

Centre for Business & Economic Research (CBER) London, United Kingdom

Presents

2024 CBER-MEC 13th International Conference on Business & Economic Development (ICBED)

In Association with
Medgar Evers College of the City University of New York, USA
School of Business

Venue

Medgar Evers College, City University of New York
School of Business, 1650 Bedford Avenue, Brooklyn, NY 11225



Welcome Message from the Conference Chairs

We want to foster an intellectual curiosity that draws on the wisdom of the past while also encouraging new ideas. It is our sincere hope that during our conference, new and purposeful relationships will be formed that will benefit everyone involved.

This conference, organised by CBER in collaboration with Medgar Evers College of the City University of New York, USA, seeks to elucidate a plethora of issues within the conference's two sub-themes, namely

- 1. Business and Economic Development Post COVID-19**
- 2. Re-Engineering Business Education in The New Norm**

The conference tracks include Finance, Accounting & Organisational structure; Growth & Economic Development; Globalisation & International Trade; Branding & Marketing; Entrepreneurship in Emerging & Developing economies; Hospitality & Tourism Management; HRM Issues in Emerging Economies; Cloud Computing, Big Data & Cyber Security; Teaching & Learning Business Education with Technology; Business Student-centred Teaching & Learning; Bridging the Skills Gap: Partnership between Faculty, Industry, & Community.

We believe that the 2024 CBER-MEC 13th International Conference on Business & Economic Development (ICBED) will allow you to disseminate your research, learn from other researchers, and network with other like-minded scholars.

Dr Jo-Ann Rolle

Dean, School of Business

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

Dr. P. R. Datta

Scholarship Lead & Senior Lecturer, Regent College London, UK

Executive Chair, Centre for Business & Economic Research (CBER), UK

ICBED-2024 CONFERENCE COMMITTEE MEMBERS

Conference Chairs

Dr Jo-Ann Rolle, Medgar Evers College of the City University of New York, USA
Dr. P. R. Datta, Scholarship Lead & Senior Lecturer, Regent College London, UK
 Executive Chair, Centre for Business & Economic Research (CBER), UK

Conference Committee

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- * **Dr. Veronica Udeogalanya**, MEC faculty lead, Medgar Evers College of the City University of New York, USA
- * **Prof. Gregorio Mayers**, Co-Chair, Medgar Evers College of the City University of New York, USA
- * **Prof. Wallace Ford**, Medgar Evers College of the City University of New York, USA
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- * **Ms. Rachel Auguste**, Medgar Evers College of the City University of New York, USA
- * **Ms. Beverly Davis**, Medgar Evers College of the City University of New York, USA
- * **Dr. Antoinette Roberson**, Medgar Evers College of the City University of New York, USA
- * **Dr. Sherrill-Ann Mason**, Medgar Evers College of the City University of New York, USA

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- * **Dr. Evelyn Castro**, Medgar Evers College of the City University of New York, USA



ICBED-2023 Medgar Evers College, City University of New York, School of Business, New York, USA

13th International Conference on Business & Economic Development (ICBED), 15-16 April 2024-A Hybrid Conference

Invitation

You are invited to participate in the 2024 CBER-MEC International Academic Conference organised by the Centre for Business & Economic Research (CBER), UK, in association with Medgar Evers College of the City University of New York USA, during 15-16 April 2024.

CONFERENCE THEMES AND TRACKS FOR ICBED-2024

CONFERENCE THEMES

Business & Economic Development with special focus on SDGs

1. Business and Economic Development Post Covid-19
2. Re-Engineering Business Education in The New Norm

ICBED-2024 offers various tracks which include: Finance, Accounting & Organisational structure; Growth & Economic Development; Globalisation & International Trade; Branding & Marketing; Entrepreneurship in Emerging & Developing economies; Hospitality & Tourism Management; HRM Issues in Emerging Economies; Cloud Computing, Big Data & Cyber Security; Teaching & Learning Business Education with Technology; Business Student-centred Teaching & Learning; Bridging the Skills Gap; Partnership between Faculty, Industry, & Community.

Authors are invited to submit their original research papers, case studies, reviews, work in progress, reports, abstracts, students' papers, or research proposals within the broad scope of the conference. The author's submission will be published in the conference proceeding under "Business & Management Review" online, while abstracts will be included in the conference programme. CBER utilises the double-blind review process for all submitted papers.

Authors may consider the above-listed areas; however, if they wish to develop a special session around a specific topic, the information is available in the call for submissions document. Individuals may also register and attend the conference as a participant without submitting or presenting any work.



Conference Objectives

1. To elucidate an issue that is becoming ever more important as global economies become intertwined.
2. To learn more of the key concepts and frameworks from all disciplines regarding a wide range of contemporary issues in business and management.
3. To consider the pedagogy for teaching the issue of business & management, including recommendations about topics, syllabi and course materials.
4. To meet and network with professionals and colleagues from all over the world.
5. To expand opportunities for sharing knowledge between developed economies and emerging economies.
6. To foster and nurture the economic development of all nations.
7. To encourage cultural exchange and develop amity among countries.

Conference Tracks

1. Finance, Accounting and Organisational structure
2. Growth and Economic Development in Emerging Economies
3. Globalisation and International Trade
4. Entrepreneurship in Emerging and Developing Economies
5. Cloud Computing, Big data & Cyber Security
6. Teaching & Learning Business Education with Technology
7. Branding & Marketing
8. Business Student Centred Teaching & Learning
9. Bridging the skills gap: Partnership between Faculty, Industry & Community

Who can attend this conference?

The maximum benefit of attending this international conference shall be to researchers, academics, management consultants, corporate professionals, corporate trainers, government officials, representatives of think tanks, social service organisations, entrepreneurs, doctoral and master's degree students.

Benefits to Conference Participants

- Learn and acquire cutting edge international knowledge in various disciplines of management from internationally reputed experts.
- Recognition of your work on an international platform as a participant or paper/poster presenter.
- All accepted full papers would be published in the conference proceedings in an online version titled "The Business and Management Review". (Print) ISSN-2047-2854 and (Online) ISSN 2051-8498, and all abstracts will be published in the E- version of the conference proceedings.
- Potentially identify your future collaborative partner among an international, vibrant and scholarly audience.
- All registered participants will be eligible for an automatic 10% reduction at our next conference.
- All participants will receive a CPD certificate of contribution worth 15 CPD credits.



About CBER

Centre for Business & Economic Research (CBER) was founded in London in 2006 to inspire, recognise and to support excellence in business and Economic research. Currently, the Centre has three main areas of endeavour: organising 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 own 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.



About Medgar Evers College of the City University of New York

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 with co-operation 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: the School of Business; the School of Education; the School of Liberal Arts; the School of Professional and Community Development; and the School of Science, Health, and Technology. Under the current leadership of Dr. Patricia Ramsey, President, the college believes that education has the power to transform the lives of individuals positively and is the right of all individuals in the pursuit of self-actualisation. Consequently, the college's mission is to develop and maintain high quality, professional, career-oriented undergraduate degree programs. Their rigorous curriculum, new degree programs and ever-expanding, award-winning faculty produces 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.

Conference Programme Schedule

The following is a tentative programme schedule for this conference:

Monday, 15th April 2024

8.30 am: Conference registration for **Day-1**

9.00 am to 5:00 pm: Conference sessions

Tuesday, 16th April 2024

8.30 am: conference registration for **Day-2**

9.00 am to 5:00 pm: Conference sessions

The above dates are fixed, but the session schedule is likely to change based on expert speakers' availability and accepted proposals for various activities. The final conference programme schedule will be declared one month before the conference.

Certificate of Participation

Each registered participant who attends the conference virtually or Face to Face shall be awarded a Certificate of Participation/contribution. The certificate will have all the co-authors' names with a clear indication as to who has presented.

Submission Categories

Authors are invited to submit their original research papers, case studies, reviews, work in progress, reports, abstracts, students' papers, or research proposals.

Submissions and Double Blind Review Process

Each of the submissions shall go through the process of double-blind review. Reviewers will evaluate each work based on (a) Quality of the research; (b) Contribution and big picture significance of the work to the field of management; and (c) Interest of the topic to the audience (d) Relevance of the submission to the theme and sub-topics of the conference.



Key dates & Deadlines

- 1) Deadline for submission of manuscripts: 20th February 2024
- 2) Deadline for final submission of manuscript: 6th March 2024
- 3) Communicating the decision regarding extended acceptance/revision/rejection to the author(s): within 2 to 4 weeks of submission
- 4) Conference Dates: 15-16th April 2024

Registration Fee

At least one of the authors(s) of the accepted paper MUST register for the conference to have their output included in the Conference Proceedings. The participant(s) who register before receiving the decision regarding "Acceptance" of their Extended Abstracts are not guaranteed that their submissions shall be accepted. Participants who wish to attend the conference but are not submitting any output must also register. The registration fee is as follows:

Details	Payment
Registration (face to face mode of attendance)	£375
Registration (Virtual mode of attendance)	£350
*Currency in Great Britain Pounds (GBP)	

Registration for Students (10% discounts): Kindly note that the student fee is applicable only for full-time doctoral / master/bachelors students. This is NOT applicable for any part-time doctoral / master student. Participants who are part-time doctoral / master students will not get any student concession and will have to pay the regular registration fee. At the time of the registration and fee payment, full-time students must send an e-mail with evidence of their full-time studentship, including an identity card and a certificate from the director.

To get a concessional fee as a student, the participant must send an e-mail to a **CBER Admin**:

- (i) Scanned identity card as a student
- (ii) Scanned letter on the letterhead signed by the Programme Leader / Head of the Department or concerned authority at the university stating clearly that the participant is a full-time student in a programme.

Payment for Registration Fee

Online Payment Method

CBER uses PayPal Merchant Services for online payment. We prefer the online payment method via PayPal online transaction as it is easy, quicker and is the most protected online payment systems as it uses modern encrypted security measure.

Other Payment Methods:

Payment must be made in pound (£) sterling cheque/bankers draft drawn on a UK bank (payable to Centre for Business & Economic Research. Overseas contributors may transfer the registration fee directly to the Bank Account as below:

Centre for Business & Economic Research

HSBC Bank

235 Northolt Road,

Harrow,

Middlesex HA2 8HP

The United Kingdom.

Account No: 71468979

Sort Code: 40-42-28

SWIFT Code: HBUKGB4155J

IBAN No: GB46HBUK40422871468979

The registration fee includes the Conference abstract Proceedings, online publication of the proceedings (Full-text articles only), conference entry to all sessions, Conference Program Brochure, Certificate of contribution (digital copy).

Important: After making the payment of your registration fee, please e-mail to info@cberuk.com with the following details:

1. Conference reference number
2. Your full name
3. Paper title (if submitted and accepted)
4. Date of your fee payment
5. Amount of your fee payment
6. Mode of your fee payment (i.e., PayPal or Direct Bank Transfer)
7. Scanned copy of your Payment Confirmation with reference number



FAQs

- 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 time and will alert you when time is beginning to run short by holding up cards indicating '3', '2' and '1' – these being the number of minutes that you have remaining. 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.
- Presentation equipment:** Presentation rooms will be equipped with a laptop and projector screen for PowerPoint presentations (Please note there will not be a transparency projector available.). Be sure to bring your presentation on a flash drive or USB drive.
- Presentation:** CBER requests that PowerPoint presentations be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present at to: info@cberuk.com. It is also a sensible precaution to make sure that you bring a copy of your presentation with you on a memory stick. Any presentation that has not been submitted in time will not be pre-loaded and remain the responsibility of the presenter.
- Handouts:** should you wish you are welcome to bring along the full text or other supporting document to handout to delegates. Please ensure that a copy is handed to the track chair of your session.
- Punctuality:** Please ensure that you attend your session promptly and are aware of the order of speakers from the conference proceedings.
- Presenting in absentia:** Occasionally there are some delegates who are unable to attend in person, and who wish to have their paper presented via a video clip. We would ask that these are of no more than 10 minutes in length. Most presenters upload them onto YouTube and then send across the YouTube link to the email address mentioned above. The Academy staffs are happy to collate any questions arising in response to the presentation and email them across to the author/authors.
- Conference Tracks:** 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 Academy 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.
- 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 conference.

9. **Republishing a Presentation:** Authors are free to publish their presentation elsewhere without fear of copyright problems and without permission from the CBER. However, conference papers that are selected for and published in our journals are copyrighted by the Journal of Business and Retail Management Research with the copyright given back to the author. We do this because we need to protect ourselves in case the paper has been plagiarized. Papers are only published in our journal with the consent of the author.
10. **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. The 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.
11. **Dress Code:** Lounge suits or whatever you feel most comfortable in.

Terms and Conditions for CBER Conferences

1. **Fees:** All attendance fee must be prepaid and must be received in pound sterling.
2. **Visa Requirements:** It is important to note that some delegates may require a visa and if so, applying for one is their sole responsibility. CBER is happy to furnish via applicants with a letter if requested in good time.
3. **Substitutions:** After the deadline of conference cancellation no refund can be made, however, conference fees can be transferred to a substitute delegate and Substitute delegates are welcome at any time. Just let us know who they are, and who they are replacing.
4. **Access Requirements:** We would like all our delegates to fully participate in the conference so please let us know if you have any special access requirements.
5. **Hotel accommodation:** This is not included. An accommodation booking form, listing a range of hotels close to the venue, will be included with the confirmation of your place at the conference.
6. **Special Offers and Discounts:** Early bird Discounts are available as per the pricing structure. CBER is also happy to offer a discount of 10% to any individual who has previously attended any of its conferences. Please be sure to notify us if you believe that you are eligible for such a discount.
7. **Photography:** Photographs will be taken at the conference by an official photographer or an CBER team member; such photographs may be used in post-conference publicity and on future marketing materials. By completing and submitting the Booking Form, the customer consents to the official photographer taking such photographs, which may feature the delegate.
8. **Conduct:** In the event of inappropriate behaviour by any delegate in the view of the Organiser or the conference venue operator, the delegate may be refused entry or asked to leave and excluded from the conference without refund or compensation.
9. **Insurance:** Delegates are responsible for taking appropriate insurance (including travel) cover in connection with their attendance at the Conference. The Organisers are not responsible for the safety of any property of the Company or Delegate, or for its loss, damage or destruction or for any loss or damage sustained by the Company or the Delegate, in each case for any reason whatsoever. No responsibility can be accepted by the Organisers for any consequences arising from postponement or abandonment of the Conference.
10. **Important:** By registering for and/or attending the conference, all delegates agree to be bound by, and comply with, these Terms and Conditions. It is the delegate's responsibility to read and understand these Terms and Conditions.
11. **Payment & Cancellation:** Once a paper has been submitted and accepted for inclusion in the Conference proceedings there is no option to cancel and collect back the fees. For further details please visit www.cberuk.com and click on the T&Cs.

Useful links:

Websites:

- (1) Conference Webpage: https://cberuk.com/conference_details?id=7061
- (2) CBER: www.cberuk.com
- (3) Submission guidelines

Disclaimer

This conference is subject to the terms and conditions mentioned on www.cberuk.com changing from time to time.



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