Issues in The United Arab Emirates Communities

Alka Asokan, University of Bolton UAE

Lekshmi Vijayalekshmi Amma, University of Bolton UAE, lekshmirajeshv@gmail.com

Abstract: According to UN-Water (2018), over the past era due to economic development, due to increase in population and change in the pattern of consumption the demand for water globally increased 1% yearly and over the future it will continue to increase. Though the largest consumer of water overall will be the agricultural sector, the consumption of water of domestic and industrial sectors will escalate more quicker than the agricultural sector. The emerging and developing economic countries will be facing a greater demand of water over the years.

United Arab Emirates is a water scarce country due to the increase water consumption attributing to the amenities provided for a developed country. In UAE, the rate of water uses in agriculture accounts more, followed by domestic use. The per capita consumption is extremely high for a water scarce country like UAE.

Use of Renewable resources to minimize the amount of fresh water is the latest development in this sector and recent research around the worlds shows that the treated wastewater from sewage treatment plants can be used as a source of water for many purposes. One of the biggest factors contributing to this issue is the transportation of wastewater from a location to

the treatment plants and bringing it forth to the location itself for reusing. Transportation through pipeline is one of the existing conveyance system for wastewater. Pipelines have alleviated the strain on the current surface transportation system, but commissioning of new conventional plants and pipes can take years. To circumvent this issue, a solution that redistributes wastewater without the need for transportation needs to be adapted, this is where decentralized wastewater treatment plants can be introduced. Decentralized wastewater treatment plant refers to the process of treating wastewater at the point of supply, demand, or, in the optimistic outcome, both. It's a more adaptable, long-term solution than huge treatment plants that necessitate costly supply and delivery routes. For a variety of reasons, decentralized treatment is an important answer to worldwide water scarcity.

The aim of this study is to assess the viability of implementing decentralized wastewater treatment plants in communities to encourage the use of treated wastewater in the goal to preserve the freshwater. This study focuses on communities due to its popularity and access to plenty of amenities around the world and in United Arab Emirates. To fulfil the aim, objectives are considered to research on the feasibility of implementing the Decentralized WWTP in communities, analyse the advantages and disadvantages on using the treated wastewater and to check on how much amount of freshwater can be preserved with the implementation of Decentralized WWTP.

Though the Decentralized WWTP is a common process, the treated wastewater is not fully used to its potential as most of it is discharged to the sea and hence the research will be inductive research. The approaches of collecting data for this research were through case study and survey. Studies are conducted on communities to assess the water demand and the feasibility of wastewater reuse. Various wastewater treatment methods will be analyzed to decide on the most appropriate system for centralized waste water treatment plants.

Key Terms: Wastewater reuse, Decentralized wastewater treatment Plants, Communities

DETERMINING THE FEASIBILITY OF USING RECLAIMED WATER IN THE CONSTRUCTION INDUSTRY IN UAE

Ahmed Abba Tukur Zagga, University of Bolton

Lekshmi Vijayalekshmi Amma, University of Bolton lekshmirajeshv@gmail.com

Abstract: The effluent produced from treatment of wastewater has been used for agriculture, landscaping, groundwater recharge, entertainment, cooling in industries, manufacturing and livestock-consumption. The end use or reclaimed water depends on the treatment method applied. However, the reuse of treated wastewater has been restricted by the Environmental Protection Agency to a limit, depending upon the chemical contents of the treated wastewater. Different countries have different criteria for the reuse of treated wastewater. To reduce the pressure of expensive desalination and groundwater depletion, treated wastewater is ideal for additional and renewable demand for unconventional water.

Since the building industry is one of the biggest users of fresh water in the world, reclaiming and reusing greywater for non-potable uses can significantly reduce the amount of water consumed within building construction. As the world is rapidly urbanizing and the construction industry is one of the largest consumers of water, the use of reclaimed water in concrete mixing would be a great step to save the potable water from being exploited. This will not only be economical but also would be an environmentally friendly step.

The study aims to review the feasibility of using treated wastewater in construction. The objectives are to assess the quality of treated wastewater and to do testing of concrete using treated wastewater to check the suitability in construction. The cost of producing treated wastewater of require quality will also be assessed.

In this research, water used in concrete mixing and curing is fully replaced by treated wastewater. For C25 mix, Slump test is done for knowing the workability of the fresh concrete and for hardened concrete 7 days' compressive strength test is done. 28th day compressive strength values will be analyzed to check the feasibility of use in both concreting and in curing.

Key Terms: Concrete, Treated wastewater reuse, curing, UAE

THE STUDY OF ASSESSMENT OF THE VIABILITY OF COOL ROOFS ACROSS UAE

Rafid Ahmed, University of Bolton UAE

Greeshma Labees, University of Bolton UAE greeshmalabees@gmail.com

Dr. Bejay Jayan, SIFS Smart Insulation Finishing Systems LLC (SIFS)

Abstract: High Solar Radiation in the Middle East, along with the Urban Heat Islands (UHI) issue, have always been an issue affecting quality of life with increased indoor temperatures. As a result, Air Conditioning is consistently being used throughout the UAE resulting in high Energy Consumption. Various technologies have been innovated to deal with this issue such as smart Insulation, Green Roofing & HVAC systems which would significantly improve living conditions under high temperatures. One of the newer technologies which is recently being implemented in Bahrain is Cool Roofing. In fact, it is a legal requirement for roofs in Bahrain to enforce Cool Roofing, with a minimum Solar Reflectance (SR) value of 0.65 and Thermal Emittance (TE) value of 0.75 (Electricity & Water Conservation Directorate, 2022). This method is not prevalent in the UAE. Despite various insulation methods already being available, Cool Roofs are still new, with Bahrain being the exception. The process involves painting building rooftops with Reflective material. However, its usage has not been as prevalent. The material used for this kind of coating comprises of high values in Solar Reflectance and Thermal Emittance which would keep Buildings & homes cooler by reducing the total amount of heat penetrating the surface of the roofs. The benefit is that they're generally easy to install and keeps indoor temperatures cooler than that of a normal rooftop. There are also economic benefits as lower temperatures would lead to reduced AC usage and so a reduce energy consumption overall which would result in an eventual Payback Period.

The research explores the viability of implementing Cool Roofs across the UAE by conducting an Experiment on a UAE Building. Various parameters were considered along with thorough analysis of Cool Roof usage in the Middle east for comparisons. The experiment involved collecting values of Surface Temperatures, Indoor Temperatures, Heat Flux as well as U-value of a building throughout a 2-month period. The data collected throughout that period was tabulated and analysed to observe trends in temperature differences and take into consideration whether implementing Cool Roofs into UAE buildings would be worth the investment for years to come. The Initial Data Collected from the case study (1-Month Period) have already shown positive outcomes, leading to a consistent drop in temperature.

Key Terms: Cool roofs, Heat Flux, Solar Reflectance, U -Values, Thermal Emittance

Theme 3: Video Presentation

Dividend Payout Trend: An analysis of Listed Manufacturing Firms in Nigeria

Aishat Salawudeen, University of Abuja, FCT-Nigeria ayizworld@gmail.com

Muhammad Aminu, Isa, Bayero University, Kano, Kano – Nigeria ameenueesa@gmail.com

Abstract

Purpose – The ultimate motive behind every investment is to get a reasonable return. However, firms act as if they have certain mark Dividend Payout Rate or Ratio (DPR), but do not always apply it to each year's earnings. The investigation evaluates the trend in DPRs among listed manufacturing firms in Nigeria, intending to understand the dividend payout pattern.

Design/methodology/approach – The research's population comprises of sixty-three firms quoted on the Nigerian stock exchange (NSE) between 2009 and 2019. The sample size of fifty-one was selected using a filter. Yearly reports and financial accounts of the selected corporations for eleven years from 2009 to 2019 used. The study uses trend analysis as estimation methods.

Findings – This study confirms that listed manufacturing companies do have a low but steady dividend payout ratio. This study observes cases of negative DPRs and a decrease in DPR. The decline is significant and has resulted to the hurdle in the DPR.

Practical implications – This paper offers an insight to the shareholders of manufacturing companies in Nigeria. That trend analyzing of DPR is a good measure of how well a company is performing financially. In view of elements such as market fluctuation, the need for reinvestment for expansion purposes, and how a corporation is recognized in the share market. Hence, prospective shareholders wants a complete assessment of the corporation's performance rather than just judging the company based on its annual dividend payout ratios.

Originality/Value – This paper presents a unique significant methodological approach towards analyzing the result.

Keywords: Bird-in-the-hand, Dividend payout, Trend Analysis

Crowdfunding-based Cash Waqf Model (CBCW-M): A Proposed Model for Waqf institutions in fourth industrial revolution.

Khadar Ahmed Dirie, Islamic Business School Universiti Utara Malaysia, Sintok, Kedah, Malaysia

Email: qadarqaadi143@gmail.com

Md. Mahmudul Alam, School of Economics, Finance & Banking Universiti Utara Malaysia

Sintok, Kedah, Malaysia rony000@gmail.com

Abstract Cash Waqf is a significant financial instrument to address the problem of liquidity constrains in waqf institutions. Even though there are several prevailing models of cash waqf in different countries there is yet a demand for innovative cash waqf models, especially within the financial technology context. This paper seeks to propose a practical alternate model of funding for waqf institutions using the concepts of crowdfunding and cash waqf. This model is named the crowdfunding-based cash waqf model (CBCW-M). Since this research is conceptual, the primary sources including Quran and Hadeeth (main Islamic legal sources) alongside secondary sources that included books, articles, journals, and magazines as well as websites and e-books were reviewed to highlight the legal aspects of the cash waqf from the point of view of Sharia. In addition, the current study evaluated the literature relevant to cash waqf models that have been practiced in different countries and suggested an alternative viable model for relevant institutions to utilize for socio-economic development projects. The findings indicate that shariah scholars considered deeply the issues of waqf institutions and favored the utilization of cash waqf as a financial instrument to upgrade the waqf sector to provide sustainable socio-economic development projects. In addition, over the years, the models of cash waqf have been improving in different countries. However, these models were still inadequate to address many issues such as lack of funds, mismanagement, lack of transparency, and attracting more donors.

Recently, crowdfunding emerged as an effective fundraising model and therefore this study proposed crowdfunding-based cash waqf model (CBCW-M) as an alternative model to address waqf institutions' problems. This model differs from current methods of generating cash waqf, including those that are also internet-based. The model proposed in this study was developed to help waqf institutions improve their liquidity constraints, funds management, enhance transparency, and attract more donors. In addition, this model is expected to help waqf institutions achieve financial sustainability. As this is a conceptual paper, no empirical analysis was implemented. The results of this article will offer a financing alternative model for Waqf institutions to overcome financial constraints and provide sustainable socio-economic development projects. The present research has reflections for authorities and officials as well. By incorporating a crowdfunding mechanism in the model, thus this alternative way of collecting funds will assist the governments in decreasing their expenditures for the financing of waqf institutions and other social development programs.

Keywords: Cash waqf, Waqf institution, Crowdfunding, Shari'ah, fourth industrial revolution

CONTROLLING AND AUDITING OPERATIONAL ACTIVITIES: A SCALE DEVELOPMENT STUDY

Ali Sukru Cetinkaya, PhD. Selcuk University, Konya, Turkey alisukru@outlook.com

Gurkan Gulec PhD. Candidate Selcuk University, Konya, Turkey gulecgurkan@hotmail.com

Abstract

Objective

Technological developments, increasing competition and environmental changes make it necessary to have a management approach in which efficiency and productivity are at the forefront. Efficiency and productivity in enterprises can be achieved by paying special attention to the control and inspection mechanisms. It can be determined by means of control and inspection systems whether the activities carried out by the enterprises are carried out in line with the goals and objectives, within a set of predetermined rules and standards. Thanks to the controls and audits of the activities, faulty, incorrect, incomplete or unnecessary actions can be detected, and as a result of taking the necessary corrective measures in a timely manner, possible future errors and losses can be prevented.

Control and inspection techniques differ from business to business and from department to department, depending on the size of the company, its fields of activity, the industry, the resources owned, employee characteristics, and business processes. For this reason, it has been seen that there is a need for a universal measurement tool, which can be easily applied in all kinds of businesses, independent of sector, and has standard rules and processes that are essential within the scope of control and audit practices. Thus, the goal of this study was to develop a valid and reliable generic tool to measure the perception of control and audit practices in enterprises.

Methodology

This is a quantitatively designed research, and the survey technique was used to collect data. After conducting a detailed literature review, the expressions on the control and audit of activities used in previous studies were brought together to form a common item pool. Expert opinions were taken while determining the right expressions from the item pool. A pilot test was conducted with a valid 45 questionnaire data to increase both surface validity and preliminary construct validity. Some items were eliminated and some expressions were corrected at this phase, and the final form of the questionnaire was set. Valid questionnaire returns were obtained from 527 randomly selected employees working in 19 different companies which are in the list of Turkey's top 500 largest enterprises operating in the automotive industry. Data

analysis was carried out by applying descriptive statistics, explanatory factor analysis, confirmatory factor analysis, and construct validity and reliability analysis.

Findings

The proposed control and audit measure had 50 items initially. The findings revealed that valid and reliable measure should have 40 items (total variance explained = 70,354 ($p < 0.001$) in five dimensions named “process control”, “materials and equipment”, “quantification and consideration”, “standard procedures”, and “authorized person”.

Conclusions and Implications

At the end of the study, an up-to-date, valid and reliable scale developed to measure the perception for the control and audit practices in enterprises. The scale expected to help both industry practitioners and researchers in their future researches.

Keywords: controlling, auditing, scale development, automotive industry

The Study to Examine the Relationship between Financial Information and Stock prices – Evidence from Public Traded Insurance Companies in Sri Lanka

Stephny Dencil, University of Bolton UK stephnydencil11@gmail.com

Lovedeep Kaur, University of Bolton UK

Abstract: Various stakeholders of the companies are using accounting information for decision-making purposes. Their key strategic decisions are based on the accounting information. The success of strategic efforts is reflected through the positions of the company stocks in the market. Therefore, the study to examine the relationship between accounting information and the share prices is required, so that the importance of the accounting information on the determination of share prices can be realized in the context of growing Insurance sector in the Sri Lanka. The analysis is based on the sample of listed life and general insurance companies, and the financial information such as EPS, NAPS and DPS will be analyzed for the period of five years which is 2017 - 2021. The literature review and exploring secondary data has guided the proposed model and conceptual framework connecting accounting information and the share prices. The findings will guide the further research in the Insurance and other sectors of the economy.

Keywords: EPS, NAPS and DPS, Insurance Sector, Stock market

Artificial Intelligence in e-HRM: Qualitative Study of Tech Mahindra

Syed Rizwan Naqvi, Research Scholar, Amity Business School, AUUP, Amity University, Noida, India rizzysyednaqvi@gmail.com

Dr. Puja Sareen, Associate Professor, Amity University, Noida, India

Dr. Tanuja Sharma, Professor, MDI Gurgaon, India

Abstract: The study aimed to narrate how Artificial Intelligence (AI) helps e-HRM elevate ‘employee experience’ to ‘human experience.’ The research methodology used in the study is the case-based exploration of Tech Mahindra. Researchers investigated two phases- the first phase includes identifying the significant challenges of e-learning, and the second phase comprises their solutions. The research study is exploratory based on secondary data. Researchers collected the data through websites, journals, and research magazines. The study’s findings demonstrate the significant impact of artificial intelligence in e-HRM. The study makes a unique contribution to the literature in executing artificial intelligence in e-HRM through pragmatic analysis. The study offers profound insights to HR policymakers, academicians, and top management to enhance e-learning effectiveness.

Keywords: Employee experience, Tech Mahindra, qualitative, case study, Artificial intelligence
The Effectiveness of Artificial Intelligence-Based in Training and Development of employees with reference to cost Effectiveness.

Khalid Syeed Uddin, teachingandcoaching2020@gmail.com

Abstract: In this modern technological business environment, an essential part of modern management is computing, particularly, Artificial Intelligence technologies. The Artificial Intelligence technologies which are based on reproduction of principles of human intelligence functioning. The Rising of General Artificial Intelligence is impossible without the acquisition of elements of self-consciousness and self-cultivation. But for the solution of applied problems we need applied Artificial Intelligence which performs particular tasks particularly in management. The most difficult task in Human Resource Development is to determine the effectiveness of training costs due to its branching and sophisticated feedback given by improved production results of staff who was involved in the process. To determine the impact of the performance of the company (labour costs, labour costs per person, income, profit, profit per person) based on indicators, characterizing the personnel training in reference to cost effectiveness. This study investigates the impact of an expert system Artificial Intelligence (AI) used as a decision aid in a job evaluation system. Both performance outcomes and psychological outcomes are analyzed in an experiment in which the intended users of the expert system served as subjects. The study draws largely from behavioral decision theory for its theoretical support. Although this study examines an expert system within an HRM context in the teaching and learning process, the results are useful for using AI in the organizations in line with skilled employees.
KEYWORDS: Artificial intelligence, Human resource development, Human Resource Management (HRM)

Session 7: 18:00-19:30

Theme 1: Video Presentations

Evaluating Implementation of Success and Finding Competitive Advantages, Ideal Goals of Digital Inbound Marketing with Measurement Methods for Indonesian MSME Business

Mr. Bambang Dwi Aditya Nusantara, School of Business and Management, Institut Teknologi Bandung, Indonesia, bambangdwi_adityanusantara@sbm-itb.ac.id

Mrs. Dina Dellyana School of Business and Management, Institut Teknologi Bandung, Indonesia Gelap Nyawang Street No.1, Lb. Siliwangi, Bandung, Indonesia E-mail: dina.dellyana@sbm-itb.ac.id

Abstract The purpose of this research is to develop new knowledge related to methods in running online marketing, which we call Digital Inbound Marketing, how the implementation is carried out by MSMEs in Indonesia, competitive advantage and further in setting goals and how to measure the success of the strategy carried out. Some items measuring the implementation of digital inbound marketing methods are taken from existing literature. To find out this is used qualitative method by interviewing 10 participants who are business owners of MSME. The results of the analysis found that the digital inbound marketing method was good when implemented by MSME business owners. It is also known that the thing that underlies the successful implementation of digital inbound marketing methods is "customer centric" and the ideal goal when MSME business owners run digital inbound marketing methods is a goal that

focuses on economic return and monitoring metrics related to economic return. This study contributes to the successful implementation of digital inbound marketing methods that focus on customer or "Customer Centric" which will bring economic benefits to the sustainability of MSME businesses that spearhead the Indonesian economy.

Keywords: Internet, Digital, Inbound Marketing, Competitive Advantage, Economic Return

ASSESSING THE IMPORTANCE OF MARKET SEGMENTATION CRITERIA USING AHP METHOD: THE CASE OF ONLINE PURCHASING MARKET IN NORTH CYPRUS

Ms. Elham Sekandari, Department of Business Administration, Eastern Mediterranean University, Famagusta, North Cyprus, via Mersin 10 Turkey, Email: elham.sekandari@yahoo.com,
Dr. Iman Aghaei Department of Business Administration, Cyprus International University, Nicosia, North Cyprus, via Mersin 10 Turkey, Email: iaghaei@ciu.edu.tr,

Abstract: Currently, online commerce is the most popular method of conducting business. Businesses have long relied on technological advancements to make their process more efficient. All businesses now have a competitive advantage thanks to recent developments on the internet. People around the world are increasingly engaging in digital commerce and adopting shopping via the internet, which has become a global phenomenon (Joines, Scherer, & Scheufele, 2003; Jayawardhena, 2004; Prashar et al., 2016). For both buyers and sellers, the Internet provides a cybernetic platform from which they can communicate and trade goods and services. When it comes to globalization, the Internet has become a boundless business medium, allowing buyers and sellers from all over the world to communicate with each other. The rapid expansion of online purchasing has also resulted in fierce market competition (Puspitasari et al., 2020). For this reason, businesses must implement successful marketing tactics to win new consumers and maintain the ones they already have in order to increase their financial performance. This tremendous challenge is unprecedented, and it has forced enterprises to create innovative solutions so as to adjust to the changing standards. Customers' tastes and habits should be analysed and segmented so that customized tactics can be devised to satisfy them. Every section of the market has its own distinct characteristics, which impact the purchasing patterns of consumers in the market. The basic goal of market segmentation is to separate a large target market into groups of customers that have similar wants, requirements, and preferences so that tailored strategies may be developed for each group. Demographic, geographic, psychographic, and behavioural characteristics are the most often used methods of market segmentation. Hence, the aim of this research is to investigate the relative importance of various market segmentation categories for the assessment of customers' online purchasing behaviour by employing a method known as the analytical hierarchy process (AHP), one of the

most widely utilized techniques for multi-criteria decision making (MCDM). A four-level hierarchical model was constructed, and data was obtained from 71 North Cyprus residents using a standard AHP questionnaire. Age, gender, and marital status were shown to be the most important determinants of online consumer behaviour. In contrast, the least essential variables that might encourage customers to purchase online include group influence, adaptability, and brand loyalty. To save time and money, TRNC executives are advised to tailor their marketing efforts to certain types of customers, rather than all of them. As an outcome, based on the findings of this research, they can improve their company's performance by implementing more targeted and effective segmentation tactics.

Keywords: Analytic Hierarchy Process (AHP), Market Segmentation Categories, Consumer Behaviour, Online Shopping, North Cyprus

EWOM, AFFECTIVE COMMITMENT AND CONSUMER PURCHASING BEHAVIOR FOR HEALTHCARE SERVICES IN NORTH CYPRUS DURING COVID-19 PANDEMIC

Mr. Sina Poorkhaje Namaghi Faculty of Economics and Administrative Sciences, Cyprus International University, Nicosia, North Cyprus, via Mersin 10, Turkey, sinapoorkhaje@gmail.com
Asst. Prof. Dr. Iman Aghaei, Faculty of Economics and Administrative Sciences, Cyprus International University, Nicosia, North Cyprus, via Mersin 10, Turkey Email: iaghaei@ciu.edu.tr

Abstract: A wide scope of studies from the past show that reference bunches are one of the fundamental determiners of molding customers' purchasing conduct. Besides, while settling on a buying choice, a client goes through various cycles. A progressive form of WOM is called electronic word of mouth (eWOM), which is a shape of marketing that leads marketers into the success on the way of e-commerce marketplace. EWOM could be replaced with traditional word-of-mouth, meaning that costumers do not need any more to believe whatever they are provided by other consumers.

As electronic word-of-mouth (eWOM) has become an influential data resource for digital consumers who purchase products, understanding how the eWOM affects consumer buying behavior (CBB) becomes very essential. Despite its importance, there is no sufficient studies in the literature that examined eWOM and its effect on purchase decision in healthcare services. The purpose of this study was to understand how eWOM influence consumer buying behavior. Moreover, this study examines the mediating roles of affective commitment in the association between two sides of eWOM aspects and consumer buying behavior.

Data collection was carried out by employing a self-structured questionnaire which is comprised of two sections. Out of 164 respondents rated their overall perception or cognitive and affection look on 23 items per the e-WOM constructs and their belief towards affective commitment and buying behavior, only 141 forms were acceptable which is indicating response rate as 86%. The study takes into account patients in hospitals of North Cyprus who became familiar with hospitals through social media. The PLS-SEM methods was used to analyze the dataset.

The results showed that eWOM factors have positive and significant influences on affective commitment and consumer buying behavior. Furthermore, the findings illustrated that affective commitment affects the consumer buying behavior positively and significantly.

Based on the findings of this research, leaders of organization or companies should give adequate support like effective communication and information processing to improve this WOM. Managers should also have open mindset when trying to develop WOM. Good communication will be vital for creating strong connection with costumers in terms of ideas sharing, thoughts and quality deciding.

Keywords: Affective Commitment, Consumer Buying Behavior, e-WOM, Healthcare services

REVIEW THE MODERATING EFFECT OF CELEBRITY ENDORSEMENT ON THE RELATIONSHIP BETWEEN BROWSING AND IMPULSE BUYING IN LIVESTREAMING INDUSTRY

Wu Yanzhou and Thoo Ai Chin Azman Hashim International Business School, Universiti Teknologi Malaysia, 81310 SKUDAI, MALAYSIA. 249561693@qq.com, acthoo@utm.my

Abstract: In the past few years, traditional ways of shopping already cannot satisfy the need of consumers of new generation. Now, the online shopping is well accepted by the consumers and becomes a trend for shopping. Livestreaming is a new way of shopping where streamers share the video and audio content online with the viewers synchronously. The large user base of short video platform has attracted many celebrities to get into the livestreaming industry and this makes the celebrity endorsement become a useful tool to promote a product. This trend has triggered a new shopping behavior which is called impulse buying. There are studies on the relationship between browsing and impulse buying behavior. However, the relationship is not consistent such as browsing in Facebook commerce has no positive effect on the impulse buying. The objective of this paper is to review the moderating effect of the celebrity endorsement on the relationship between browsing and impulse buying behavior. Clearly, the online shopping has emerged in the past decade and impulse buying has taken a large part of total purchasing behavior through the internet. Thus, this review is important to provide insights to sellers and marketers to implement more efficient strategies to enhance the impulse buying of their customers through browsing and celebrity endorsement for better sales and market share.

Is Market Orientation a Prerequisite for Firm Financial Performance? Evidence from Small Poultry Firms in Nigeria

Abubakar Suleiman, Department of Management & Information Technology, Faculty of Management Sciences, Abubakar Tafawa Balewa University, Bauchi – Nigeria
suleimana2015@gmail.com

Mukhtar Shehu Aliyu, Department of Business Administration & Entrepreneurship, Faculty of Management Sciences, Bayero University Kano – Nigeria
aliyumukhtarshehu@gmail.com

Shehu Rabiah Na-Allah, School of Management, Universiti Sains Malaysia 11800 Pulau Penang, Malaysia rabiahshehu@gsu.edu.ng

Abstract: The aim of this study is two-fold. Firstly, it explained the process of validating “market orientation” as a reflective-formative second-order latent construct operationalized in three first-order dimensions (customer orientation, competitor orientation and inter-functional coordination). Secondly, it examined the relationship and necessity condition logic between second-order market orientation and perceived financial performance through a combined use of partial least square structural equation modelling (PLS-SEM) and necessary condition analysis (NCA). Based on cross-sectional survey design,

the study analyzed the perceptions of 150 owners/managers of poultry firms randomly sampled from Bauchi State, Nigeria. Standard repeated indicator approach was used to confirm relationships of the reflective-formative higher order market orientation construct. Findings revealed that market orientation occurred with the presence of customer orientation, competitor orientation and inter-functional coordination. As such, it should be measured as reflective-formative Type II construct. Equally, in line with the theory of market orientation, the study established direct influence of the second order market orientation on perceived financial performance of poultry firms across the micro, small and medium-scale enterprises (MSMEs) that operates within the study area.

Keywords: Financial performance, market orientation, reflective-formative Type II, second-order construct, poultry MSMEs, NCA

Effects of Website Quality and E-trust on Online Booking Intention for Home Maintenance Services

Subhass Sandran Segaran Azman Hashim International Business School,
Nur Shafeera Mohamad Universiti Teknologi Malaysia, Johor Bahru
Thoo Ai Chin acthoo@utm.my

Abstract: Booking services have gained popularity among various industries in the recent years due to rising importance in offering services to consumers in a convenient way. Now, websites are playing a crucial role in developing customer's perception toward a business which consequently affects decision-making process when it comes to online transactions such as booking. Hence, this study aims to investigate website quality and e-trust on online booking systems. The study investigated the relationships between home maintenance service provider's website quality attributes (usability, ease of use, entertainment, complementarity), e-trust and booking intention. A questionnaire survey was used for data collection, and 150 samples were collected from property owners, tenders, and tenants using purposive sampling technique using purposive sampling technique. Findings show that usability and complementarity of websites have positive and significant impacts on e-trust and online booking intentions. In addition, e-trust is positively and significantly related to online booking intentions. In essence, this study is the first research to extend online booking studies in the home maintenance industry and revealed the key website qualities that influence e-trust and online booking intention of customers in home maintenance services.

Keywords: Website Quality; E-trust; Online Booking Intention; Home Maintenance Services

Impact of COVID-19 on Behavioural Intention to Use E-Learning in Indian Organizations

Syed Rizwan Naqvi, Research Scholar, Amity Business School, AUUP, Amity University, Noida, India rizzy171@yahoo.com

Dr. Puja Sareen, Associate Professor, Amity University, Noida, India psareen@amity.edu

Dr. Tanuja Sharma, Professor, MDI Gurgaon, India tanujasharma@mdi.ac.in

Abstract: This study aims to evaluate how the COVID-19 outbreak has influenced employees' e-learning intentions in India. Using a standardized questionnaire, researchers collected survey data from 307 people working in the most affected sectors in India's main cities. We established the study model for e-learning usage using the Technology Acceptance Model (TAM) and the Conservation of Resources (COR) theories. We examined the data using a Structural Equation Modeling (SEM) technique. We found that 'Future Career Anxiety' and 'Perceived Usefulness' were significant e-learning predictors of usage intention. In the COVID scenario, we discovered that e-learning adoption is encouraging. Self-reported survey data used in this study may

contain inherent biases. Researchers and senior management will benefit from the findings, which will help them better understand COVID-19's impact on technology acceptability, allowing them to make better investment decisions in the event of a pandemic. The paper's original contribution is the link between COVID-related issues that negatively affect employees' psychology and their behavioural intent to use e-learning.

Keywords: Technology Acceptance Model, COVID-19, Behavioural Intention, e-learning, Future Career Anxiety, Conservation of Resources (COR).

Theme 2: Video Presentations

The Development of the Horizontal Economy: The Frugal Innovation

Ch. M. Bachir Mbodj, University of Thies, Senegal, mbass.mbodj52@gmail.com

Abstract

Description : Pioneer of the concept "Frugal Innovation" Navi Radjou (1) is consultant in innovation in the Silicon Valley in the United States. He is also the father of the concept "Jugaad" (2) Co-author of several works and interviews all over the world.

To arrest this concept, it is advisable to define first of all the word "innovation, which comes from Latin "Innovare"(3) which means "Renewing, Returning in," Arnaud Groff. Thus (Manager L' innovation) AFNOR 2009 P. 11, means proceeding to a structural approach around an open process which can end in a result. In other words, create of the new in its domain to end finally in the socially profitable value.

Profitable Professor Dominique Millet in the book A. Groff (Manager l'innovation) AFNOR (FRENCH NATIONAL ORGANIZATION FOR STANDARDIZATION) p. 17 distinguishes 4 typologies from it of innovation

1- The incremental innovation: This consists in improving the performance of the product or service that is the result which is the fruit of a continuous improvement of the quality in the company.

2- The architectural innovation: It allows in a set made up of several technical elements, to modify the rule, the order, and the arrangement of elements and to improve the efficiency.

3- The innovation of synthesis: It consists in assembling several products to make the only one. Example: telephone + fax, or mixing of products and services. Ex: produced and maintains of the product.

4- The innovation of break: this type of innovation is the most risked by far, because breaking with the existing to propose to the market a type totally different from who existed up to here. It is thus necessary to show anticipation, pedagogy and communication to accompany this type of innovation.

Keys Words: Innovation, Frugal Innovation, Jugaad, Startup, Fab Lab

The impact of China's Loan Prime Rate reform on the real estate companies

Ju Luo, College of Business and Public Management, Wenzhou-Kean University, Wenzhou, China. jul@kean.edu

Jianing Zhang Center for Big Data and Decision Marking Technologies, Wenzhou-Kean University, Wenzhou , China.

Abstract: The real estate market is an essential part of China's economy, and it occupies a vital position in the national economy. In 2019, the People's Bank of China announced that the Loan Prime Rate (LPR) was calculated according to the new formation mechanism. The emergence of LPR has had an essential impact on the real estate industry. This paper obtained the real

estate company's stock price, trade date, index from August 1, 2019, to November 1, 2019, from CSMAR. Through the event study method, using the market model and mean adjusted model to analyze the impact of LPR on real estate companies and the real estate market. We found that the LPR policy reform was a good signal for real estate companies. Perform robustness detection by setting different event windows. My paper's contribution to the literature fills in the gaps in the research on the impact of Loan Prime Rate reform on real estate companies by other scholars, and analyzed the A-share market of the Shanghai Stock Exchange and the Shenzhen Stock Exchange. Results revealed that the Shanghai Stock Exchange's response to the new policy is slightly shorter than that of the Shenzhen Stock Exchange.

Keywords: Loan Prime Rate, Real estate market, Real estate companies

The Impact of Remittance on Economic Growth in Sub-Sahara Africa: A Cross-Country Investigation

Khadar Ahmed Dirie, Islamic Business School, University Utara Malaysia, Kedah, Malaysia Email: qadarqaadi143@gmail.com

Abidkarim Bashir Jama School of Economics, Finance & Banking, University Utara Malaysia, Kedah, Malaysia Email: baydan252@gmail.com

Abstract: This paper investigates the impact of remittances on the economic growth for a sample of Sub-Saharan African (SSA) countries utilizing annual data throughout 2005-2020. Remittances represent one of the main global financial resources, and there has been a huge debate on its contribution to economic growth in emerging economies whereby some nations display a more robust economic development than others. We employ the panel data technique of the Random Effect Model (REM) to empirically determine the impact of remittances on SSA countries' economic growth. Empirical findings indicate that remittances have a positive but statistically insignificant relationship with economic growth. However, other explanatory variables such as export, household final consumption, and labor force show a positive and statistically significant effect on economic growth. Meanwhile, inflation and population reveal a negative and statistically significant influence on economic growth. Therefore, our results suggest that the generation of productive remittances that stimulate economic growth is necessary for SSA countries to enhance their financial development capacity and investment, and to lessen consumption dependence.

Keywords: Remittances; Economic growth; Panel data

International Capital inflows nexus economic growth and economic development? Quantitative analysis from developing countries

Ali Raza (PhD) Lecturer Department of Management Sciences, The University of Haripur, Pakistan. alirazaeco@gmail.com

Abstract: The purpose of this research is to assess the influence of international capital inflows on economic growth and development in emerging countries. Developing economies rely on international capital inflows, particularly Greenfield investment, from wealthier countries. Greenfield investment is a new capital influx into the economy of the host country that helps to increase economic activities, boost economic growth, and improve socioeconomic welfare. Greenfield investment was employed as a goal independent variable in this study, along with other controlled factors such as aid, worker remittances, trade openness, population and inflation. This study used socioeconomic development, health, economic growth, and education as dependent variables. For the period 1990 to 2017, the Panel Autoregressive-Distributed Lag

(ARDL)/Pooled Mean Group (PMG) technique is used for estimate. Greenfield-FDI has a long-term statistically significant and favourable effect on economic growth, health, education, and socio-economic development, according to the empirical findings. Remittances and government development assistance, on the other hand, have a positive and negative impact on the study's dependent variables. Inflation and commerce have mixed results, but population has a favourable impact. The findings of this study show that policymakers should adopt enticing investment policies in order to attract more foreign investment and effectively utilise it, hence promoting long-term growth. The government should encourage businesses to invest in human capital since it has a long-term influence on productivity.

Keywords: Foreign capital inflows, socioeconomic development, developing countries, ARDL.

INTELLECTUAL PROPERTY: TIGHT SPOT OF DIFFERENT WORK TYPES THAT CAN BE PROTECTED BY COPYRIGHT

Mohd Zamre Mohd Zahir, Mohamad Azhan Yahya, Nurul Hidayat Ab Rahman & Shahrul Mizan Ismail, Faculty of Law, Universiti Kebangsaan Malaysia (UKM), 43600 UKM Bangi, Selangor, Malaysia, zamre@ukm.edu.my

Abstract: Copyright is the exclusive right to regulate artistic works created by the author, copyright owner, and performer for a specified period governed by the Copyright Act 1987 (Act 332) (Malaysia). The pertaining issue is regarding the type of works protected by the said Act. The second issue concerns the rights of the copyright owner. It is necessary to ensure that anyone who uses any copyrighted works without consent or authorization from the author, copyright owner, and performer, may constitute an infringement under Copyright Act 1987. Therefore, the article attempts to explore and address issues relating to types of works that can be copyrighted and the rights of the copyright owner, and the infringement of copyright. The methodology employed in this paper is qualitatively based. Finally, it is important to denote the relevant provisions under the Copyright Act 1987 and appreciate whether the Act provides comprehensive protection pertaining to copyright in Malaysia or is inadequate.

Keywords: artistic works, Copyright Act 1987, copyright infringement, intellectual property, Malaysia

Law in the Financial Aspect

Enas Elgehmi, University of Bolton, UAE, nosanosa2001@gmail.com

Abstract: My chosen topic is law and it shall be discussed in a financial aspect. There are many conflicting theories and debates about what we should do, which practices would provide superior value, and how law firms and law departments can be restructured to respond to the "New Normal." In this research paper, I'll be discussing the law economy's unsustainable models (trade, investment, and finance) and look into ways to make them more sustainable and how to sustain them. I'll also discuss how the new normal has affected the legal profession, including the benefits and drawbacks, as well as how the pandemic lockdown has impacted legal services while still adhering to safety regulations. To conclude this research piece, I'll discuss another legal issue: case management, and how it's been a difficulty for law firms to handle a large number of cases while also providing better service to their clients. I'll finalize this

paper by sharing my own personal experiences with these new legal services, as well as my thoughts on the analysis I conducted while researching this topic.

The New Normal for Businesses, Technologies, Governments, and the Socio-Economic Fabric; How to Sustain in This Unsustainable and Volatile Situation

Henrietta Ködmönné Pethő , Gabriela Michalecová & Zsuzsanna Banász University of Pannonia, H-8200 Veszprém, Egyetem u. 10, Hungary kodmonne.petho.henrietta@gtk.uni-pannon.hu, michalecova.gabriela@gtk.uni-pannon.hu, banasz.zsuzsanna@gtk.uni-pannon.hu

Abstract: Digitization in business today has proven to be almost essential for business success. This is recognized when a business begins to use digital technologies to change its business model and provide new value-creating opportunities. The main research goal is sustainable regional industrial development. With the questionnaire, we examined how well prepared organizations and employees are for the digitalization challenges of Industry 4.0, as employee expectations have changed and technological solutions to replace mechanical activities require much more complex work and creative thinking. Our research focuses on the dangers of digitization: what are the factors that greatly influence digitization and which affect it less, and which have a positive or negative impact on this process.

Keywords: digitization, technology, industrial development, industry 4.0

Theme 3: Video Presentation

PROPOSED SUPPLIER INTEGRATION STRATEGIES IN THE CONTEXT OF POST-COVID-19

Huang Duoming, Thoo Ai Chin, Azman Hashim International Business School, Universiti Teknologi Malaysia, MALAYSIA. duomingh@gmail.com

Abstract: In past decades, manufacturers have achieved competitive advantages by integrating Supply chains. Manufacturers and global suppliers cooperate in obtaining low-cost raw materials and reducing production costs. However, the outbreak of COVID-19 has disrupted global supply chains and affected many manufacturing companies. In the wake of COVID-19, the relationship between manufacturers and suppliers deserves more attention. There should be a more flexible relationship between manufacturers and suppliers to deal with the outbreak and similar risks that may arise in the future. Therefore, this article aims to review the literature on supplier integration and identify key factors for supplier integration in the context of COVID-19. In addition, this paper summarizes and analyzes supplier integration strategies for supply chain response to COVID-19. Finally, based on the research trend of supply chain integration, this paper provides a valuable reference direction for future research.

SUPPLY CHAIN RISK MANAGEMENT IN THE CONTEXT OF COVID-19: STRATEGIES REVIEW

Liu Min, Thoo Ai Chin, Azman Hashim International Business School, Universiti Teknologi Malaysia, 81310 SKUDAI, MALAYSIA. liuminjingdezhen@gmail.com

Abstract: In today's complex global business environment, the length of the supply chain is constantly stretched to trigger more and frequent supply chain disruptions and risks. The

sudden outbreak of COVID-19 in 2020 has had a significant global impact on the world economy, politics, trade, and supply chains. The negative impact has raised the global awareness of the importance of supply chain risk management. Nowadays, China as the center of global manufacturing and the core node of the supply chain of many industries. Therefore, supply chain risk management in an uncertain environment is essential for industrial and academic community. This paper aims to review the empirical studies of supply chain risk management from 2005 to 2021 and examine the connections between supply chain risk and disruption, vulnerability, uncertainty, resilience, and other related concepts. In addition, this paper summarizes and analyzes several common practical strategies in supply chain risk management, including risk identification, risk mitigation, risk assessment, and risk monitoring. Finally, based on the research trends in supply chain risk management, this paper provides a valuable reference scope for future research direction.

Keyword: Supply Chain Risk Management, Risk Identification, Risk Assessment, Risk Mitigation, Risk Monitoring, China

A REVIEW OF ELECTRONIC WASTE RECYCLING FROM BEHAVIORAL REASONING THEORY PERSPECTIVE

**Nur Shafeera Binti Mohamad Azman Hashim International Business School,
shafeeramohamad@gmail.com
Thoo Ai Chin Universiti Teknologi Malaysia, Skudai, Malaysia, acthoo@utm.my**

Abstract: Electronic waste (e-waste) is generated at a rapid pace when there are millions of electronic appliances, including mobile phones, televisions, computers, laptops, and washing machines, that have very short time lifespans. Over the last few years, e-waste has become a major environmental problem that has piqued the concern of many countries. Consequently, it is essential for the consumers to be aware and concerned about the advantages of recycling e-waste. However, proper e-waste disposal receives the lowest preferable treatment from societies compared to other general waste in Malaysia. This might have happened because Malaysians are still lagging in disposal awareness and knowledge, which is still far from advancing towards recycling behavior. In addition, consumers' unwillingness towards e-waste recycling is a major challenge that requires urgent attention. Therefore, it is important to understand consumer acceptance and resistance in performing e-waste recycling. This is because acceptance and resistance are quantitatively different and influence the consumer decision-making in different ways. Thus, the objective of this study is to review consumers' facilitators (acceptance) and inhibitors (resistance) to engage with e-waste recycling by exploring the behavioral reasoning theory (BRT) literature towards pro-environmental behavior. This study will offer a review of behavioral reasoning theory in the context of e-waste recycling behaviors so that scholars, producers, and governments can understand the reasons and impediments that prevent consumers from recycling their e-waste. This study hopes to contribute to the formation of laws and regulations that will address environmental concerns and enhance recycling efforts for a more sustainable ecosystem in the future.

Key words: Electronic waste (e-waste), E-waste Recycling Intention, Behavioral Reasoning Theory (BRT)

Impact of medical transcription adoption on patient satisfaction operational performance: An empirical investigation in the Indian healthcare context

Shubhagata Roy Assistant Professor, IBS Hyderabad, IFHE University, India, Email: roy.shubhagata@gmail.com

Abstract: Medical records have to be accurate for carrying out day-to-day patient care activities and future reference. Physicians and other healthcare professionals are very particular about the quality and accuracy of medical records. Even in smaller clinics, it is likely that more than one doctor or healthcare provider will focus on a particular case, making sharing of critical patient data an essential element to ensure proper care. Especially if a case requires multiple specialists with expertise in different fields or disciplines, sharing information and collaboration is a vital role in the heart of a healthcare facility. They realize the importance of complete and error-free medical records which play a pivotal role in ensuring quality treatment and safety of patients. For the sake of preparing a flawless medical summary, physicians' dictations must be aptly transcribed. The importance of 'medical transcription' in the overall healthcare delivery system is only going to increase over the next few years due to the increasing number of older people needing medical attention. Medical transcription is a method of converting voice-recorded reports as stated by physicians and health care professionals into text format. Healthcare providers record their notes and transcriptionists convert the voice files to text, typically in digital format. Moreover, medical records contain confidential and personal information of patients which have to be handled with utmost care. Hence, anyone in the healthcare team should have ethical values, keeping confidentiality and protecting the privacy of the patients' health information. The need for writing down quality medical procedures in an easily comprehensible manner for future reference has been growing and led to the need for technology-based healthcare services. The present study focuses on how apt use of technology-based medical assistance, in the form of medical transcription, improves treatment quality, treatment accuracy, and ultimately patient satisfaction.

Keywords: Healthcare; medical transcription; treatment quality; treatment accuracy; patient satisfaction; hospitals.

Global Impact of COVID-19 pandemic on air pollution: A systematic literature review

Mohamud Said Yusuf, School of Social Science and Economics, East Africa University, Bossaso, Puntland, Somalia; Email: Mohamud.said@eau.edu.so

Mohamud Said and Farah, The Hayaan Institute for Research and Policy Studies, Puntland Somalia; Email: abdiqani.farah@hayaaninstitute.org

Abdiqani Ahmed, Dirie, Khadar Ahmed PhD candidate at School of Islamic Business Studies, Universiti Utara Malaysia, 06010 UUM Sintok, Kedah, Malaysia; Email: qadarqaadi143@gmail.com

Abstract: The primary objective of this study was to provide a complete overview of the relationship between COVID-19 restriction and air pollution. To achieve that, relevant, systematic review, according to PRISMA guidelines and with the limited literature available, has been conducted in order to highlight the risks of air pollution during COVID-19, and strict management practices after lifting of restrictions imposed by the COVID-19. In this regard, a systematic approach to qualitative and meta-analysis called "Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA)" was applied. Accordingly, a review of 80 journal articles that were used in the review process was conducted between 2020 and 2021 to

arrive at a comprehensive review of the COVID-19 pandemic and air pollution. Thus, the selected articles were categorized by publication year, data duration, data analysis method, country, scope (single and multi-country), outcomes, and the outcomes in which they appeared. Consequently, based on the reviewed literature it was found that the restrictions imposed by the COVID-19 pandemic has significantly reduced emissions levels, resulting in better air quality in major mega cities probed. The finding could potentially apply to major cities in the world on improving air quality through stringent management practices during and after COVID-19 plague. But there are concerns that when economic activities resume, the emission level will return to its original level. Thus, the closure has had all in all a positive effect on human health and the environment as well as unclean air that can lead to health damage to humans and weaken the respiratory system causing coughing, throat irritation, chest pain and bronchitis. Never the less, the reviewed work highlighted this is only a temporary relief and cannot be confirmed as a sustainable way to improve environmental emissions, and when the restriction is lifted, could end up being worse than it was before the pandemic. However, the overall reviewed studies brought to light that the *lockdown*, though warrants further research for better understanding of the mechanism behind it, can be employed as a potential strategy into air quality management. In addition, it is to be noted here that the reviewed studies considered the socio-economic and lifestyle factors in developing efficacious management strategies for curbing environmental pollution in the future. The improvement in the mega cities air quality has also been attributed to the meteorological factors like surface temperature and relative humidity (RH) for the decline in pollutant intensities. Finally, the lockdown offered extraordinary long-time opportunity for the scientific community and environmental protection policy makers to experimentally and quantitatively measure the effects of respirable particulates, and eventually come up with simple alternative course of action to improve air quality.

Keywords: COVID-19 pandemic, Air pollution, Systematic review, Global Impact, Lockdown restrictions.

Risk assessment of Batna landfill

SEFOUHI Linda, TAMENE Oussama, SAMAI Rami, Institute of Industrial Hygiene and Safety, Batna 2 University, Batna, ALGERIA, lsefouhi@yahoo.fr

Abstract : The quantity of municipal waste generated in Algeria is estimated at 8.5 million tons/year (household and similar waste), each individual in urban areas produces about 0.7 kg of solid waste daily. This enormous amount of waste was being thrown in areas called wild dumps or uncontrolled discharge, therefore landfills has been established across the country to properly dispose wastes and to prevent health and hygiene issues along with protecting the environment. Thus, the Algerian choice was a sanitary landfill for disposal of waste because it is a technology with low costs and simple operation but with little aggressive impact. Evaluation of the impact of landfills on the Health, Safety and Environment is a crucial topic and an integrated risk assessment methodology for landfill does not exist. The main goal of this survey was to conduct an assessment of possible impacts of Municipal Solid Waste landfill of Batna on the Health, Safety and Environment (HSE), by applying HSE management software "SISTEMA AMBIENTE".

Keywords: waste; landfill; risk; HSE impacts.

Integrating HRM and Leadership: A Proposed Framework for Effective Leadership in Contemporary Organization

Muzammel Shah Assistant Professor, Air University, Pakistan Muzammel.shah@mail.au.edu.pk

Abstract: Despite the bulk of studies in the domain of leadership, there is still a dearth of agreement over what makes leaders effective. The objective of the present study is to address this gap by devising a model for leadership effectiveness in light of previous studies. The basic premise of the framework presented in this study is the same as Contingency leadership theory (Fiedler, 1964; 1967). To be successful, managers need to implement different leadership styles in different situations and that a particular leadership style would be most effective in specific circumstances. It is proposed that managers need to implement transactional or transformational leadership style and adopt associated HRM practices depending upon the level of LMX relationship which might lead to effective leadership in an organization. Effective people management requires that HR practices should be applied by a manager with a matching and consistent leadership style. Leadership effectiveness is enhanced if a manager uses a leadership style with supportive HR practices that best matches a particular group of subordinates. Moreover; uncovering the underlying relationship between HRM and leadership will help refine current methodological approaches in this area, guiding theoretical improvement and policy development related to HRM and leadership.

Keywords: Human resource management; leadership; contingency leadership theory; leadership effectiveness; LMX relationship.

The Impacts of Research and Development In Artificial Intelligence (AI) Industry on Company's Financial Risk Control In China

Xiaoyan Zha, Wenzhou-Kean University, China, xiaoyanz@kean.edu

Jianing Zhang, Wenzhou-Kean University, China.

Abstract: Artificial Technology in financial area has triggered a hot discussion about its influence. Previous research proved that the relationship between AI technology and company's stock risk control can be either positive or negative. Our research will demonstrate whether its impact in China's company is positive or negative. We collect thousands of companies' data, which using Research and Development (R&D) expense as the proxy of inputs of AI and volatility as the proxy of stock risk of companies to test the hypothesis. And I use a regression equation to demonstrate the impact of RD to volatility, as a consequence, I find that RD and volatility has a negative relationship, while volatility is more driven by other factors, such as ROA, financial leverage and total market value.

Keywords: Artificial Intelligence (AI), corporate financial risk, risk control

THE IMPACT OF SOCIAL MEDIA FATIGUE ON STUDENTS ACADEMIC PERFORMANCE: MODERATING ROLE OF BIG FIVE PERSONALITY TRAITS

Farah Zainab Ph.D. Scholar, Department of Business Administration, Air University Multan Campus Pakistan farahzainab1234@gmail.com

Adnan Ahmed Sheikh Ph.D. Department of Business Administration, Air University Multan Campus Pakistan adnan.ahmed@aumc.edu.pk

Naeem Ahmad Rana Department of Business Administration, Air University Multan Campus Pakistan, Btwnaeem@gmail.com

Abstract

PURPOSE: This paper aims to examine the effect of social media use (SMU) on academic performance (AP) with the mediating role of social media fatigue (SMF) and Big five personality traits (BFPT) as a moderator in students of higher education institutions of Pakistan.

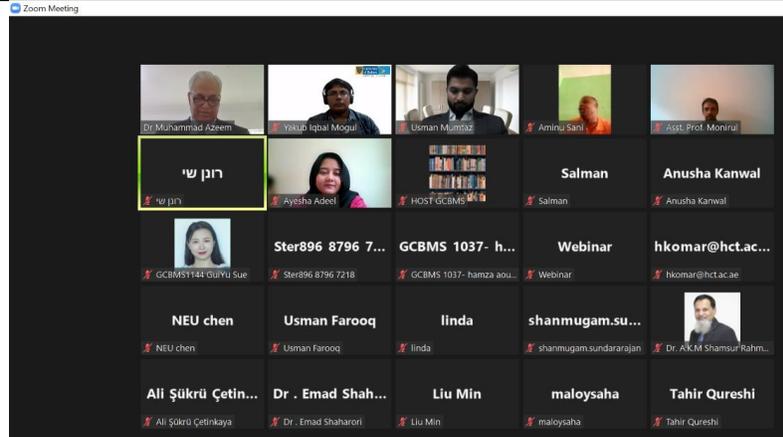
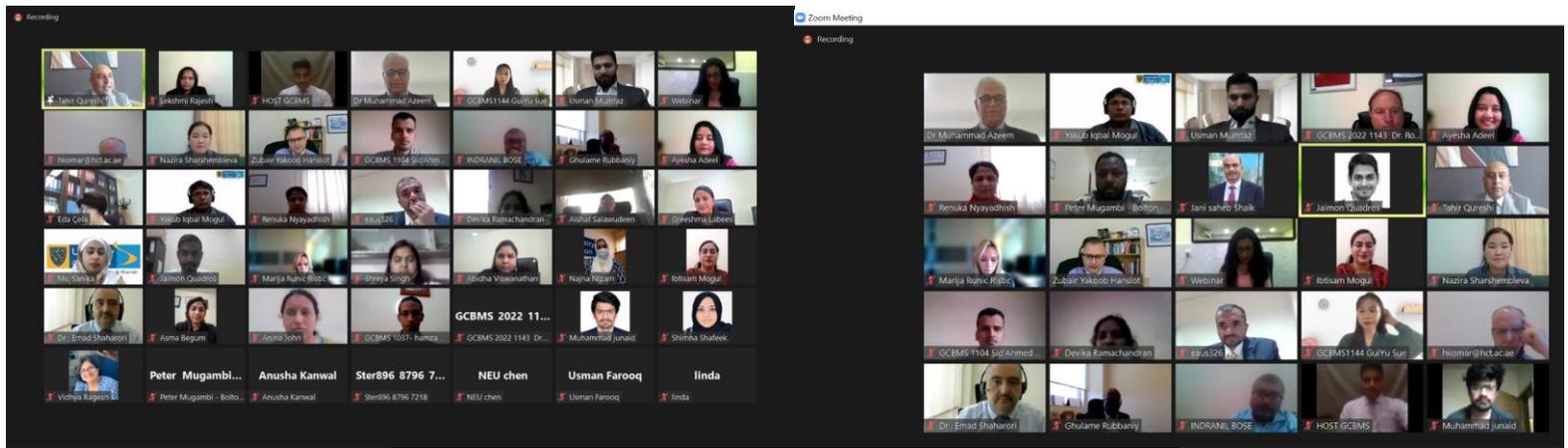
DESIGN/ METHODOLOGY/APPROACH: In this study, the self-administrated questionnaire was used to collect the data from 290 university students, constructs were adapted from past literature which are social media use, social media fatigue, academic performance, and big five personality traits with 29 items. Partial least square structural equation modeling 3.2.9 was used to evaluate the hypothesized relationships.

FINDINGS: The results indicated that social media use shows a significant direct relationship with social media fatigue. The findings also reveal the significant relationship of social media fatigue with academic performance and significantly mediate between social media use and the academic performance of students. Finally, the moderator big five personality traits supported the relationship between social media use and social media fatigue. In this case, the big five personality traits have dampened the relationship between social media use and social media fatigue.

RESEARCH LIMITATIONS/IMPLICATIONS: The study has practical implications for educational institutes to develop three out of five traits of personality in students.

ORIGINALITY/VALUE: Higher education institutions of Pakistan are facing the low academic performance of students due to problematic and excessive social media use. This study reveals that big five personality traits, specifically (openness, conscientiousness, agreeableness) contribute an important role in strengthening the relation of social media use and social media fatigue, that was not explored previously and past studies directed to check their effect. Studies have rarely investigated the association between social media usage with big five personality traits.

KEYWORDS: Social Media Usage; Academic Performance; Social Media Fatigue; Big Five Personality Traits; Higher Education Sector



Thankyou for making



17th - 18th March 2022

a Success

JOINTLY ORGANIZED BY

