

9th CBER-MEC International Conference on Business and Economic Development (ICBED)

20-22 August 2020
VIRTUAL CONFERENCE

Co-hosted by
Centre for Business & Economic Research (CBER)
&
Medgar Evers College of the City University of New York, USA

Conference Programme
Method - Integrity - Camaraderie



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

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Welcome to CBER-MEC International Conference!

Dear Conference participants

*We warmly welcome you to the 9th CBER-MEC **International Conference on Business & Economic Development (ICBED)** organized jointly by the Centre for Business & Economic Research (CBER), London, UK and Medgar Evers College of the City University of New York, USA.*

We are indebted to the reviewers for the important role that they have played in ensuring that this conference is well placed to continue to maintain the high standards that we all aspire to. We want to thank our keynote speakers and track chairs in anticipation of their important contributions. To all the academics who have placed their research in the public domain via this conference, we are grateful for your good faith and trust.

We hope that you all appreciate that the situation around COVID-19 is extremely fluid and thus we endeavoured to act according to official guidance. Our primary consideration is the safety and well-being of participants and thus we hope that you will understand why we have chosen to organize this conference online. While we understand that this will not be the full, well-loved, and exciting face-to-face conference experience, this is still a great opportunity for us to gather, collaborate and share intellectual insights. The conference will entail inspiring keynote addresses, special workshops and organised track sessions using advanced technology. The international nature makes this conference even more fascinating.

We passionately believe that this conference will help you significantly in your pursuit of research, scholarship and practice and aid in supporting your future career development. We have full confidence that all the delegates will have an extraordinarily successful and stimulating conference. We believe that the blend of paper presentations and various keynotes will ensure that ICBED 2020 proves to be both positive and purposeful.

As the conference co-chairs, we sincerely express our gratitude to both Centre for Business & Economic Research (CBER), UK and Medgar Evers College of the City University of New York, committee and New York Life Insurance, USA, board members, administrative staff and volunteers, for providing all the guidance, financial support and necessary infrastructure to make this conference both successful and memorable.

We wish all participants a stimulating conference.

Dr. Jo-Ann Rolle

Dean of Business School

Medgar Evers College of the City University of New York, USA

Dr. P R Datta

Executive Chair

Centre for Business & Economic Research (CBER) London, UK

CBER-MEC 9th International Conference on Business & Economic Development (ICBED)-A Virtual Conference

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Dr. Jo-Ann Rolle, Medgar Evers College of the City University of New York, USA

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 - **Dr. Alexis McLean**, Medgar Evers College of the City University of New York, USA
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9th International Conference on Business & Economic Development (ICBED)-A Virtual Conference

Tracks and Session Chairs

Day-1: Thursday, 20th August 2020

Session-1: Inaugural Session

Mark T Jones LLM, Centre for Innovative Leadership Navigation (CILN), UK

Session-2: Growth & Economic Development in Emerging Economies-1

Prof. Mokoko P. Sebola, University of Limpopo, South Africa

Session-3: Branding & Marketing

Prof. Joern Redler, School of Business, Mainz University of Applied Sciences, Germany

Session-4: Growth & Economic Development in Emerging Economies-2

Prof. Deepraj Mukherjee, Kent State University, USA

Session-5: Keynote Addresses & Closing Remarks for the Day-1

Prof. Jo -Ann Rolle, Dean, Business School, Medgar Evers College

Day-2: Friday, 21st August 2020

Session-6: Finance, Accounting & Organisational Structure-1

Narcisa Roxana Moşteanu, American University of Malta, Malta

Session-7: Globalisation and International Trade/HRM Issues in EE

Dr. P R Datta, Centre for Business & Economic Research (CBER), UK

Session-8: Finance, Accounting & Organizational Structure-2

Prof. Akinkoye Ebenezer Y, Obafemi Awolowo University, Nigeria

Session-9: Entrepreneurship in Emerging & Developing Economies

Mark T Jones LLM, Centre for Innovative Leadership Navigation, UK

Session-10: Entrepreneurship in Emerging & Developing Economies

Prof. Sambhavi Lakshminarayanan, Medgar Evers College, CUNY, USA

Day-3: Saturday, 22nd August 2020

Session-11: Business Student-Centred Teaching & Learning

Prof. Iris Billy, Medgar Evers College, City University of New York, USA

Session-12: Bridging the Skills Gap: Partnership between Faculty, Industry, Community

Prof. Veronica Udeogalanya, Medgar Evers College, City University of New York, USA

Session-13: Cloud Computing, Big Data & Cyber Security and Concluding Session

Prof. Gregorio Mayers, Medgar Evers College, City University of New York, USA

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Co-Sponsors



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



Medgar Evers College is a senior college of The City University of New York, offering baccalaureate and associate degrees. It was officially established in 1970 through cooperation between educators and community leaders in central Brooklyn. It is named after Medgar Wiley Evers, an African American civil rights leader. The College is proud of the strong academic programs offered through its five schools with the new School of Education. It is School of Business; School of Education; School of Liberal Arts; School of Professional and Community Development; and School of Science, Health, and Technology. Under the current leadership of Dr. Rudolph F. Crew, President, the college believes that education has the power to positively transform the lives of individuals and is the right of all individuals in the pursuit of self-actualization. Consequently, the College's mission is to develop and maintain high quality, professional, career-oriented undergraduate degree programs. Their rigorous curriculum, new degree programs and ever-expanding, award-winning faculty produce global citizens who are equipped for high-quality jobs. The college's diverse student body is presented with opportunities and new worlds through the Center for Black Literature, the Caribbean Research Center, the Center for Law and Social Justice and The DuBois Bunche Center for Social Policy.

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New York Life's mission is to provide financial security and peace of mind through our insurance, annuity, and investment solutions.

We act in integrity and humanity in all our interactions with our policy owners, business partner and one another. Ground in both confidence and humility, we serve as stewards for the long term. We are here for good, reflecting both permanence of New York Life and our commitment to do the right thing in business and society. Everything we do has one overriding purpose: to be there when our policy owners need us.

CONFERENCE CO-CHAIRS & KEYNOTE SPEAKERS

CONFERENCE CO-CHAIRS



Dr. Jo-Ann Rolle

Dean, School of Business, Medgar Evers College
City University of New York, USA

Dr. Jo-Ann Rolle is the Dean of the School of Business at Medgar Evers College. Dean Rolle has extensive executive leadership experience in higher education, corporate and federal government operations. In 2015 she was awarded recognition by the Network Journal as one of the 25 influential African American women in Business. Dean Rolle's background includes working in multiple Federal agencies, academic institutions, IBM, and consulting. In academic institutions, she has been responsible for academic leadership, academic programs, and student affairs. She has launched multiple undergraduate and graduate degree programs. She has taught courses in economics and entrepreneurship. Her skill set includes higher education administration; developing and leveraging strategic partnerships; innovation creation; small business development; disadvantaged business development; and staff development.

At Medgar Evers College, under the leadership and support of President Rudy Crew, and Provost Augustine Okereke, Dean Rolle launched the Entrepreneurship & Experiential Learning lab (EEL) in the fall of 2015. Since the EEL launch, Medgar Evers College teams have studied entrepreneurship in ten countries; published over 10 papers; initiated four international agreements and in 2016 coached the first woman to win the CUNY-wide SmartPitch competition. Dean Rolle is sought after internationally as a keynote speaker on entrepreneurship and economic development.



Dr. P R Datta

Executive Chair
Centre for Business & Economic Research, London, UK

Dr. Datta earned his first degree in Plasma Physics from the Peoples' Friendship University of Russia in Moscow, has an MBA from the UK and MSc in marketing from Glamorgan University, UK and PhD in Marketing from the University of Hertfordshire, UK. He is a fellow and member of the Chartered Institute of Marketing (CIM), UK as well as being a member of various professional bodies including the British Academy of Management, European Marketing Academy and European Association for the Evolutionary of the Political Economy. Currently, Dr. Datta holds the position of Executive Chair of Centre for Business & Economic Research (CBER), Director, Centre for Innovative Leadership Navigation (CILN), UK and is Editor-in-Chief of the Journal of Business and Retail Management Research (JBRMR).

He has worked as a consultant with a wide range of national and international organisations and designed appropriate marketing systems for various manufacturing sectors and FMCG industries in Bangladesh, Cameroon, Ghana, India, Nepal, Nigeria, Pakistan, Sri Lanka, Tanzania and the UK. Dr. Datta continues to work with a wide range of marketing and business sectors, especially retail and marketing, providing in-depth knowledge of CRM, customer loyalty, trust and commitment, branding, and the developing and implementation of marketing strategies.

KEYNOTE SPEAKERS

State Senator Kevin S. Parker
New York State Senator, USA



State Senator Kevin S. Parker is a prominent New York State Legislator who is distinguished as a savvy strategist, brilliant intellectual and an elder statesman. His political prowess was evident from the moment he was seated in the New York State Senate in 2002 resulting in a meteoric rise through the ranks. At present, he is the 5th Ranking Democrat in Senate leadership. Engendering the trust and respect of his colleagues, **Senator Parker** was appointed Majority Whip and serves as Chairman of the Senate Committee on Energy & Telecommunications with the added distinction of being its longest-serving member.

A fierce champion of economic development, education, energy, domestic violence issues and human and civil rights, **Senator Parker** represents the intrinsically diverse 21st Senate District in Brooklyn. He is a leading voice nationwide on energy matters and the creator and primary sponsor of Intersolar Summit Northeast, the largest solar energy conference on the East Coast which gathers experts in the field to discuss real solutions to bring about a solar energy future.

With a strong background in the financial services arena, **Senator Parker** gained invaluable experience in the world of finance at UBS PaineWebber where he worked in government affairs of the Chairman's office and focused on broad issues of importance to the financial service industry. As Project Manager with the New York State Urban Development Corporation, he financed women and minority-owned businesses and promoted community business redevelopment. As the Special Assistant to former New York State Comptroller H. Carl McCall, Senator Parker managed intergovernmental relations in New York City and was the liaison between the Comptroller; city, state, and federal elected officials.

Also, an experienced educator, **Senator Parker** has been a professor of both African American Studies and Political Science at several CUNY and SUNY colleges. He received his Bachelor of Science Degree in Public Service from Pennsylvania State University and holds a Master of Science Degree from the New School for Social Research, New York in Urban Policy and Management. He is currently pursuing a doctoral degree in Political Science at the Graduate Center, CUNY.

He is a proud member of the Alpha Chapter of the Pi Eta Honor Society and is often quoted as saying: Bring good into the world and let no good be lost."



Dr. Evelyn W. Castro
Vice President for
Student Affairs, Enrollment Management, and SPCD
Medgar Evers College of the City University of New York,
USA

Dr. Castro began her distinguished career as a student -teacher while still an undergraduate at Morgan State University. Upon graduation, she returned to New York City, where she earned an M.S. in Early Childhood/Elementary Education double masters from Bank Street College of Education; an Ed.M. in Education and an Ed.D. in Education Administration, both from Columbia University.

While pursuing her post-graduate education, Dr. Castro continued teaching in the New York City public schools. Quickly identified as a gifted educator and strong administrator, she rose to the position of Principal, initially at Magnet School P.S./I.S. 308 and later at the Hunter College Elementary School, a laboratory school for gifted students in New York City. She served as Director of Early Childhood for the N.Y.C. Public Schools. In addition to her success in pre-Kindergarten through High School, Dr. Castro has extensive teaching experience within the City University of New York. She has served on the faculty at Hunter College, Queens College, Brooklyn College, and at Medgar Evers College. Her experience in these different academic settings, coupled with her success in improving instruction and her extraordinary leadership skills in staff development settings, created the foundation for her later appointment as the Superintendent of District 17. Described by many as an "inexhaustible hands-on and visionary leader", she has been characterized as a parent advocate with a strong belief in the efficacy of community outreach.

Dr. Castro presently serves as Vice President for Student Affairs, Enrollment Management, and School of Professional and Community Development (SPCD), Medgar Evers College. Dr. Castro has served as Warden and Vestry member of the St. Augustine's Episcopal Church, Scholarship and Educational Chair, Lay Eucharistic Minister, and the Lunch and Dinner Dance Chairperson. She is a member of Alpha Kappa Alpha Sorority Inc., President of the Brooklyn Links Incorporated and is an Alumna of Jack and Jill of America. Dr. Castro was married to the late Raymond D'Arceuil and has two sons and nine grandchildren.

Dr. Matthew Putman
CEO of Nanotronics, USA



Dr. Matthew Putman is the co-founder and CEO of Nanotronics, a science technology company that has redefined factory control through the invention of a platform that combines Artificial Intelligence (AI), automation and sophisticated imagining to assist human ingenuity in detecting flaws and anomalies in manufacturing, an industry that has been stagnant since the 1950s.

Nanotronics is building New York's first High-Tech Manufacturing Hub in the Brooklyn Navy Yard. This new facility will allow Nanotronics' artificial intelligence researchers, computer scientists, chemists, and physicists to work directly with skilled machinists on the manufacturing floor to develop innovations that will lead partner industries to a smaller factory footprint, producing less waste while bolstering speed from R&D to production. Nanotronics' new facility is projected to be completed by Q2/Q3 2020 and aims to serve as the blueprint for modern manufacturing.

Matthew has a PhD in Applied Mathematics and Physics from Columbia University, where he is also a researcher. Dr. Putman has published over 30 papers and also holds 30+ patents for his work on devices, instrumentation, and software processes. He is an expert in quantum computing and a founding member of The Quantum Industry Coalition – see Matthew's Congressional Testimony [here](#).

Matthew resides on the board of directors of New York Live Arts and Pioneer Works. He is also an accomplished jazz pianist, published poet, and has served as Executive Producer on several films and plays.



Mark T Jones, LLM
Centre for Innovative Leadership Navigation (CILN), UK

Mark is a fervent internationalist, who is widely travelled. In the year 2000, he initiated and oversaw a major humanitarian venture into war-torn Sierra Leone, and then spent two years in the Middle East where he worked in Jordan (2002-2004). An orator of distinction, he is the author of several books and numerous articles, and in 2009 produced a forward strategy for the sericulture sector in Bangladesh entitled: *Rajshahi - the Silk Sensation*. He is the co-author of developing the Ministerial Mindset- a Global View (2013). Mark trains executives, legislative leaders, diplomats and senior figures in the Armed Services as well as being an advisor on trade and investment in frontier markets. Having formulated Jones Octagon of Success (JOOS) he is in considerable demand internationally advising and training corporate and institutional executives. Mark believes that many of the current economic and geopolitical difficulties in the world are the result of a combination of poverty of leadership, poor regional/market knowledge, an absence lack of strategic vision and limited foresight planning. In addition to his frequent forays into various parts of Africa, Mark is known for his insight into the current dynamics of the Horn and Greater Horn of Africa and was instrumental in the establishment of the Horn of Africa Business Association (HABA). He has written extensively on issues related to the Somali territories and Diaspora and sees it as his mission to address what he views as the "knowledge deficit" concerning many regions and communities.

As part of Mark's active commitment to scholarly endeavour, he assists in various capacities with the following academic journals: *Gumbad Business Review* (India) – Advisor Board, *Indian Retail Journal* (India) – Advisory Board, *International Journal of Higher Education Management* (UK) – Editor-in-Chief. A passionate advocate of "leading to serve" Mark was elected a Freeman of the City of London in 1994 in recognition of his various charitable endeavours.



Alice Agyemang-Badu
CFP®, ChFC®, CLU® MSFS
Senior Partner, Manhattan General, USA

Alice Agyemang-Badu is a Senior Partner for New York Life Insurance Company's Manhattan General Office in New York City. She holds the distinction as being one of the first females to hold this executive position within the Manhattan General Office. With more than ten years of experience in the insurance and financial service industry, she began her career with New York Life in 2010 as an Agent. Her ascension into management began in 2015 as a Development Manager and subsequently transitioning to becoming a Partner in 2017. "Moving into management has allowed me the ability to lead others into a successful career for themselves and family," said Agyemang-Badu. "It's also positioned me to increase the number of financial professionals serving in our community that allow us to affect positive change to multiple lives at a time," she adds.

Agyemang-Badu was promoted to Senior Partner in 2019 and has garnered a bevy of awards and recognitions that include the Val Ivanov Award for her management of production, recruiting, and retention efforts. Additionally, she was the number one ranking female partner with New York Life in 2018 based on the number of appointments made by female partners. She is also led her team to a number 14 ranking in the entire company among 500 managers in her first full year as a partner. By 2019 under her tutelage, her unit Growth Portability Analysis was the number one in the company that subsequently positioned the Manhattan General Office to qualify for the Chairman's Trophy for a leading production across the entire company.

She has earned the Certified Financial Planner (CFP®), Chartered Financial Consultant (ChFC®), and Chartered Life Underwriter (CLU®) designations. Agyemang-Badu also holds a Master of Science in Financial Services from The American College, is a Financial Advisor with Eagle Strategies, LLC1, and holds FINRA Series 7, 6, 63, and 26 licenses. Known for her passion for community service and engagement, when she is not working, she spends her time promoting women empowerment in financial literacy and fashion. The Network Journal's 40 Under 40 Achievers also recognized her in 2019.

Agyemang-Badu is an alumnus of the University of Ghana and The American College of Financial Services. She is happily married to Gilbert Agyemang-Badu.



Professor Chris Bellamy
Professor Emirates, University of Greenwich, UK

*Chris Bellamy is Professor Emeritus of Maritime Security at the University of Greenwich, visiting Professor of War Studies at the University of Hull and Editor-in-Chief of the new International Journal of Maritime Crime and Security (IJMCS), published by CBERUK. He is also a visiting professor at the Bangabandhu Sheikh Mujibur Rahman Maritime University (BSMRMU) in Bangladesh. From 2010 to the end of 2014 he was Director of the Greenwich Maritime Institute, University of Greenwich, UK. Before that, he was Director of the Security Studies Institute and, later, the Resilience Centre, Cranfield University at the Defence Academy of the United Kingdom, Shrivenham, UK. He is also a specialist on Russia and in 2008 won the Westminster Medal for Military Literature for *Absolute War: Soviet Russia in the Second World War* (Pan/Macmillan, Knopf, 2007, 2008, 2009).*

Prof Deepraj Mukherjee
Kent State University, USA



Prof. Mukherjee is currently the associate senior editor for the International Journal of Emerging Markets. This is a top-tier journal in the field of International Business published from the Emerald Publishing house in the UK. The journal in 2018 had an impact factor of 2.067. Prof. Mukherjee is also the Editor-in-Chief of the journal namely the International Journal of Business and Economic Development published from the United Kingdom. He serves on the Editorial Board of the journals The International Journal of Higher Education Management also published from a UK based think tank Centre for Business & Economic Research. He also serves as the Head of the Quality Assurance and the Review Board for Centre for Innovative Leadership Navigation of the same think tank.

Prof. Mukherjee's work has been cited by several scholars who have used his work as a building block to establish their theories. These citations are not just mere mentions of his previous research. For example, publication, "Leading virtual teams: how do social, cognitive, and behavioural capabilities matter?" has been cited several times by scholars seeking to use Prof. Mukherjee's research to provide the foundation for their continuing work. Scholars Hosseini and Chileshe (2013), both from Australia, directly used the foundation of Prof. Mukherjee's findings on virtual teams as a starting point for determining for their purposes whether or not to adopt virtual teams within the Australian construction industry. Hosseini and Chileshe borrow heavily from Prof. Mukherjee and even use the terminology (p. 1103) and the very model for interaction (p. 1105) as a basis for establishing their arguments. Similarly, Fan, et al. (2013), in "E-Leadership effectiveness in virtual teams: motivating language perspective" also used Prof. Mukherjee's paper to form the first building block for their entire paper and then cite the same work throughout the development of their theory. Moreover, Prof. Mukherjee's work is used as the foundation for yet another scholar's theories in "Structuring intellectual capital as an element of the virtual organization in small and medium enterprise clusters" by Majid and Tabassum (2014).



Prof. Huseynova Khatira
The Academy of Public Administration under the President
of the Republic of Azerbaijan, Azerbaijan

Prof. Khatira obtained her PhD from Baku State University in Physical and Mathematical Sciences in 1997 and Doctor of Economics in 2012 from the same University. She has been working at the Academy of Public Administration under the President of the Republic of Azerbaijan since 1999. Currently, Prof. Khatira is the head of the Department of Economics. She was an active member of the Yasamal Municipality & Chairman of the Commission on Social Issues during 1999-2014.

Scholarly publications: *She has published 76 scientific papers, 2 - monographs, and 8 - textbooks and study manuals. She has been attending and contributing to many international academic conferences as a keynote speaker, session chair and technical contributor.*

Research Interest - *Regional administration and regional economy, innovations in governance and public administration, strategic management, decision making in management.*

GENERAL INFORMATION

1. **Presentation Timing:** A full paper is normally allocated approximately 12 minutes for presentation followed by 3 minutes for questions from the audience. The track chair will keep an eye on the time and will alert you when time is beginning to run short. Please note that we actively encourage constructive questions from the audience. Your co-operation in bringing your presentation to a close within the time specified is essential to the smooth running of the conference and to be fair to other presenters.
2. **Presentation:** The CBER requests that PowerPoint presentations and links for the pre-recorded video clips be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present to info@cberuk.com. It is also a sensible precaution to make sure that you hold a copy of your presentation with you. Any presentation that has not been submitted on time will not be pre-loaded and remain the responsibility of the presenter. Please note that the presentation will be shared via the Zoom screen share option by the presenter.
3. **Q & A Session:** After each session, a live Q & A session will start, and this will be moderated by the Session Chair. This session is limited to only 15 minutes. Therefore, the limited numbers of questions will be accepted. All participants are requested to submit questions by using the *Chat* option during the presentation before the Q & A session starts. When you send the question (s) please ensure to indicate the name of the presenter, slide number (if any) and the questions.
4. **Breaks:** Due to the nature of the conference, as it is taking place virtually, we must take a short break after each session for 15 minutes. During this break please stand up and stretch, get something to drink and refresh yourself.
5. **Punctuality:** As this is a virtual conference please ensure that you join your session promptly and are aware of the order of speakers from the conference proceedings. Please allow extra time to join online and wait for the session start.
6. **Conference Tracks:** The CBER works assiduously to organize papers to fit in with the relevant tracks. There are occasions when individual authors request that papers be moved to fit in with flights etc. Please note that whilst the CBER will do its level best to accommodate individual needs, it must be mindful of ensuring that the conference as a whole is balanced and appropriately structured.
7. **Your Name and Name of the Affiliation:** All participants are requested to type their name and the name of the Institution when they join Zoom conference so that we will be able to recognize you immediately.
8. **Conference Proceedings:** The conference proceedings- "The Business & Management Review" is open access proceedings which means that all content is freely available without charge to the user or his/her institution. Users are allowed to read, download, copy, distribute, print, search, or link to the full texts of the articles in the conference proceedings without asking prior permission from the publisher or the author. CBER is committed to publishing all full-text articles that were accepted for the conference. However, all abstracts are included in the conference "**programme & abstract proceedings.**"
9. **Use of Bibliographic Reference:** Please use the following bibliographic reference: *9th International Conference on Business & Economic Development (ICBED). Proceedings of the CBER-MEC International Conference, 20-22 August 2020, Virtual Conference.*
10. **Photography:** Screenshots will be taken for various sessions, and such screenshot may be used in post-conference publicity and on future marketing materials. A link will be sent to all participants once these photos are uploaded.

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

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9th International Conference on Business and Economic Development (ICBED)

20-22 August 2020
VIRTUAL CONFERENCE

SCHEDULE FOR THE CONFERENCE 2020

DAY-1 THURSDAY, 20 AUGUST 2020

9.00 am -9.30 am

Registration (Excluding USA & North American Countries who will register after 1.00 pm London Time)

SESSION 1: INAUGURAL SESSION

9.30am-10.45 am (BREAK: 10.45 am-11.00 am)

Session Chair: **Mark T Jones LLM**, Centre for Innovative Leadership Navigation (CILN), UK

9.30 am-9.40 am: Opening Address & Introduction

Mark T. Jones LLM, Centre for Innovative Leadership Navigation, UK

9.40 am-9.50 am: Message of Welcome

Dr. P R Datta, Executive Chair, Centre for Business & Economic Research (CBER), UK

9.50 am-10.00 am: Message of Welcome (*pre-recorded message*)

Dr. Jo-Ann Rolle, Dean of Business School, Medgar Evers College of the City University of New York, USA

10.00 am -10.30: KEYNOTE ADDRESS

Prof. Chris Bellamy, Professor Emeritus of Maritime Security at the University of Greenwich, UK

Title: Silk roads and the dragon's belt: China and the quest for dominance in the Indo-Pacific and beyond

Brief Synopsis

In 2013 China announced its 'One Belt, One Road' (OBOR) initiative. The 'Belt' was an interlinked chain of states across central Asia into which China was to pour investment, following roughly the course of the ancient 'Silk Road' which had linked China with Rome and remained active until the Ottoman Turks captured Constantinople, now Istanbul, in 1453 and wiped out the Eastern Roman (Byzantine) Empire. That drove western Europeans to seek other routes, initially around Africa and into the Indian Ocean – partly the same route as China's new 'Silk Road'. They also searched westward, resulting in the accidental discovery – or re-discovery – of the Americas in 1492. Within a year of the 2013 announcement, in 2014, OBOR became the 'Belt and Road Initiative' (BRI) to encompass a second maritime 'Silk Road', the Northern Sea Route (NSR), as part of it is known in Russian, although the complete 'North-East Passage' also embraces the route across the Barents Sea as far as Rotterdam. The southern maritime Silk Road, or Roads, also include slip roads into the Indian Ocean through Myanmar and Pakistan.

With the melting of the Arctic ice, the North-East Passage has the potential to become a preferable route to the southern maritime road. Between Europe and Asia, it is roughly 40 percent shorter than the Suez Canal route and 60 percent shorter than that round the Cape of Good Hope. This a voyage from Shanghai in China to Hamburg in Germany is, for example, 8,700 miles (14,000 km) via the North-East Passage as against 12,400 miles (20,000 km) via the Suez Canal route. The North -East Passage is therefore of longer-term interest to China but at the moment only carries a small percentage of freight traffic. It is only open from July to November; icebergs are a hazard and is subject to Russian control.

This paper, therefore, focusses on China's expansion of the southern Maritime Silk Road and its implications for China's relations with Indian Ocean littoral states and Europe. The route out of China goes through the South China Sea where China has been aggressively territorialising the waters by building artificial islands which it can then claim, somewhat spuriously, are Chinese territory and thus claim territorial seas up to twelve miles beyond. China has also developed a road, rail, and power link through

Myanmar to the Bay of Bengal with the support of the military regime in Myanmar. That is one of the reasons why the Rohingya population has been oppressed as they are seen as potentially disrupting the Chinese slip road. At the far end of the Indian Ocean, China has developed a military (naval) base at Djibouti on the Bab el Mandeb Strait to the south of the Red Sea. The decision, announced in 2015, was surprising as China had previously always eschewed the idea of establishing military bases abroad. It became operational in 2017. The 'support base', as it is officially known is to provide logistic support for Chinese troops in the Gulf of Aden and peacekeeping and humanitarian operations in Africa. It also helps Chinese efforts to counter piracy off the Horn of Africa and in the western Indian Ocean.

From Djibouti, the maritime Silk Road heads north to the Suez Canal to its western terminus at the port of Piraeus in Greece, where China now has a controlling share. China's special maritime relationship with Greece goes back to the 1960s when the rule of the Greek colonels and Mao's Cultural Revolution made the two countries pariahs on the international stage and they became unlikely bedfellows. Now, China's massive investment in Piraeus gives it a door into the European Union.

SESSION 2 (PANEL SESSION)

11.00am-12.30 pm (BREAK: 12.30 pm – 1.30 pm)

Session: Growth & Economic Development in Emerging Economies-1

Session Chair: Prof. Mokoko P. Sebola, University of Limpopo, South Africa

11.00 am – 12.30 pm

PRESENTATIONS

- I *Governing and managing communal land as a resource in South Africa: a case of selected communal property associations in Vhembe district, Limpopo province*
Mokoko P. Sebola; MA Mamabolo, University of Limpopo, South Africa
- II *Strategic alliance as a catalyst for restructuring of the global economy: a theoretical perspective*
Eke Donatus Izuogu, Federal College of Education (Tech.) Umunze, Nnamdi Azikiwe University Anambra State, Nigeria.
- III *An analytical study of the determinants of foreign investment in Saudi Arabia "Saudi Vision 2030"*
Sally El-Awady; Sarah Al-Mushayqih; Ebtehal Al-Oudah, College of Business & Economic, Qassim University, CBE, Kingdom of Saudi Arabia
- IV *Forensic Accounting Skills and Tax Evasion Detection in Lagos State, Nigeria*
Asaolu, Taiwo O; Akinkoye, Ebenezer Y; Akinadewo, Israel Seriki, Department of Management & Accounting, Obafemi Awolowo University, Ile-Ife, Osun State, Nigeria
- V *The choice of coalition governments for promotion of national unity in Africa: does the model work for unity and political stability?*
Kananelo Sekatle; Mokoko P. Sebola, University of Limpopo, South Africa

SESSION 3 (PANEL SESSION)

1.30 pm-2.45 pm (BREAK: 2.45 pm -3.00 pm)

Session: Branding & Marketing

Session Chair: Prof. Joern Redler, School of Business, Mainz University of Applied Sciences, Germany

1.30 pm – 2.45 pm

PRESENTATIONS

- I *Market orientation practices in Nigerian insurance companies*
Caroline Osuagwu, School of Business & Entrepreneurship, American University of Nigeria, Nigeria

- II *Customer brand engagement impact on brand satisfaction, loyalty, and trust in the online context: Egyptian banking sector*
Heba Sadek; Heba El Mehelmi, Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt
- III *Survival Competition based on rival's perceptions and their influence on product*
Fernando Campayo-Sánchez; Francisco José Mas-Ruiz, Department of Marketing; University of Alicante; Spain; **Juan Luis Nicolau-González**, Howard Feiertag Department of Hospitality and Tourism Management; Virginia Tech, Virginia, USA
- IV *Gen Z's altruism and performance values link to private label preference: First evidence from a German drugstore sample*
Joern Redler, School of Business, Mainz University of Applied Sciences, Mainz, Germany; **Joachim Hurth**, Department of Business Administration, Ostfalia University of Applied Sciences, Wolfsburg, Germany
- V *Process of socialisation in the context of business and economy underpinning social network analysis in pandemic era*
Sarat Chandra Das, KiLax Limited, UK

SESSION 4 (PANEL SESSION)

3.00 pm-4.30 pm (BREAK: 4.30 pm -4.45 pm)

Session: Growth and Economic Development in Emerging Economies-2

Session Chair: Prof. Deepraj Mukherjee, Kent State University, USA (Keynote speaker will be introduced by Mark T Jones LL.M).

3.00 pm -4.30 pm

PRESENTATIONS

- I *Socio-economic impact of shopping centres in Gauteng, South Africa*
Byron van Niekerk; Chris Cloete, Department of Construction Economics, University of Pretoria, Pretoria, South Africa
- II *Renewable Energy Consumption and Economic Growth in Nigeria: Any Causal Relationship?*
Ekone, Francis Azeakpono, Dept. of Economics and Actuarial Sciences, Crescent University, Nigeria; **Amaghionyeodiwe, Lloyd**, Department of Business and Economics, York College, City University of New York, USA
- III *OWN Brownsville: Developing sustainable economic development models in low-income communities, through Entrepreneurship and Real Estate Acquisition/Development*
La'Shawn Muhammad, Central Brooklyn Economic Development Corporation; **Byron Price**, Medgar Evers College, City University of New York, USA
- IV *The Contribution of Airport Retail to Total Airport Revenues*
Sumayyah Akoodie; Chris Cloete, Department of Construction Economics, University of Pretoria, Pretoria, South Africa
- V *Employees' Emotional Intelligence and Service Delivery to Customers: A Comparative Study of Selected Deposit Money Banks in Nigeria and Liberia*
Smith, Farley Roland; Akinbode, James Olalekan, Department of Business Administration, Bowen University, Iwo, Osun State, Nigeria

SESSION 5 (PANEL SESSION)**4.45 pm -6.30pm****Session: KEYNOTE ADDRESSES & CLOSING REMARKS FOR THE DAY****Session Chair: Prof. Jo Ann Rolle, Dean, Business School, Medgar Evers College, CUNY, USA****4.45 pm-5.05 pm: KEYNOTE ADDRESS****State Senator Kevin S. Parker, New York State Senator, USA***Title of the presentation: A report on the impact of business development as it relates to energy and telecom in New York state***5.05 pm -5.25 pm: KEYNOTE ADDRESS****Alice Agyemang-Badu, Senior Partner, Manhattan General, New York, USA***Title of the presentation: New Opportunities in Finance***Brief synopsis***We're all often told that picking a specific career could change our family's financial future for good. Some careers result in burn out and professionals then choose later to do something different.**Is this not common? However, with the new decade, what if I tell you that there is an opportunity in insurance and financial services, where you will probably not be burnt out, but rather have a fulfilling career for possibly as long as 30 to 40 years and still make an impact on everyday person, and not only those with deep pockets? What if I was to tell you that there is such a career in insurance and financial industry, wouldn't you be open to it? A career in the insurance and financial services addresses 4 aspects of consumers' lives.**I found that there are 4 target markets in this career. They include risk management, wealth accumulation, retirement planning, and estate and legacy planning. Risk management comprises of mitigation of certain risks and their impact to a person's financial future. This area is largely addressed by life and disability insurance in this career. However, wouldn't you agree with me that our greatest asset is life and that it should be protected? In choosing your career, wouldn't you choose one where you address all 4 markets of the industry? Careers in Insurance and Financial services focuses on growing and protecting one's assets, helping to prepare for retirement as well as showing the strategies for passing on assets or leaving legacies.**In addition to covering every aspect of life, it is a career that can be built around one's lifestyle.**To build such a career, it takes:*

1. Entrepreneurial spirit
2. Passion to help others
3. Communication skills and dealing with others
4. Self-management or discipline

*New York Life Insurance Company is an equal opportunity employer male/female/disability/veteran/sexual orientation/gender identity***5.25 pm -5.45 pm: KEYNOTE ADDRESS****Mark T Jones LLM, Centre for Innovative Leadership Navigation (CILN), UK***Title of the presentation: A Salutory Tale of Resilience and Foresight Planning, or rather the lack of it***Brief Synopsis***Once upon a time in the days before the Coronavirus everyday people flocked to airports to jet off on business, on holiday or to international conferences. They gladly mingled, shopped, shook hands, and made friends and in the process, they consumed with abandon, often with little thought to the future. Companies stopped buying local products for they discovered that often these could be sourced from some far-off place for a fraction of the price. Bakeries in the UK closed because supermarkets such as Tesco found they could purchase flan cases and the like from Poland for less. No mention of food miles or of the carbon footprint or of the local jobs and skills that had been lost. With globalisation came opportunities for many and with it seemingly we knew the price of everything and the value of nothing. We shopped, we dined out and drank as if there was no tomorrow. We packed into planes, trains and automobiles and carried on largely untroubled by our reckless stewardship of the planet or of demographic projections for the year 2050. Life seemed good (for some), that is until the day of reckoning came, that is until COVID-19 cast its deathly shadow across the earth. Nowhere was spared, not even China – the world's goods supplier-in-chief. Inadvertently China found that it had an unwelcome export success on its hand, the Coronavirus. How the world has changed? At Slipway, Dar es Salaam, Tanzania the cabins and shops that usually sell souvenirs to tourists are closed as there are simply no foreign tourists. Concert*

venues such as the Royal Albert Hall in London (capacity 5,000) have fallen silent, famous thoroughfares are empty, businesses boarded up and no one wants to shake hands anymore.

This story raises legitimate questions not only about the world's preparation and response to a global pandemic, it underscores two key elements, namely the importance of resilience and the need for foresight planning. Resilience whether personal, organisational, and national comes in various forms and warrants far greater emphasis right across the board. Moreover, foresight planning has either been absent from thinking, or deemed sufficiently problematic to be left to future governments or CEOs to act on, should they have a mind to. We are all beginning to appreciate the consequences and cost caused by the lack of resilience and foresight planning, but to date few have owned up to such oversight and negligence. Yet to those prepared to look as well as see there is evidence of some states at least who have garnered resources with a degree of foresight, countries such as Norway have been far better placed to weather economic and social costs of the Coronavirus pandemic thanks to its Sovereign Wealth Fund. Most of the rest of world have exhausted precious reserves and have gone into or extended existing debts, something which will impact adversely on the capacity to make future choices. Sadly, as things stand for much of the world it looks as though there is unlikely to be a happy ending to this story.

It is not all doom and gloom of course. Out of difficulties and disaster comes innovation, whether this be at laboratories at Oxford University or elsewhere. Past investment in education, especially research and development will pay off, and sooner or later a vaccine for COVID-19 will be found. Surprising things have also happened, people have begun to adapt, to interact in different ways and have turned from gloom to Zoom.

If we can learn anything from this sorry saga it is that we need to develop and test organisational and national resilience as never before. We have begun to discover the true price of cheap Personal Protective Equipment shipped from afar, as well as dependence on imported goods. Whilst preparations for a future unknown pandemic is always problematic, we know already that serious demographic changes are underway and have the data to back it up and thus have no excuse not to start to make preparations and plan accordingly. Foresight Planning can and should be part of our everyday lives, not merely having house insurance and a will, but giving thought to issues beyond the next six months. For too long companies have suffered due to the tyranny of the quarterly statement, the annual dividend, or in the case of democratically elected governments to the four- or five-year period in office. Short-termism is short-sighted. Myopic leadership has left us all vulnerable.

Keywords: resilience; foresight planning; globalisation; short-termism

5.50 pm -6.10 pm: **KEYNOTE ADDRESS**

Matthew Putman, PhD, Cofounder and CEO, Nanotronics, USA

6.10 pm -6.20 pm: **Q & A session**

6.20 pm **CLOSING REMARKS FOR THE 1st DAY CONFERENCE**

DAY 2
FRIDAY, 21 AUGUST 2020

9.00 am -9.15am

Registration (Excluding USA & North American Countries who will register after 13.00 pm London Time)

9.15 am-9.25 am

OPENING ADDRESS FOR DAY 2

SESSION 6 (PLANERY SESSION)
9.30am -10.45am (BREAK: 10.45 am -11.00 am)
Session: Finance, Accounting & Organizational Structure-1
Session Chair: Narcisa Roxana Moşteanu, American University of Malta, Malta

9.30am -10.45 am

PRESENTATIONS

- I *Challenges for organizational structure and design as a result of digitalization and cybersecurity*
Narcisa Roxana Moşteanu, American University of Malta, Department of Business Administration, Malta
- II *Do legal origins impact infant mortality? Evidence from sub-Saharan Africa*
Nourhan Hashish, Université Paris 1 – UFR 02 Sciences Économiques, Paris
- III *Dynamic panel investigation of the determining factors of non-performing loan in African Lower middle-income countries commercial banks*
Odunayo Magret Olarewaju, Durban University of Technology, South Africa
- IV *Financial digitalization and its implication on jobs market structure*
Narcisa Roxana Moşteanu; Batoul Modarress Fathi, American University of Malta, Department of Business Administration, Malta
- V *A critical examination of the interaction of crisis leadership & corporate reputation*
Evangelia Fragouli, University of Dundee, UK

SESSION 7 (PANEL SESSION)
11.00 am -12.30 pm (BREAK: 12.30 pm -2.00 pm)
Track: Globalisation and International Trade/HRM issues in EE
Session Chair: Dr. P R Datta, Centre for Business & Economic Research (CBER), UK

11.00 am -11.20: KEYNOTE ADDRESS

Dr. Prof. Huseynova Khatira, The Academy of Public Administration under the President of the Republic of Azerbaijan, Dean of the Faculty of Administrative Management

Title of the keynote address: Innovative public administration in Azerbaijan in the digital age

Brief Synopsis

The digital age has brought profoundly serious transformations in many areas. These transformations deeply affect public administration and public policies and research in these fields. There is an amazingly fast trend in the world in the century we live. In such an environment, countries have to adapt to change and transform their organizational structures according to the requirements of the age. In today's era when technology makes a significant presence felt, it has become imperative that the information technologies used by the states both in ensuring international competition, in increasing the efficiency of the national services and in the provision of public services. States have to abandon traditional state conceptions and switch to innovative state conceptions. Electronic government applications in public administration and new the adoption of the state understanding of public services and it is necessary to ensure efficiency in presentation to the citizen. Information and communication technologies are a factor that supports reforms in the field of innovative public administration, which is perceived as a basic reform that provides modernization and progress in the field of public administration as well as many fields.

However, in order to implement information and communication technologies, it is necessary to better know the outputs, risks, costs, and benefits of innovative public administration practices by politicians and practitioners. One of the problem areas is that platforms and companies such as Google, Amazon, Facebook, Apple, and Twitter dominate the market and the Internet. This creates risks for individual rights and issues such as autonomy, competition, neutrality, and transparency. Another important issue to be taken into consideration in the reform processes aimed at adaptation to the digital age in public administration is to take care to make better use of big data and big data analysis techniques and methods in public administration and policy studies.

The aim of this study is to define it by considering the qualities of traditional and innovative public administrations, to give information about the historical development of the public administration of Azerbaijan, and finally to explain and reach a conclusion with the example of how innovative public administration was applied in Azerbaijan.

Keywords: Azerbaijan, public administration, electronic government, digitization

PRESENTATIONS

- I *Factors influencing the trust-level of Hungarian negotiators in cross-cultural business contexts*
Júlia Szőke, Széchenyi István University, Győr, Hungary
- II *Trade structure as an enabler of economic growth In Africa*
Roseline Tapuwa Karambakuwa; Ronney Ncwadi, Department of Economics, Faculty of Business and Economic Sciences, Department of Economics, Nelson Mandela University, South Africa
- III *The influence of responsible leadership on talent retention*
Evangelia Fragouli; Masoud Alhaider, School of Business, University of Dundee, Dundee, UK
- IV *Tax evasion detection in Nigeria: Analysis of the specific forensic accounting techniques used*
Akinadewo, Israel Seriki; Akinkoye, Ebenezer Y, Department of Management & Accounting, Obafemi Awolowo University, Ile-Ife, Osun State, Nigeria

SESSION 8 (PANEL SESSION)

2.00pm-3.30 pm (BREAK: 3.30 pm -3.45 pm)

Session: Finance, Accounting & Organizational Structure-2

Session Chair: Prof. Akinkoye Ebenezer Y, Obafemi Awolowo University, Nigeria

2.00 pm -3.30 pm

PRESENTATIONS

- I *Factors influencing profitability of conventional banks as measured by Tobin's Q: Evidence from banking sector of Pakistan*
Jo-Ann Rolle, Dean, Business Administration, MED, The City University, New York, USA; **Gobind M. Herani**, Dadabhoy Institute of Higher Education, Pakistan; **Bushra Javed**, Institute of Business Management, Karachi, Pakistan
- II *Disrupting the accounting and financial reporting functions with implementation of artificial intelligence applications*
A. J. Stagliano; Gregory J. Tanzola, Department of Accounting, Erivan K. Haub School of Business, Saint Joseph's University, Philadelphia, PA USA
- III *The economics of discrimination in a financial economy: Can returns unteach prejudice?*
Khasadyahu Zarbabal; Sydney Wayman, Medgar Evers College, City University of New York, USA
- IV *A moderated mediation model linking error management culture to organizational performance*
Bushra Javed, Institute of Business Management, Karachi, Pakistan; **Tariq Jalees**, PAF Kiet, Karachi, Pakistan; **Gobind M. Herani**, Dadabhoy Institute of Higher Education, Pakistan; **Jo-Ann Rolle**, Dean, Business Administration, MED, The City University, New York

- V *The inevitability of financial risks in businesses and how to overcome them: Saudi Arabia in focus*
Nasser Mohammed Lasloom, Peoples' Friendship University of Russia, Moscow, Russia

SESSION 9 (PANEL SESSION)

3.45 pm -5.00 pm (BREAK: 5.00 pm -5.15 pm)

Session: Entrepreneurship in Emerging & Developing Economies

Session Chair: **Mark T Jones LLM**, Centre for Innovative Leadership Navigation, UK

3.45 pm -4.05 pm: KEYNOTE ADDRESS

Dr. Jo-Ann Rolle, Dean, Business School, Medgar Evers College, City University of New York, USA

Title: *Mobilizing Equity: A US and Global Imperative*

Brief Synopsis

The onset of the pandemic caused a dual crisis in global health care and economic instability. The US and other countries struggle to cope with mounting casualties, rising unemployment, social unrest, sluggish economies, and the hope of a return to normal. Yet, normal for the undeserved globally, is sustained poverty. We summarize in our work, "The Future of Work and Entrepreneurship for the Undeserved," that much of the wealth worldwide remains controlled by a few individuals. We also suggested that innovation in entrepreneurship combined with upscaling the factors of production could yield a rising tide and reallocate wealth. We believe, in collaboration, we can make a difference. Our team of researchers continue to be committed to solutions for a more inclusive society. In this conference we present papers that are collaborations with scholars from Kenya, Pakistan, Bangladesh, India, Chile, and the UK. We also continue to collaborate with industry, community development, and non-profit partners.

In this keynote, we will discuss the following:

- Access, Equities and Disparities
- Strategies for Empowerment
- Collaboration & Growth Post COVID-19
- A Call to Action to mobilize equity globally

Key words: wealth disparity; economic development; entrepreneurship; COVID-19

PRESENTATIONS

- I *Investigating constraints to black and urban entrepreneurship*
Micah E. S. Crump, Medgar Evers College, City University of New York, USA
- II *TOE Model: Adoption of block chain*
Mai. H. Haroun, **Nermin Gohar**, Logistics of Supply Chain Department, College of International Transport and Logistics, Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt; **Hany Ayaad Hanna**, Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt & University Strathclyde, College of Engineering, Glasgow.UK
- III *Effect of financial inclusion on entrepreneurial growth in retail and wholesale sub-sectors: Evidence from Nigeria*
Anisiuba, **Chika Anastesia**, Department of Accountancy, University of Nigeria, Enugu Campus, Nigeria; **Ezeaku**, **Hillary Chijindu**, Department of Banking and Finance, Caritas University, Enugu, Nigeria, **Emengini**, **Emeka Steve**, Department of Accountancy, University of Nigeria, Nigeria

SESSION 10 (PANEL SESSION)**5.15 pm -6.50 pm****Session: Entrepreneurship in Emerging & Developing Economies****Session Chair: Prof. Sambhavi Lakshminarayanan, Medgar Evers College, CUNY, USA****5.15 pm -5.35 pm: KEYNOTE ADDRESS****Dr. Evelyn W. Castro**, Vice President, Student Affairs, Enrolment Management, and SPCD, Medgar Evers College of City University of New York, USA**Brief Synopsis**

One of today's conference sub-theme focuses on re-engineering business education. In a Covid-19 world, the new normal of work entails stepping outside of our comfort zone in ways we could have never imagined. Educating the next generation of business students must embrace this new normal by re-imagining the world of work and how we develop students to meet the demands and rigor of industry. It follows that we must include in the discussion the idea of stackable credentials and Business Intelligence (BI). With more and more emphasis being placed on virtual meeting platforms, the integration of technology in our day to day lives has become imperative. Many universities are already leveraging video conferencing and professional development webinars as a key part of their educational and experiential learning toolsets with Zoom, Microsoft Teams and WebEx usage increasing by up to 500% since March 2020 (Jain, 2020). Business Intelligence (BI) when harnessed to bolster student outcomes, gives higher education institutions the ability to anticipate enrollment trends, optimize recruitment efforts, and elevate academic performance (Wiley Educational Services, 2020). Furthermore, BI's major benefit to institutions is its ability to streamline processes and workflows through predictive analytics and automation. Arguably, business schools remain one of the success stories of higher education since the dawn of the 21st century. However, recent developments suggest an uncertain future of business schools around the world. For example, since 2012, the number of people taking MBA entrance exams in the US has fallen by a quarter and in 2016 only 36.8 per cent of full-time MBA students in the US were women. These are troubling statistics and not a recipe for diversity or social mobility. It calls for a shift in strategy to make business education more attractive, less expensive, and more relevant to the career path of students. Indeed, the future of business education depends on how instruction relates to the students' daily lives and experiences. Rethinking business education must focus on the relationship between universities, business, and nature in relation to the forces of tradition and transformation. Accordingly, a curriculum and pedagogical re-engineering that addresses the lessons learned from the Covid-19 pandemic and the increasing importance of Business Intelligence is imperative. As this presentation shows, the challenge of making business schools more attractive will require sound pedagogy that emphasizes the contemporary economic, political, social, and technological developments around the world in a fun-filled way for millennials who are ready to acquire the skill sets for today's world of work.

PRESENTATIONS

- I *Motives and barriers of Airbnb users: findings from mixed-method approach*
Ghada Mohammed A. Ahmed; Mohamed A. Ragheb; Passent Ibrahim Tantawi, Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt.
- II *Inclusive Entrepreneurship: A Critical look at Inclusion of Persons with Disabilities*
JoAnn Rolle, Dean, Business School, Medgar Evers College, City University of New York, USA;
Jacqueline Kisato, Kenyatta University, Kenya; **Patricia Rock**, BlueSuite Solutions, Inc., USA;
Jacqueline Winstanley, Universal Inclusion, United Kingdom
- III *Coworking spaces: An exploratory study to identify the challenges and different business models in Egypt*
Safaa Maher; Passent Tantawy, Mohamed A. Ragheb Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt.
- IV *Career Forms: Organizational, gig and in-between*
Sambhavi Lakshminarayanan; Simon Best, Department of Business Administration, School of Business, Medgar Evers College, City University of New York, USA

6.40pm CLOSING REMARKS FOR THE 2nd DAY CONFERENCE**Dr. Jo-Ann Rolle**, Dean, Business School, Medgar Evers College, City University of New York, USA

DAY 3
SATURDAY, 22 AUGUST 2020

1.45 pm -2.00 pm

Registration

2.00 pm -2.05 pm

OPENING ADDRESS FOR DAY 3

SESSION 11

2.05 pm -3.30 pm (BREAK: 3.30 pm -3.45 pm)

Session: Business Student-centred Teaching & Learning

Session Chair: **Dr. Iris Billy**, Medgar Evers College, City University of New York, USA

2.05 pm -3.30 pm

PRESENTATIONS

- I *Faculty impact on campus survivability through student experience: An appeal to reengineer faculty offerings to students at at-risk colleges facing existential threat*
Micah E.S. Crump; JoAnn D. Rolle; Alicia E. Reid; Renford A.B. Brevett, Medgar Ever College, City University of New York, USA
- II *Can we afford it? The association between financial aid and time to completion in accounting higher education in South Africa: A literature review*
Riley Carpenter; Lily Roos, College of Accounting, University of Cape Town, South Africa
- III *Multigenerational employment issues in industrialized countries: Wither the mature workforce?*
Simon Best, Department of Business Administration, School of Business, Medgar Evers College, City University of New York, USA
- IV *The relationship between ineffective methods of applying quality management and functional combustion in Arab Universities*
Hoda Ahmed Ibraheem Abdelnabi; Faten Ahmed Abobaker, Arab East Collages, Kingdom of Saudi Arabia; **Khaled Mohamed ELBadawey**, Taif University, Kingdom of Saudi Arabia
- V *Student Centered Learning: A Study of Transition from Face to face courses to Distance Learning with the School of Business Medgar Evers College, (CUNY)*
Iris Billy, Medgar Evers College, City University of New York, USA

SESSION 12

3.45 pm -5.00 pm (BREAK: 5.00 pm -5.15 pm)

Session: Bridging the Skills Gap: Partnership between Faculty, Industry, Community

Session Chair: **Prof. Veronica Udeogalanya**, Medgar Evers College, City University of New York, USA

3.45 pm -5.00 pm

PRESENTATIONS

- I *Negative and positive effects facing university education by allowing foreign universities to open branches in KSA - Vision 2030(Case Study Arab East Colleges and Qassim University)*
Hoda Ahmed Ibraheem Abdelnabi, Arab East Collages, Kingdom of Saudi Arabia; **Sally Elawady**, College of Business& Economic, Qassim University, Kingdom of Saudi Arabia

- II *What it takes to become an independent lifelong learner in order to survive technological changes in business*
Gennady Lomako, Department of Computer Information Systems, School of Business, Medgar Evers College, City University of New York, USA
- III *Teaching all students: A holistic and collaborative approach to increasing student success*
Veronica Udeogalanya, Department of Economics and Finance, Medgar Evers College, City University of New York, USA
- IV *Boosting resilience and positive emotion in Brooklyn, NY during peak of COVID-19*
Laura Garrison-Brook, CEO, Discovering My Purpose; **Ayana Kone**; **Roxanne Foster**; **Raquel M. Bennett**, School of Business, Medgar Evers College, City University of New York, USA

SESSION 13**5.15 pm -6.30 pm****Session:** Cloud Computing, Big Data & Cyber Security/Entrepreneurship and concluding session**Session Chair:** **Prof. Gregorio Mayers**, Medgar Evers College, City University of New York, USA**5.15 pm -5.35 pm: KEYNOTE ADDRESS****Prof. Deepraj Mukherjee**, Kent State University, USA*Title: Belt and Road Initiative: Geostrategy or Geo-economics***Brief Synopsis**

One Belt One Road (OBOR) is a six-corridor trade initiative led primarily by China that would connect China through Asia to Europe, including Africa. The impressive rise of China as a major economic and political power indicates a multipolar world where trade initiatives are not primarily driven by the traditional West. Indeed, the opening up economies around the world and striking growth rate of emerging markets such as India, South Africa imply that international business and trade among these countries are bound to happen. Whether OBOR is China's grand strategy or is it a geopolitical trade route that will truly allow regional integration dynamics, promote equality, and will elevate it to be considered as the contemporary version of the ancient silk route? These are the pertinent questions and should instigate enough interest among the academicians in the next few years. The presentation uses international trade theory to highlight how businesses would be benefited if the initiative becomes successful in bringing the countries under one trade network. It particularly stresses the importance of how this proposed model of economic integration can alleviate the regional inequality that currently exists. The presentation further adds a cautionary note and draw the attention of the readers to the geopolitical anxieties and scepticisms that are currently directed towards this initiative.

5.40 pm -6.10 pm: PRESENTATIONS

- I *A Bayesian network model for an African cybersecurity system*
Gabriel Kabanda, Atlantic International University, Hawaii USA
- II *Overconfident entrepreneurs and venture capital financing: A real options setting*
Robert King; **Khasadyahu Zarbabal**, Medgar Evers College, City University of New York

6.10 pm: CLOSING REMARKS**Dr. Jo-Ann Rolle**, Dean, Business School, Medgar Evers College, City University of New York, USA**Dr. P.R. Datta**, Executive Chair, Centre for Business & Economic Research, UK**Prof. Gregorio Mayers**, Medgar Evers College, City University of New York, USA**Mark T Jones**, Centre for Innovative Leadership Navigation (CILN), UK**Feedback from the audience****Conference Closes**

We wish you all the best.

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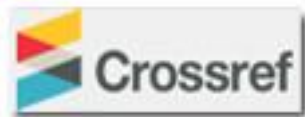
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