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Exploring the synergy between data-driven business models and sustainability in the digital economy

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Keywords

Business models, Data-driven business models, Data-platform business models, Business sustainability

Abstract

Orientation: Business models have become increasingly central to strategic management, innovation, and organizational success, especially in the context of sustainability. This study extends current thinking on business models by emphasizing their role in ensuring organizational sustainability, focusing on long-term viability and environmental responsibility. The business models under study are the Data-driven business models, which are; Data-as-a Service (DaaS), Predictive analytics and IoT data model.

Research Purpose: The study aims to explore the future of business models through a data-driven approach, focusing on their role in advancing Sustainable Development Goals (SDGs). It investigates how businesses can align their business models with sustainability principles to foster innovation and growth while addressing critical environmental and societal challenges. The paper further seeks to understand the role of data-driven business models in advancing specific SDGs, focusing on how they can align with sustainability principles to address environmental and societal challenges.

Motivation for Study: With increasing pressure on businesses to adopt sustainable practices, there is a growing need to understand the intersection of business model innovation, data-driven strategies, and sustainability. This study seeks to fill that gap, offering a framework for integrating sustainability into business models to ensure their continued relevance in a digital economy.

Research Methods: The research is based on a systematic literature review, focusing on the latest developments in data-driven and data-platform business models from the past five years. Sustainability-oriented models were prioritized, emphasising business decision-making related to sustainability. The selected literature provides insight into how data-driven strategies can align with sustainability efforts.

Main Findings: Data-driven business models are pivotal in driving economic growth, responsible consumption, and industry innovation, aligning with SDGs 8, 9, 12, and 17. These models leverage data as a strategic resource to improve efficiency, decision-making, and long-term sustainability.

Practical/Managerial Implications: By incorporating data-driven business models, businesses can enhance operational efficiency and competitiveness while addressing sustainability challenges. This approach positions organizations to thrive in the digital economy while contributing to global sustainability objectives.

Contribution: This study adds to the knowledge of sustainable business practices, providing insights into how data-driven models can support long-term organizational sustainability and innovation-driven strategies for the future.

Attaining sustainability by moderating the impact of climate change: The necessary reduction in physical environmental damage carries with it a hefty financial cost for many companies because of asset devaluation

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The author acknowledges data collection support provided by a student participant in the Summer Scholars Program at Saint Joseph's University.

Keywords

Asset impairment, Climate change, Stranded assets, Sustainability

Abstract

Change, even with the best intentions, can lead to unintended consequences. This is undoubtedly the outcome as the world economy moves to shedding dependence on fossil fuels for production of power, products, and services.

Altering output focus has been common since the beginning of the Industrial Revolution. Now, the paradigm shift occurring with movement to a net-zero carbon macroeconomic regime will “strand” trillions of dollars of productive resources. Beyond in-place assets that likely will lose their usefulness, even greater amounts of value will disappear when unrecovered fossil-fuel reserves are abandoned. Even if consumers do not adjust their behavior and acquisition habits, the upstream creation of products/services is undeniably moving to new processes that will leave a vast array of unusable resources in its wake.

What are stranded assets? These are physical properties and intangible rights that have suffered premature write-downs and devaluations from causes not anticipated when they originally were acquired. In some cases, the previously valuable asset actually has become a liability through no fault or action of its owner. Stranding may occur because of environmental challenges, government edict, legal issues, or changes in social norms.

How will we accommodate the obsolescing of perfectly useful property, plant, and equipment in the name of essential progress toward a more environmentally friendly means of providing the goods and services demanded by the world’s consumers? More to the point of business management, what will be the financial impact of dealing with write-offs, impairment charges, reduced net cash flows, loss of surety value, and reputational damages that ensue?

This project explores the broad question of accounting and reporting for the now-expected stranding of assets in the energy generation, public utility, and fossil-fuel resources industries. The research contributes to the on-going debate regarding the intersection of profit generation and sustainable development.

Effective healthcare management in the 21st century

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Keywords

health care, leadership, marketing, systems, decision making, organisations.

Abstract

The focus and purpose of this study is to examine effective management practices and skills needed to effectively oversee a wide range of healthcare departments, offices, units, and systems. We will examine the necessary elements for success that will include policy, strategic planning, operations, and leadership to name a few. Our research will include the required resources needed for managers to address the critical areas of oversight including financial, quality initiatives, and clinical outcomes while incorporating government regulations and healthcare compliance requirements.

The design and methodology will be determined as we examine the variables and the sample of the population for the study. The results will be examined which will help determine best practices and strategic direction for a variety of healthcare organizations.

Finally, the practical implications and conclusions will hopefully provide a window in addressing long term success in healthcare management for both healthcare organizations as well as consumers. The challenge will be to determine the ongoing competition between payors and providers.

African medical brain drains and its impact on sustainable development goal 3 on good health and well-being in the context of healthcare crisis and aging populations in the US and the UK

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Keywords

African Brain Drain; Healthcare Professionals; Healthcare System; Job Retention; Skilled Workers; Sub-Saharan Development

Abstract

The purpose of this research paper is to analyse the impact of brain drain on the achievement of Sustainable Development Goal 3 on health and well-being in Sub-Saharan Africa in the context of an ongoing health crisis and the ageing populations of the United States and the United Kingdom. It examines the phenomenon of the African medical brain drain in Kenya, Nigeria and South Africa and its implications for the promotion of universal access to essential health care and well-being considering the growing need for health workers in the US and the UK. The methodology is based on a conceptual framework comprising three cornerstones: health systems in Africa, brain drain theory and global migration of health worker. It relies on a theory-based evaluation of public health policies to understand the challenges facing the health sector and to examine ongoing efforts to retain skilled health workers. The findings suggest that ageing populations in the US and UK are increasing demand for healthcare services and exacerbating the problem of brain drain in Africa. Despite efforts, African countries are failing to ensure SDG3 on health and well-being due to brain drain. The study also highlights a holistic perspective on the links between health crises, migration and ageing populations. The study contributes to a deeper understanding of the interrelated health challenges facing Africa, youth brain drains, and the global health situation with ongoing demographic change. It concludes that there is a growing need for collaborative strategies to retain health workers, both in host countries and in sub-Saharan Africa. A drastic shortage of NHS workers in the UK, a rapidly ageing population in the US and a systemic health crisis in Sub-Saharan Africa need to be addressed through collaborative strategies, especially in the aftermath of the global pandemic which has jeopardised SDG3 implementation.

From resilience to transformation: Crisis-Driven diversification in small open economies

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Keywords

diversification; economic crisis; resilience; small open economies; transformation

Abstract

Economic shocks and crises are often seen as obstacles to growth, but they can also serve as catalysts for structural change. This study explores how small open economies, specifically the Baltic States, have navigated economic diversification over the past three decades, both as part of structural transformation and in response to external shocks,

such as the global financial crisis and the COVID-19 pandemic. Using an evolutionary economic approach and a logit model analysis of new export specialization entries from 1995 to 2022, we examine whether crises accelerate or slow diversification, particularly in related versus unrelated product categories. Our findings suggest that while economic downturns generally reduce diversification, they intensify shifts toward related product categories, supporting the depression trigger hypothesis. Additionally, the study highlights the structural constraints that small economies face in entering larger global markets and the factors influencing their ability to develop more complex product portfolios. By bridging insights from evolutionary economic geography, resilience, and economic complexity, this presentation contributes to a deeper understanding of long-term economic adaptation in small economies. The findings provide practical policy insights, emphasizing the role of innovation policies, R&D investments, and knowledge-intensive business services in supporting diversification and structural change.

A case study of reconciling the theory and application of budget management: perceptions of university budget holders

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Keywords

budgeting theory, budgeting applications, university budgeting

Abstract

The focus of this working paper case study is the identification and exploration of the perceptions of budget holders from one UK university in the contexts of i) the construction of budgets and their subsequent management; ii) influences on the effectiveness/non-effectiveness of budget preparation and management; and iii) a mapping against principles and ideas underpinning the theory of budgeting.

A literature review identifies theoretically relevant elements put forward as being key in promoting and enabling effective budget setting and management. These elements are then explored with budget holders (n = 16) from one UK university when set against practical experiences. The study analyses the perceived realities of these budget holders based on those experiences with budget preparation and management, identifying areas where theoretical principles and ideas are a reality and where they are not.

A literature review of textbooks and articles is used to identify principles and ideas relevant to promoting effective budget preparation and management. Those findings inform semi-structured interviews within four (4) focus groups. Content analysis using rank scores is employed to analyse data from those interviews. The results indicate associations between i) a general lack of budget training; ii) limited comprehension of types of cost and their natures and behaviours; iii) dissatisfaction with monthly budget feedback formats and content; and iv) only partial insight into and understanding of links between departmental budgets and organisational resource planning.

The study concludes with recommendations for i) focused budgeting training; ii) further investigations into and analyses of a range of typologies; and iii) extension of the study to a larger data base of participants, including from other universities which vary by size and differing types of research and teaching focus.

Supply chain risk and performance of freight forwarders in South Africa Hemisha Makan and Joash Mageto

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Keywords

Supply chain risk; financial performance; operational performance; resource dependency theory; freight forwarders; South Africa

Abstract

Global trade exposes firms to heightened supply chain risks, including long lead times, diverse regulations, political instability, and currency fluctuations. Freight forwarders, as intermediaries in international trade, are particularly vulnerable. This study investigates the supply chain risks faced by freight forwarders in South Africa and examines their impact on firm performance. Data were collected from 156 South African freight forwarders using a structured questionnaire. Descriptive statistics, correlation analysis, and dimension reduction techniques were employed to analyse the data. The analysis identified key supply chain risks, including supplier reliability issues, currency fluctuations, and political instability. Currency fluctuations and political instability demonstrated a positive correlation with financial performance. These findings suggest that while freight forwarders should address the identified risks, prioritizing mitigation strategies for currency fluctuations and political instability is crucial for profitability. This study contributes to literature by applying resource dependency theory, thereby broadening its theoretical application especially in an emerging economy.

Altruism and the social determinants of health: Multi-Target ML to model healthcare equity among medicare patients in the COVID-19 Era

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Keywords

Explainable AI, Multi-target machine learning, public policy intervention, social determinants of health

Abstract

An altruistic approach strengthens healthcare models in a dynamic environment and improves access and quality of care with anxiolytic effects. Effective healthcare risk models facilitate early detection, informed policy decisions, and targeted interventions to combat diseases and promote community health. Improved identification and

management of social determinants of health (SDOH) is crucial to improving public health outcomes. A growing use of machine learning techniques has contributed to recent advancements in disease state modeling. As ML algorithms meet modeling complexity, it becomes increasingly important to uncover model explainability and trustworthiness. This study uses surveys created by the Centers for Medicare and Medicaid Services to assess healthcare equity, including chronic diseases and mental health risk factors. We present a novel multi-target radial basis function artificial neural network to study SDOH's complex impact on five disease states over three cohorts. By using Shapley's explainable AI coefficients, we examine the model's explainability and trustworthiness. Our efforts contribute to the literature by providing a reliable baseline model for understanding how SDOH affected Medicare patients in the COVID-19 era. For Medicare beneficiaries, income and renting were the most critical SDOHs. Food, home supplies, and medication were the least contributing SDOHs across all cohorts.

Is Stagflation on the Horizon For the U.S Economy and the Federal Reserve (FED) Response

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Keywords

Stagflation, Federal Reserve, Recession, Inflation

Abstract

Federal Reserve Chair Jerome Powell has steered the world's most powerful central bank during a tumultuous period for the US economy from the pandemic to a historic bout of inflation. Inflation is now well below the 40-year highs of 2022, when the US central bank kicked off an aggressive rate-hiking campaign that pushed interest rates to a bruising 23-year high. Tamping down inflation in just over two years without triggering a recession came despite warning that such action could have created some "pain" for Americans. And just when it seems like the central bank has tamed inflation – the CPI is currently at 3% and Core inflation 3.3% and edging upward from the FED 2% rate policy. In addition, a recession appears to be on the horizon with low growth – thus a stagflation environment. Thus, it appears that we are confronted with inflation and low growth trajectory. The paper argues that stagflation is in sight and the FED has no solution to the problem. Thus, Powell faces a new set of economic challenge. President elect Trump has threatened to impose hefty tariffs and carry out mass deportations, both of which could hike to foster stagflation fears and complicate the FED's job.

Experiential economy: The metaphysics that teaches you reality, existence and nature of being

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Keywords

Experience economy, staged experience, social conditioning, generative economy and circular economy

Abstract

In the age of commodities and their exchange value, can "experience" itself hold economic worth? Historically overlooked by economists, the concept of experience is gaining prominence as the perceived value of a good or service is increasingly tied to the imagined experience someone will have upon consuming it. The good or service, when divorced from the experience, may be perceived as having little significance. This invites speculation on how such "experiences" are crafted in the era of ultra-consumerism, encompassing everything from the initial engagement

with the product to the post-consumption lingering effects. The experiential economy, then, is not just about individual moments but a continuous process, where a commodity's lifecycle is tracked across various stages: its creation, classification, and consumption. Experience can be complex and multi-layered. If experience – this specific form of mental stimulation – becomes the primary focus, then what happens to the physical commodities and services designed to generate these responses?

Experience is a natural, regenerative process originating from the brain, which translates into conscious thoughts and actions. The experience of consuming a commodity may differ from person to person, but commonalities exist. These shared experiences can be aggregated to form an economic understanding of commodity value. In the progression of economic value, we have moved through many stages, from extracting raw materials and manufacturing goods to providing services, and now to "staging experiences." This research explores the nature of a product's value – does it come from ownership, or is it derived from the experience itself?

The impact of public sector employment with business strategies on economic growth

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Keywords

Public Sector Employment, Business Growth, Human Capital Development, Autoregressive Distributed Lag, Economic Performance.

Abstract

Public sector employment, which includes business strategies and economic development, is a complex issue in labour economics and public policy. Public sector employment often involves jobs in government agencies, state-owned enterprises, and other organisations funded by public revenue. The business model of public sector employment can significantly impact economic growth by enhancing human capital development. This business model fosters innovation and can create a skilled and adaptable workforce to meet the changing demands of the labour market and drive productivity. In this model, public sector employees are empowered with business strategies such as the effective allocation of resources and cost-effective budgets, ultimately contributing to the cultivation of a more innovative and capable human capital framework. This paper uses an autoregressive distributed lag methodology to examine the impact of the public sector employment business model on economic growth in South Africa. The results indicate public sector employment's positive and significant impact on economic growth. This comprehensive examination is essential due to its implications for employment dynamics and overall economic performance. The contributions adhere to the public sector employees being empowered with business skills for effective performance and boosting economic growth. It is recommended that policymakers should consider how to leverage public sector employment to enhance economic productivity while mitigating potential downsides to create an environment conducive to sustainable growth. Policymakers can create a more integrated approach to public sector employment that not only enhances economic productivity but also fosters a sustainable growth environment conducive to the success of the public sector. A thorough analysis requires consideration of the nexus between public sector employment practices, the operational capacities of business enterprises, and the broader socio-economic context in which these interactions occur.

Industry 4.0 technologies adoption, sustainability management control and sustainable waste performance: evidence from Africa

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Keywords

Industry 4.0 digital technologies; Sustainability management control; Interactive use of SCS; Diagnostic use of SCS, Sustainable waste performance

Abstract

Literature emphasizes the need for integrating Industry 4.0 (I4.0) digital technologies into sustainability control systems (SCS) as a supporting tool for sustainability performance. However, while the SCSs aimed at addressing sustainability issues because regular management control systems (MCSs) are viewed as limited in meeting the sustainability goals of organizations, research on the SCS implications for sustainability performance is scant. In addition, while the contingency framework posits that performance is enhanced when organizational contextual factors (e.g. I4.0 technologies) align with the control systems in place, empirical studies connecting these variables demonstrate a wide research gap. This study addresses this void by examining the contingency implications of I4.0 technologies adoption for SCSs and sustainable waste performance. Using googles forms to survey 217 managers of waste management organizations (WMO) across Africa, the results indicate that both interactive and diagnostic use of SCS have significant positive effects on environmental, social and economic performance. In addition, I4.0 technologies have a significant positive moderation effect on interactive use of SCS and sustainability waste performance but have a negative moderating effect on diagnostic use of SCS and environmental and economic performance. The interactive and diagnostic use of SCS confirms the feasibility of implementing I4.0 technologies and sustainable practices by WMOs in Africa. From the social – diagnostic use of SCS, WMOs focuses on the regular MCS which is limited in addressing sustainability issues.

Assessment of the relationship between contingent demographic variables and adoption of digital payments in Ghana

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Keywords

Adoption, demographic, digital payments, Ghana, innovation.

Abstract

This research explores the intricate relationship between demographic variables and the adoption of digital financial services in Ghana, with a focus on payment digitization and its impact on financial inclusion. Drawing on a theoretical foundation grounded in the Technology Acceptance Model (TAM) and Diffusion of Innovations theory, the study identifies gaps in existing literature, formulates research questions aligned with the research objectives, and conducts a comprehensive empirical review of related studies. The research design combines exploratory, descriptive, and explanatory elements, justifying the approach based on the research context. The study employs a mixed-methods research approach, incorporating both qualitative and quantitative data collection methods. Data is gathered through surveys and interviews, with instruments developed, validated, and tested for reliability. The sampling process involves careful consideration of demographic factors, and data analysis utilizes both descriptive statistics and advanced analytical techniques. Findings contribute to the existing literature on digital payment

adoption, financial inclusion, and payment digitization, offering insights for policymakers, financial institutions, and researchers. The study concludes with recommendations for fostering the widespread adoption of digital financial services in Ghana and potentially other similar contexts.

The impact of total quality management practices on business performance in the telecommunication sector

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Keywords

Total Quality Management; Telecommunication Industry; Business Performance; Organization.

Abstract

Total Quality Management (TQM) has arisen as a reliable quality and performance method that can meet or even surpass the expectations of stakeholders. This technique is anticipated to improve organizational performance and has received considerable attention in recent times. This study investigates the influence of total quality management strategies on the telecommunications industry's business performance. Questionnaires were used in the study as survey instruments to collect information about the impact of TQM methods on business performance. The researcher used a multiple regression model to ascertain this. The Descriptive statistical analysis tool is used to find the Correlation matrix, Coefficients, t-statistics, R square and p-values, and Robustness and Diagnostic Test to examine the effects of Total Quality Management on Performance.

To assess the situation, eight hundred (800) responses were received from, employees and top management of MTN Ghana Ltd. The study established that principles applied to total quality management have a significant bearing on business performance. It is, therefore, recommended that employees in the telecommunication industry in Ghana need to be well enlightened on the practices of total quality management to increase performance. The study revealed that top management commitment, employee satisfaction, quality information and reporting, managerial design, and reward and recognition have a positive influence on business performance in Ghanaian telecom companies.

The impact of GNP, economic growth rate and interest rate on financial market performance: A comparative study between the Saudi and the Egyptian Financial market

Mostafa Salah Elmokadem
Hoda Ahmed Ibraheem Abdelnabi
Arab East Collages Saudi Arabia

Keywords

Gross National Product, Growth Rate, Interest Rate, Financial Market, Stock Market Index.

Abstract

The aim of this paper is to reveal the impact of the economic variables (gross national product, growth rate and interest rate) on the performance of the Saudi and Egyptian financial markets as indicated by the trading market index. The problem of this study lies in analyzing the effect of

quantitative economic variables on the performance of the financial markets in the Kingdom of Saudi Arabia compared to Egypt. The hypothesis used the descriptive and the statistical methodology.

The research reached that the economic variables explain 94% of the changes that occur in the Saudi financial market, and 57% of the changes that occur in the Egyptian financial market. The interest rate had a negative impact on the Saudi and the Egyptian financial markets, and the growth rate and gross national product have a positive impact on the Saudi and the Egyptian financial markets. The most important recommendations are linking the tools of economic policies to the analysis of financial markets, providing liquidity for the financial system, and reducing compulsory reserve requirements in banks in order to achieve stability in financial markets.

Examine the short run effect of corporate governance on Ghana SIC's financial performance

Emmanuel Attah Kumah Amponsah

George Oppong Appiagyei Ampong

Michael Nana Owusu-Akomeah

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Principal Superintendent, Ghana education services, Kumasi- Ashanti Region, Ghana

Keywords

financial performance, corporate governance, SIC, Short-run and Autoregressive Distributed Lag (ARDL)

Abstract

Corporate governance plays a vital role in creating a corporate culture of consciousness, transparency, and openness. This study examines the short run effect of corporate governance on Ghana SIC's financial performance. The study employs the Autoregressive Distributed Lag (ARDL) technique to investigate the multifaceted relationship between corporate governance and the financial performance of SIC (Sampled Industrial Company). Using time-series data spanning from 2017 to 2021, the study examines the short-term impacts of corporate governance on SIC's financial performance while considering the influence of a control variable, firm size.

The dependent variables in this analysis were return on assets, while the independent variables encompass board size, board composition, and CEO tenure at SIC. The control variable utilized was firm size. To assess the hypotheses, regression analysis was conducted, resulting in the identification of short-run equilibrium relationships among the variables.

The study found board size and board composition insignificant influence on SIC's financial performance. However, CEO tenure at SIC was statistically significant negative effect on financial performance of SIC insurance companies in Ghana.

Moreover, when considering the control variable, firm size demonstrates a highly significant negative impact on return on assets at SIC in the long run. The findings of this study provide valuable insights into the complex interplay between corporate governance and financial performance, shedding light on the nuanced effects of board size, board composition, CEO tenure, and firm size on SIC's financial outcomes. The current study is considered as a battery for further research and studies in the context of corporate governance and financial performance

Factors deterring the progress of aspiring Women Entrepreneurs in North Chennai, India

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Keywords

Indian women entrepreneurship, Bottom of the Pyramid, Financial Literacy, Government Schemes, Micro-finance, SHG

Abstract

Vyasarpadi (Chennai, Tamil Nadu, India) was considered a difficult locality to dwell in, given its history of crime and illegal activities. The women living here, have faced the brunt of the situation in more ways than one.

Purpose: Although today, the scenario has changed, it has been quite a challenge for the women of Vyasarpadi to realize their career dreams amidst the social issues that prevail. This study aims to understand the factors that are holding them down. The primary objective of this research is to determine if these women are willing to go the extra mile to pursue and achieve their business aspirations, through training programmes that are intended to empower them.

Design & Methodology: During an intervention with the Self-Help Groups in Vyasarpadi, a survey was conducted on the factors that affect the career prospects of these women with the objective of identifying solutions that can catapult them in the right direction. Around 85 women from the locality attended the intervention and discussed the roadblocks in realizing their entrepreneurial aspirations.

Results & Findings: By and large, the findings reveal that most women are ready to break their social inhibitions and stigma, barriers of age and family to explore new venues for bettering their standard of living, independence, and financial/social status. The other two factors namely financial limitations (added to a lack of knowledge of government schemes) and lack of management training play a role in discouraging women from pursuing business opportunities.

Implications & Conclusion: Empowering women who are at the bottom of the pyramid takes planning and execution of deliberate measures from the State and Central Governments, implemented through transparent mechanisms and monitored rigorously and periodically through systematic audits. The paper concludes with recommendations for the future to uplift women in the BoP and transform them into entrepreneurs.

FastFunds: A machine learning-driven personal loan approval prediction mobile App

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Keywords

Machine Learning, Loan Approval, KNN, SVM, Mobile App, NFC.

Abstract

The loan approval processes in financial services require precision and efficiency to minimize risks and ensure customer satisfaction. This study addresses the challenge of accurately predicting loan approvals by developing a mobile application that leverages machine learning algorithms. Six machine learning models – Logistic Regression, Decision Tree, Random Forest, Support Vector Machine, K-Nearest Neighbors, and Feed Forward Neural Network – were evaluated using key metrics such as accuracy, precision, recall, specificity, F1-score, geometric mean, and balanced accuracy. Among these, the Feed Forward Neural Network demonstrated the highest accuracy at 94.72%, followed by the Support Vector Machine and KNearest Neighbors, which also showed strong performance across multiple metrics. This research highlights how machine learning strategies can significantly improve the accuracy of loan approval predictions on mobile platforms. The mobile application developed through this work aims to enhance the operational efficiency, accessibility, and user engagement of financial institutions.

Financial management in family businesses: challenges and strategies for sustainability

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Keywords

financial management, family business, financial sustainability

Abstract

A substantial share of businesses globally is structured around family ownership and management. History is filled with remarkable success stories of family businesses, making it a subject that continues to attract the interest of researchers. Because of family involvement, the goals and objectives of a family business often differ significantly from the firm-value maximization goal typically associated with publicly traded and professionally managed non-family firms. Identifying the key financial challenges for family businesses is a very complex issue. This paper aims to address these issues. Financial sophistication is increasingly becoming a necessity. The research team selected a set of 70 family businesses that operate in the Republic of Serbia. The author captured the relevant information for this research by sending out a survey to each family member and each non-family director or executive. Key challenges in financial management within family businesses have been identified.

Fostering innovation in small and medium enterprise (SME) clusters through triple helix interactions: Exploring the role of academia industry linkages

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Keywords

cluster, innovation, SME, triple helix, university-industry interaction

Abstract

The Triple Helix Model is a framework for analysing linkages among three institutional spheres namely university, industry and government and their integration for creation and fostering a national innovation system. Academic institutions are central to triple helix interactions as shown by innovative clusters in both developed and developing economies. Clusters in dynamic Asian economies like Thailand, South Korea and Japan pivot around knowledge flows created by universities leading to innovations that can be used and commercialized. The contribution of academic institutions to innovation in a region or cluster can be quantified by analysing transactional relations which refers to business contacts such as commissions, contracts and agreements between the university and clients who use the research. The paper presents a strong case for crafting policies which enable forging of robust linkages between SME clusters and academic institutions within an overall triple helix framework, especially in developing economies such as India where SMEs contribute significantly to output, employment and exports. Qualitative in nature, this study is based on secondary research, drawing upon analysis from research papers, industry reports and magazine articles which explore triple helix interactions.

The influence of soft skills, technical skills, and innovation on the learnability of educators and their overall performance

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Keywords

Soft skills, technical skills, innovation, educators

Abstract

This study analyses the effects of hard and soft skills on teachers' innovative capabilities and performance. A random sample of 300 teachers from the Higher Education Institutes of the NCR has been taken, out of which 211 valid replies for the study has been considered. Hard and soft skills positively and considerably affect teachers' innovation capabilities, both directly and indirectly. Furthermore, teachers' innovative abilities improved their performance significantly. The study advocates using organizational learning and hard and soft skills to improve teachers' innovation and performance. This methodology encourages adaptability and innovation to prepare instructors for Education.

Perspectives on the success prospects of the Small Enterprise Development Finance Agency

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Keywords

Small enterprise, SEDFA, SEDA, SEFA, entrepreneurship

Abstract

This study was an inquiry into a contemporary issue, the formation of the Small Enterprise Development Finance Agency (SEDFA), following resolutions of the South African cabinet to merge the South African Development Agency (SEDA), the South African Small Enterprise Finance Agency (SEFA) and the Cooperative Development Bank (CDB). The purpose of the study was (1) to explore the prospects of success for SEDFA and (2) to

determine what SEDFA can do to operate successfully. The study adopted a focus group discussion research design. It was based on the views of small enterprises in the Eastern Cape Province who were to benefit from SEDFA on the prospects of SEDFA, and what it should do to succeed. The study found mixed perspectives on the success of SEDFA, with some respondents suggesting that SEDFA may fail to impress as its predecessors did, while others took the view that it would succeed if it operated differently. Respondents suggested the need to provide a supportive legal and policy framework, to support the entire small business ecosystem, and to promote both macro and micro level strategies for the success of small entities in South Africa.

Innovativeness as a driving force for future entrepreneurs-comparison of US and European students

Tiina Brandt

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Keywords

Entrepreneurship, Innovativeness, Psychological Capital, Entrepreneurial camp

Abstract

Here the interest was to see entrepreneurial intentions and innovativeness and proactiveness levels of US and European students, after they finished their intensive three weeks innovation and entrepreneurial camp. 180 participants answered the questionnaire during the last week of the camp. The focus of this study is to see the impact of innovation on entrepreneurial intentions. Also, the impact of the camp was studied to see a decrease or increase in participants' psychological capital. Additionally cultural differences between US and European students were studied. The results indicated that innovativeness was related to entrepreneurial intentions and students gained higher level of psychological capital due to camp. Cultural differences indicated that US students were improving more their psychological capital at the camp, and they were more proactive than European. In the case of entrepreneurial intentions there were no differences between Europe and the US. Results are discussed in terms of pedagogical approaches and cultural differences.

Personality and communication profiles of salespeople in Finland

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Keywords

Sales, personality, communication style

Abstract

Object of this study is to study the salespeople in Finland. What are their personality types, what kind of communication they are using. Sample was 159 salespeople who filled in personality and communication style questionnaires and who answered the open questions as well. Results indicate that most of the sales personnel are Extraverted with Thinking or Feeling personality dimensions. In communication situations they regarded their strengths as good ability to read to others, ability to control their feelings and use of coaching. Results indicated statistically significant differences with relationship of personality and communication. Differences occurred in Insecure, Avoiding Feelings and Sensitive communication styles. In Insecure style, the most Insecure were Introverted+Thinking in contrast to the least Insecure communicators Extraverted+Feeling. Avoiding Feelings in

communication was the highest with Introverted+Thinking. and the least avoidant were Extraverted+Thinking. Most Sensitive communicators were Introverted+Feeling and least the opposite Extraverted+Thinking. The results support well Myers-Briggs theory and give new insights into the salespersons' educational needs and strengths and weaknesses in customer discussions.

Global strategic planning: Feedback from the automobile industry

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Keywords

automobile industry; business strategy; car manufacturing; Electric Vehicle; Feedback; strategic planning

Abstract

Introduction: Global Vehicle production exceeds 80-million-unit recent years where China alone accounts for over 30% of global vehicle sales. Along with traditional automakers such as Toyota, Volkswagen, General Motors, Ford, Honda and Hundai-Kia, electric vehicle (EV) manufacturers like Tesla, BYD, NIO and Rivian (with autonomous driving using AI and censor technology) are leading the charge. The EV market is projected to grow at a compound annual growth rate (CAGR) of over 20% through 2030. The rise of connected cars, ride-sharing platforms and subscription based model both for luxury and commercial brands, with increased focus on carbon emissions reduction, recycled materials and adopting circular economy principles, car companies must rehearse it strategic planning for profit protection and market expansion; regional and global, as well as prepare to face supply chain challenges (semi-conductor shortage), technological disruption and economic uncertainty (fuel price, inflation)

Purpose of the research: Based on the diagram of strategic planning process, this study outlines all seven levels/categories of strategies for automobile industries globally.

Design/Methodology: The is exploratory research. Primarily 50 random companies are selected, along the websites, secondary data are sought and tabulated. Finally, tables and charts are calculated and placed for the pertinent strategies.

Results/Findings: The investigation provides the strategic framework for seven categories of strategies such as Functional strategy (efficiency, quality, innovation, and customer responsiveness), Business level strategy (cost leadership, differentiation, focus differentiation, niche and best), Global strategy (standardization, transnational, international, and localization), Technological strategy (Licensing or Strategic Alliances), Corporate Level Strategy (Merger, Acquisition, Diversification), Ethical & Sustainable strategy (ethical, eco-branding and eco-efficient) and, finally, the Organizational strategy (structure, culture and control) for car manufacturing companies.

Practical Implications and Conclusion: To phase out the internal combustion engines (ICE) and the rise of Mobility-as-a-Service (MaaS), the strategic feedback could enable the industry to face future challenges comprehensibly.

Coaching, mentorship, and apprenticeship as a knowledge management strategy in organizations: A systematic review

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Keywords

Apprenticeship, Coaching, Communities of Practice, Knowledge Management; Knowledge Management Strategies; Mentorship.

Abstract

Purpose – This study seeks to examine the extent of adoption of knowledge management (KM) strategies, coaching, mentorship and apprenticeship in organizations.

Design/methodology/approach – There was a systematic review of 50 sampled articles from 2000 to 2023. The review covered articles of quantitative, qualitative and mixed method research approaches. All 50 articles primarily from Emerald/Emerald Insight, Elsevier, Taylor & Francis, ResearchGate, MIS Quarterly, Journal of Knowledge Management, SAGE among other journals were chosen for the analysis.

Findings - The findings from the study revealed KM strategies can impact organizational performance through improved organizational innovation. Some organizations do not have written down KM strategies.

Practical implications and conclusion – Knowledge sharing tends to be dependent on individuals in studied organizations since there are no written down strategies. The success of individualistic knowledge sharing strategies is minimal and limited. Organizations should codify their KM strategies. Future studies could be directed towards technology and KM strategies such as e- coaching and e- mentoring.

The role of state competitiveness and perceived insecurity in attracting foreign direct investment in Mexico

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Keywords

Foreign Direct Investment (FDI), Competitiveness, Perception of Insecurity, Investment Attractiveness, State Competitiveness Index.

Abstract

Competitiveness is a key determinant of a country's ability to attract foreign direct investment (FDI), as it reflects the efficiency of institutions, infrastructure, macroeconomic stability, and innovation capacity, among others. In Mexico, the Mexican Institute for Competitiveness (IMCO) is responsible for measuring and analyzing state competitiveness through its State Competitiveness Index, which evaluates factors such as economic stability, governance, innovation, and security conditions. This study examines the role of state competitiveness and perceived insecurity in attracting foreign direct investment (FDI) in Mexican states, using a comprehensive model that incorporates key variables such as state competitiveness, perception of insecurity, political party in power, and GDP. Based on data from 2019 to 2023, the analysis reveals that the State Competitiveness Index is the most significant predictor of FDI, exhibiting a positive relationship with new investments. This indicates that higher state competitiveness tends to attract more foreign investments. Additionally, the Perception of Insecurity Index demonstrates a significant, albeit smaller, effect on FDI, suggesting that increased insecurity perception can still influence investment flows, though to a lesser extent. These findings underscore the complex dynamics between

security perceptions, competitiveness, and foreign investment, providing valuable insights for policymakers aiming to enhance investment attraction strategies.

Artificial intelligence in UK Higher Education: Transforming institutional processes, student assessment, and academic innovation

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Keywords

AI, Higher Education, innovation, policy , assessment, ethics

Abstract

Artificial Intelligence (AI) is transforming the UK's higher education sector, impacting decision-making, policy development, knowledge exchange, operational processes, student recruitment, satisfaction, and notably, student assessment. This study explores AI's contributions in these domains, emphasizing its potential to foster innovation, enhance creativity, and elevate institutional reputations. Employing a mixed-methods approach, the research combines qualitative analyses of institutional case studies with published surveys of administrators, faculty, and students. Preliminary findings indicate that AI enhances decision-making efficiency by providing data-driven insights, streamlining policy formulation and strategic planning. In student assessment, AI-driven tools offer personalized feedback and adaptive testing environments, leading to improved performance and higher success rates. However, challenges persist, including ethical considerations related to data privacy, potential biases in AI algorithms, and resistance to technological adoption among staff and students. To address these challenges, the study recommends strategies for mitigating risks of AI implementation such as the development of comprehensive AI governance frameworks prioritizing ethical standards and data security. By embracing AI, UK higher education institutions can improve operational efficiency and educational outcomes, thereby bolstering their reputations as pioneers in academic innovation.

Financial Technology (FINTEC), its impact on the banking sector in the Ghanaian commercial banks

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Keywords

Blockchain, Cryptocurrency, FinTech, MBridge, Mobile Money, and Traditional Banks

Abstract

This research problem is Financial Technology (Fintec), Its Impact on the Banking Sector in the Ghanaian Commercial Banks. The banking sector of Ghana has evolved in several ways. The evolution of the operations of the banking sector in the Ghanaian economy has not come without its challenges. For instance, the introduction of digital currency by several global economies to provide other means of providing financial services, as an option of Traditional Banking (TB) operations is on the increase: This evolvement has had a direct impact on TB sectors to adopt a similar approach, to provide wide range of banking activities to meet different levels of customers requirement. The introduction of blockchain, and its associated technology such as cryptocurrency, provides a generally more secure way of transactions outside the TB operations. In the bid to improve the operations of the banking sector, these sectors may have to compete with the growing acceptance of the different FinTech technologies

that may not be associated with mainstream banking activities. Ghana is no exception, as the Central Bank of Ghana has frantically announced the introduction of digital currency into the market. The research investigates the impact of the evolution of the Fintec Technology and its impact on the TB systems in Ghana focusing on the employee in the banking sector. The research employs a quantitative method. The research concluded that in general regulated FinTech has a positive impact on the traditional commercial banks. However, FinTech technologies, which are not within the legal regulatory framework may have a disruptive impact on the traditional commercial banks. However, resolving this requires awareness, training, and a regulatory framework to govern their activities.

Exploring the impact of virtual reality on consumer purchase decisions: A strategic perspective on immersive digital marketing in the luxury fashion industry

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Keywords

Virtual reality, consumer purchase decision, strategic perspective, digital marketing, luxury fashion

Abstract

This study explores how Virtual Reality (VR) is changing the luxury fashion shopping experience, specifically how it affects consumer behaviour, brand engagement, and their purchase decision. The main objective of the study is to examine the strategy that luxury fashion brands can adopt to integrate virtual reality (VR) efficiently, recognize the variables that influence the purchase of luxury fashion through VR, evaluate the influence of VR on consumer engagement metrics, and understand the ways in which VR fosters trust and confidence in luxury fashion brands. A survey of 109 participants who have engaged with VR in the luxury fashion environment revealed that many critical variables, including the realism of the VR experience, ease of navigation, and customisation choices, had a major influence on customer behavior. In addition to increasing their confidence in making purchases, participants reported that immersive virtual reality experiences enhanced their capacity to examine detail product information. Numerous participants said that virtual reality encounters strengthened their connection with luxury fashion brands, amplifying their sense of trust and allegiance.

The study also shows that customers were more inclined to connect with and promote luxury brands using virtual reality (VR) if they could access engaging elements such as virtual try-ons and tailored recommendations. Notwithstanding its favorable impact on consumer involvement, the research also recognized several limitations, including the limited accessibility of virtual reality technology and the need for better authenticity and engagement.

The study looks at these challenges and provides insightful analysis of the connection between luxury fashion and virtual reality. It also gives helpful recommendations for luxury fashion brands that want to be innovative and deliver more engaging, personalized shopping experiences. Future studies may concentrate on getting beyond these technical obstacles and reaching a larger audience via VR experiences, guaranteeing greater accessibility and more in-depth interaction with luxury fashion.

Alternative assessment strategies for UK postgraduate students

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Keywords

Higher Education, assessment, PG , alternative

Abstract

Assessment policies in UK postgraduate education predominantly rely on summative coursework evaluations, often without compensation mechanisms available at undergraduate levels. Consequently, students failing both their initial and resit assessments are awarded only a Postgraduate Diploma (PGDip) instead of a master's degree, even if their overall performance demonstrates substantial academic engagement. This approach poses challenges for students who struggle with single high-stakes assessments and does not align with contemporary formative assessment principles that emphasize learning improvement through structured feedback. This study critically examines alternative assessment strategies such as bonus questions, rapid resubmission, portfolio-based assessment, and competency-based grading to explore their applicability to UK postgraduate programmes. Drawing on international best practices, particularly US resubmission-based models, this paper proposes a novel Compensatory Resubmission Model (CRM), integrating formative assessment principles with structured reassessment mechanisms to enhance student success while maintaining academic integrity. Through a comprehensive literature review and critical discussion, the paper situates the proposed model within the broader discourse on assessment fairness, student retention, and equity in postgraduate education. The findings contribute to ongoing policy debates regarding assessment reform in UK higher education institutions.

Environmental, social, and governance and corporate value of listed companies in Nigeria

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Keywords

Corporate value, Environmental disclosures, governance disclosures, listed firms, Nigeria and social disclosures.

Abstract

Purpose of the Research: This study evaluates the influence of environmental, social, and governance (ESG) disclosures on the corporate value of listed firms in Nigeria. The study analyses the disaggregated influence of environmental, social and governance practices on market-based performance metric.

Design/methodology: A sample of 27 listed firms on the Nigerian Stock Exchange (NGX) cutting across several subsectors and with audited annual reports from 2018 to 2023 was selected.

Results/findings: The findings demonstrated a strong negative influence of the three dimensions of ESG on the corporate value (TQ). The coefficients of each ESG dimension demonstrated a significant positive effect on the alternative measure of company value. **Practical implications and conclusions:** These findings may show that the impact of ESG on corporate value differs depending on the metric used to assess corporate value. Thus, while ESG disclosures may increase firm-based measures of value, they may negatively influence market-based performance. Our results are well situated in the agency, stakeholders' and signaling theories. The R² for each facet of the ESG is above 50%, showing that regulatory attention must be focused on effective ESG-related regulations to relieve probable future effects on firm value.

Risk management practices and performance of non-financial firms in Nigeria

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Keywords

Non-financial firms, risk management committee, return on assets and risk management committee size.

Abstract

Purpose of the Research: This study investigates the effect of risk management practices on the financial performance of quoted non-financial firms in Nigeria. The study analyses the effect of meeting, gender diversity, independence and size of risk management committee on return on assets.

Design/methodology: A sample of quoted 40 non-financial firms on the Nigerian Stock Exchange (NGX) cutting across several subsectors and with audited annual reports from 2012 to 2022 was selected.

Results/findings: The findings demonstrated a significant negative effect of risk management committee size on financial performance. Risk committee meeting, independence and gender diversity showed an insignificant positive effect on financial performance. Firm age has a significant positive effect on financial performance.

Practical implications and conclusions: These findings provide the board with insights on maintaining an optimal size for the risk management committee to enhance decision making and oversight, ultimately improving financial performance. The study highlights the importance of regular committee meetings to effectively manage emerging risks in today's dynamic business climate. Also, it informs shareholders about the necessary level of independence for the risk management committee to significantly boost financial performance.

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