



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

15-17 April 2024

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 conference.

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Welcome to the CBER-MEC International Conference!

Dear esteemed conference participants

It is with great pleasure and enthusiasm that we extend a warm welcome to all of you to the 13th CBER-MEC International Conference on Business & Economic Development (ICBED). The conference is being organised by the Centre for Business & Economic Research (CBER), London, UK, and Medgar Evers College of the City University of New York, USA. Due to the inability of some of our delegates to attend in person, we have decided to hold this conference in a hybrid format.

As the Conference Chair, we are thrilled to host this prestigious gathering of scholars, researchers, practitioners, and industry executives from all around the world. Our combined purpose is to investigate the most recent breakthroughs, trends, and issues affecting global business and economic development. Throughout our time together, we hope to encourage a dynamic exchange of ideas, insights, and experiences that will deepen our understanding while also paving the road for innovative solutions and collaborations. From provocative keynote talks to thought-provoking panel discussions and engaging workshops, this conference provides a forum for lively debate and networking.

We are grateful to the reviewers for their critical role in ensuring that this conference can continue to meet the high standards that we all strive for. In anticipation of their critical contributions, we would like to thank our keynote speakers and track chairs. We are grateful to all of the academics who have made their research available to the public through this conference. We firmly believe that this conference will significantly assist you in your pursuit of research, scholarship, and practice, as well as support your future career development. We are confident that all delegates will have a fantastically successful and stimulating conference. We believe that the combination of paper presentations and keynotes will ensure that ICBED 2024 is both positive and purposeful.

As conference chairs, we sincerely thank the Centre for Business & Economic Research (CBER) in the United Kingdom and Medgar Evers College of the City University of New York, as well as their board members, administrative staff, and volunteers, for providing all of the guidance, financial support, and infrastructure required 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

Senior Lecturer and Scholarship Lead, Regent College London, UK

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

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

ICBED-2024 CONFERENCE COMMITTEE MEMBERS

Conference Chairs

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

Conference Committee

- **Prof. Warren Mathews**, Belhaven University, USA
- **Prof. Ghadeer Badr**, Vice Dean for Post Graduate Studies and Research, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. B.R. Chakraborty**, Project Director, Centre for Business & Economic Research (CBER), UK
- **Prof. Srinivasan Sampalli**, Dalhousie University, Canada
- **Dr. Deepraj Mukherjee**, Kent State University, USA
- **Prof. David Graves**, Centre for the study of organised crime (CSOC), UK
- **Prof. Gairik Das**, Review Editor, IISWBM, Kolkata, India
- **Gerald Doyle**, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University, UK
- **Dr. Justin H. Beneke**, University of Winchester, UK
- **Dr. Veronica Udeogalanya**, Medgar Evers College, City University of New York, USA
- **Prof. Gregorio Mayers**, Co-Chair, Medgar Evers College of the City University of New York, USA
- **Dr. Micah Crump**, Medgar Evers College of the City University of New York, USA
- **Prof. Paul Cox**, Medgar Evers College of the City University of New York, USA
- **Dr. Khasadyahu Zarbabal**, Medgar Evers College of the City University of New York, USA
- **Ms. Raquel Bennett**, Medgar Evers College of the City University of New York, USA
- **Ms. Rachelle Auguste**, Medgar Evers College of the City University of New York, USA

ICBED-2024 ADVISORY BOARD

- **Prof. Atish Prosad Mondal**, St. Xavier's College (Autonomous) Kolkata, India
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- **Dr. Evelyn Maggio**, Medgar Evers College of the City University of New York, USA
- **Dr. Zulema Blair**, Medgar Evers College of the City University of New York, USA
- **Dr. Owen Brown**, Medgar Evers College of the City University of New York, USA
- **Dr. Ethan Gologor**, 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



Journal of
*Risk and Financial
Management*

The journal is indexed in SCOPUS

We are happy to announce that The Journal of Risk and Financial Management is the official partner of the 13th ICBED-2024 conference. Conference participants can submit their full-text papers to the Journal for consideration for publication pending further evaluation and APC. The journal is indexed in SCOPUS. For further details about the journal please visit <https://www.mdpi.com/journal/jrfm>

13th International Conference on Business and Economic Development (ICBED)

Special Issue: **Business, Finance and economic Development**

Link to the submission: https://www.mdpi.com/journal/jrfm/special_issues/4Y75SGO34Z

Authors are invited to submit their conference papers within the journal's broad scope. Although comprehensive in coverage, the following areas are indicative and nurture the interests of the special issue with a "Business, Finance and economic development" underpinning:

1. Accounting and Finance
2. Financial accounting
3. Financial Institutions
4. International Finance
5. Financial markets
6. Risk management
7. Corporate finance
8. Financial economics
9. Banking

Guest Editor

Dr Palto Datta FCIM, FRSA, CMBE

Special Issue Editor: **Esther Peng**

Deadline: **Submission deadline: 30th June 2024 and Final publication date: August 2024**

13th International Conference on Business & Economic Development (ICBED), 15-17 April 2024

Tracks and Session Chairs

Day-1: Monday, 15th April 2024

Session-1: Inaugural Session

Prof. David M J Graves, Centre for the study of organised crime (CSOC), UK

Session-2: Growth and Economic Development-1

Prof. Dr. Alan Parkinson, Deputy Director (Education) and principal Teaching Fellow, School of Management, University College London, UK

Session-3: Finance, Accounting & organisational Structure

Prof. A. J. Stagliano, Erivan K. Haub School of Business, Saint Joseph's University, USA

Session-4: Globalisation and International Development

Prof. Wallace Ford, Medgar Evers College, City University of New York, USA

Session-5: Keynote Addresses

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

Session-6: Special Workshop

Joshua Davis, Medgar Evers College, USA

Session-7: Marketing & Branding/HRM

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

Session-8: Special Workshop

Prof. (Dr.) Padmakali Banerjee, Vice Chancellor, IILM University, Gurugram, India

Session-9: Keynote address and closing remarks

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

Day-2: Tuesday, 16th April 2024

Session-10: Teaching and Learning for LLLS

Prof. (Dr.) Veronica Udeogalanya, Medgar Evers College, City University of New, USA

Session-11: Special Workshop

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

Session-12: Entrepreneurship/Growth & Economic Development

William Franklin, MPA, Medgar Evers College, City University of New York, USA

Session-13: HRM

Prof. David M J Graves, Centre for the study of organised crime (CSOC), UK

Session-14: Special Panel Session

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

Session-15: Special Workshop

Reverend Johnny Howard, New York, USA

Session-16: Keynote address and closing remarks

Dr P R Datta, Regent College London & Centre for Business & Economic Research, UK

Day-3: Wednesday, 17th April 2024 (VIRTUAL MODE ONLY)

Session-17: Growth and Economic Development/ Accounting, Finance and OS

Prof. (Dr.) Małgorzata Magdalena Hybka, Poznan University of Economics and Business, Poland

Session-18: Globalisation and International Trade

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

Session-19: Marketing & Branding/HRM

Prof. (Dr.) Thobekani Lose, Nelson Mandela University, South Africa

Session-20: Entrepreneurship in Emerging Economies

Gerald Doyle, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University, UK

Session-21: Closing session

Prof. David M. J. Graves, Centre for the study of organised crime (CSOC), UK

13th International Conference on Business & Economic Development (ICBED)-15-17 April 2024

Co-Sponsors



The Centre for Business & Economic Research (CBER) was founded in London in 2006 with the aim of inspiring, recognising, and supporting 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 researchers and a network of specialists internationally, it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by credible research methods and a thorough and objective approach.



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

CONFERENCE CHAIRS & KEYNOTE SPEAKERS

CONFERENCE CHAIRS



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

DR. JO-ANN ROLLE holds a PhD. in Economics from Howard University. Dr. Rolle has served as the Dean of the School of Business at Medgar Evers College, City University of New York (CUNY) for the past ten years. Dean Rolle is an accomplished leader with a consistent history of success who served in the U.S. Government and I.B.M. before her academic career. She served as Chief Executive Officer (CEO) of a university; seven years as Chief Academic Officer (CAO); and eleven years as a Business School Dean at two universities. During her career, she launched two entrepreneurial Centers and many entrepreneurship programs. She has taught entrepreneurship and economics courses. She is a business consultant with board experience. Dr. Rolle awards include two Citations from Brooklyn, NY Borough President Eric Adams for Leadership & Community Service. She has been recognized as the Top 25 Influential African American Women in Business. She has delivered Keynote speeches and workshops to include the U.N. in N.Y.C. She is a Price-Babson Symposium for Entrepreneurship Educators fellow, an Administrative Fellow, at Harvard University, a Member of the Economic Club of New York, and a Fellow of Centre for Business & Economic Research. She has several articles and publications on the topic of entrepreneurship and the future of work. Her forthcoming book publication includes diverse global scholars' research on, "Tech Enabled Futures: Elevating Education in Underserved Areas."

Dr. Rolle is also a board member of Glasgow Caledonian New York College; Vice Chair of the Global Listening Board and the Immediate Past President of the HBCU Business Deans Roundtable.



Dr. P. R. Datta FCIM, FRSA, FHEA, CMBE
Senior Lecturer & Scholarship Lead, Regent College
London, UK
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, an MSc in marketing from Glamorgan University, UK, and a Ph.D. in Marketing, from the University of Hertfordshire UK. He is a fellow of the Royal Society of Arts, UK, Chartered Institute of Marketing (CIM), UK, and a member of various professional bodies, including the British Academy of Management, the European Marketing Academy, and the European Institute for Advanced Studies in Management. Dr. Datta is currently a senior lecturer and scholarship lead at Regent College London and holds the position of Executive Chair of the Centre for Business & Economic Research (CBER). Dr. Datta is also the Editor-in-Chief of the Journal of Business and Retail Management Research (JBRMR) and the International Journal of Higher Education Management. Dr. Datta has published extensively in international refereed journals and conferences, and several of his publications have received positive feedback from business and management scholars. He has published over 30 scholarly articles and over 200 short articles in the last 20 years (published in daily newspapers)

Author of several Books, including "We're doomed! Brexit Revisited", "The Art of Entrepreneurship: the path to success and wealth creation", co-authored with Luiz Alberto Alves Dos Santos published in February 2022, and "Relationship Marketing for Enhancing Customer Retention (2018)". He is a regular contributor to international academic conferences and regularly contributes various business and higher education articles in prominent English-language daily newspapers in Bangladesh. Such is the insight that he brings to the specialism areas that he has made several television appearances in the UK and Bangladesh. A seasoned traveller, Dr. Datta has visited over 75 countries.

KEYNOTE SPEAKERS**Dr. Alan Parkinson**

*Deputy Director (Education) and principal teaching Fellow
School of Management, University College London, UK*



Alan is Deputy Director of the School of Management with responsibility for Education, responsible for curricula of UG and PG Programmes, line management of teaching staff. He is Principal Teaching Fellow in Accounting, and Teaching Lead: Accounting. He is a qualified accountant (FCCA and ACMA/CGMA), with a Doctorate in Education (EdD), an MSc in Business, a Higher Education Teaching Certificate, and an MA in Early Modern History. He is Professor in Managerial Accounting at Ecole des Ponts, Paris. He specialises in Managerial Accounting, and Financial Management, and contributes to more generic accounting modules. His scholarship interests are accounting history, technology in education, and curriculum design/evaluation. He has extensive international training and consultancy expertise. He has published custom textbooks, scholarship papers, and presents regularly at international scholarship conferences. He has held a number of senior positions elsewhere: Director of the master's Programmes in the School of Business and Management at Queen Mary, University of London; Head of Centre for Financial Management, and MBA Programme Director in the Open University Business School; Director of Accounting Studies in Hatfield Polytechnic, Head of School of Accounting and Taxation, and Sub-Dean of the Faculty of Administrative Studies at South Bank Polytechnic. In February 2018 he was voted UK Public Sector Accountancy Lecturer of the Year by PQ Magazine, and Accountancy magazine read by up to 40,000 students. In November 2017 he was part of the team which received the UK National Learning Technology Gold Award for the Best Learning Simulation.

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.

Carin-Isabel Knoop

Harvard Business School, USA



Carin-Isabel Knoop founded and leads the Harvard Business School's Case Research & Writing Group, which supports about a third of the School's course materials output. In collaboration with leading management experts, she co-authored more than 200 case studies on organizations and managers worldwide, as well as athletes, artists, and chefs. A desire to improve their lives and those whose lives they touch led to the publication of *Compassionate Management of Mental Health at Work* with Professor John A. Quelch (Springer, 2018), the development of Harvard Business Publishing resources on *Well-being and Mental Health at Work* (article, collection, webinar, and module), and numerous speaking, publishing, and consulting engagements around the world. Carin enjoys soft-serve ice cream, pragmatic idealists, random dinners, and postcard writing.

Dwight Geddes

Metro Claims & Risk Mgmt. and The Geddes Mgmt. Group, NY, USA

Dwight Geddes founded Metro Claims & Risk Mgmt. and The Geddes Mgmt. Group based in Floral Park, New York. A 25-plus-year insurance industry veteran, Dwight has published and presented on fraud, risk management, automobile claims, catastrophe property trends and DE&I and taught industry professionals nationwide. In his time in insurance, he has handled claims from several major natural disasters including Hurricane Ike (Houston 2008,) Tropical Storm Irene (New York & New Jersey 2011,) Hurricane Sandy (New York & New Jersey 2012),



Hurricane Irma (Florida 2017) Hurricane Michael (Florida 2018,) Hurricane Isaias (New York, NJ & CT 2020,) Winter Storm Uri (Houston/Corpus Christi, TX 2021,) Hurricane Ida (Louisiana & New York) and Hurricane Ian (Florida, 2022). In addition to his experience as a claims executive and insurance broker, Dwight is a certified mediator, insurance expert witness and a Financial Industry Regulatory Authority (FINRA) arbitrator. Dwight is the Co-Dean of the CLM Claims College and sits on the national board of the National African American Insurance Association.

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



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

D. Bernard Webster
 Executive Director, New York Institute of Technology's Center for Entrepreneurs School of Management



D. Bernard Webster is a distinguished innovation engineer and entrepreneurship thought leader possessing more than 20 years of professional cross-industry experience. Webster is well known for generating practical solutions and facilitated professional learning across sectors, including but not limited to higher education, small business, media, mobile computing, and manufacturing. Throughout his career, Webster has been fascinated with emergent technologies and trends and has leveraged his sustained inquiry to generate tangible performance results on behalf of a variety of stakeholders. To date, Webster has raised more than **\$8.5 million in public and private funds** to help startups and community-based organizations alike transform their operations through technology in order drive accelerated growth and innovation. With technical expertise in **new media design, software development, venture building and go-to-market strategy**, Webster has a robust understanding of the technology development life cycle and multiple pathways to commercialization. As such, he has been a trusted advisor to more than **20,000 small business entrepreneurs** and startup founders throughout the tristate area since 2009. During this time, he has earned a reputation for delivering high-quality, effective technology solutions that impact the way users work, earn, live, and learn. Webster is likewise a skilled communicator, able to effectively distill complex technical subjects to both technical and non-technical audiences. D. Bernard Webster is current Adjunct Faculty and Executive Director at the **New York Institute of Technology's Center for Entrepreneurship at the School of Management**. He is also the Managing Partner and CTO for the **MVP Accelerator, Inc.** a Regional SBA Growth Accelerator for Minority and Women Led Tech Startups (www.mvpaccelerator.com) and Co-founder/Technology Director for the **Open Door Arts-In-Education Project** (<https://odaep.org>). Webster is also a recipient of the Major Owens Congressional Tec Champion Award for Pioneering Tech Literacy in Urban Communities.



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

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

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

CONFERENCE SESSION CHAIRS



A.J. Stagliano, Ph. D
Erivan K. Haub School of Business, Saint Joseph's University, USA

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



Prof. Wallace Ford
Medgar Evers College, City University of New York, USA

Professor Wallace Ford II is a member of the faculty of Department of Public Administration in the School of Business at Medgar Evers College in the City University of New York. Having served as Chair of the Department for four years, he was appointed as an Associate Professor with tenure by the CUNY Board of Trustees in 2021. Professor Ford has also taught Master of Public Administration and Master of Business Administration candidates at Columbia University's School of International and Public Affairs, Metropolitan College of New York, Pace University, and John Jay College. He is a graduate of Dartmouth College where he was a Senior Fellow and received his Juris Doctorate from Harvard Law School. He currently resides in Harlem.



Prof. (Dr) RK Arya
Manav Rachna International Institute of Research and Studies Faridabad

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



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

Gregorio Mayers is an Attorney and Tenured Professor at Medgar Evers College of the City University of New York and a Government Relations Professional. Professor Mayers' focus area of teaching is Administrative and Regulatory Law, Public Policy, State and Local Government and Disaster Management. Attorney Mayers served two-terms as a senior advisor to former New York City Mayor Michael Bloomberg at City Hall where his portfolio included Small Business Services, Capital Projects, Education and Disaster Management. During Hurricane Sandy, Mr. Mayers was appointed by the Mayor to the Special Initiative for Rebuilding and Resiliency Task Force (SIRR) to oversee the disaster caused by the Hurricane and to develop a comprehensive report. Professor Mayers has been invited to make presentations on Disaster Management to the new members of the New York State Legislature, Local and Municipal Governments and various business and public organizations on the legal implications on Disaster Management. Professor Mayers received his Doctor of Jurisprudence from the City University of New York School of Law; his BS in Business Administration from Medgar Evers College and he is a graduate of Columbia University Graduate School Not-For-Profit Program.



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

After a varied career in the Public Sector, David specialises in Private and Public Corporate Governance issues, National and International Financial Crime, and all fraud-related offences. Now a retired Fraud Squad Detective, David has extensive experience in the areas of Management Skills and Training, Corporate Governance within the Public/Private Sector, National and International Global economic crime, Money Laundering, Identity Theft, The Police & Criminal Evidence Act, Vulnerable and Intimidated Witness programmes, Crime Reduction strategies, Project Management/Leading Project Teams, Business Customer Care Programmes, Degree course design for Universities.

He is a Fellow Founding member of the Institute of Leadership and Management, a Chartered Manager and Fellow of Chartered Management Institute, appointed Chancellor and a Fellow and member of the Board of Governors of the African Business School U.K. Division and a member of the Association of Certified Fraud Examiners. David is the current CEO of the Centre for the Study of Organised Crime (CSOC).



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

Dr. Veronica Udeogalanya is a tenured full professor in the Department of Economics and Finance, at Medgar Evers College of The City University of New York. Prior to that, she was a full-time tenured faculty member at the University of Nigeria, Nsukka, Nigeria, from where she was invited to the City University of New York as a Visiting Assistant Professor of Social Sciences in 1988. Since then, she has served the college in different capacities including the founding chairperson of the Department of Economics and Finance; the Deputy to the Provost of Medgar Evers College, and the chair of the college-wide retention task force among many assignments. She brings to these positions over forty years of experience in university teaching, higher education administration, grant writing, and community service. Dr. Udeogalanya was educated in the United Kingdom, Nigeria, and the United States. She earned a bachelor's (1982), Master's (1985), and doctoral (2007) degrees in Economics. She continues to teach courses such as principles of economics; theory of economic development; urban economics; money and banking; international economics; managerial economics; labor economics and industrial relations; and public finance. Dr. Udeogalanya has presented research papers at universities and for socio/economic organizations in many countries including the United Kingdom, Ireland, Romania, Ivory Coast, Nigeria, Spain, and the United States. She has published several books including an economics textbook, *Economics Fundamentals* (2010), by Kendall-Hunt Publishers, as well as several articles in refereed journals. Her research interests include issues in small business education, economic development projects, women and work, international business, and study abroad programs, as well as cross-cultural community service. She is married to her husband of forty-seven years and has five children and nine grandchildren.



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

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



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

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



Prof. Thobekani Lose
Centre for Entrepreneurship Rapid Incubator, Walter Sisulu University
South Africa

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



William Franklin, MPA
Medgar Evers College, City University of New York, USA

William Franklin is from Brownsville, Brooklyn, a US Navy veteran, and economic justice advocate fighting against poverty through a language of cooperative sustainability. William is a three-time CUNY alumnus and Ph.D. student. He holds undergraduate diplomas in Economics and a graduate degree in Public Administration. William Franklin works as an adjunct instructor of Entrepreneurship at Medgar Evers College, Director of Entrepreneurship and Innovation at Central Brooklyn, and Program Manager of Economic Development at Bridge Street. All of his roles intersect and allow him to live out his goal of poverty confrontation through education, entrepreneurship, and policy analysis. William is also the founder of Equitunity, a not-for-profit established to confront poverty in the bottom 12 communities of New York City. Lastly, William Franklin's life-guiding quote is, "Do not hire a man who does your work for money, but him who does it for love of it" – Henry David Thoreau.

SOME OF THE PANELLISTS FOR THE WORKSHOPS



La'Shawn Allen-Muhammad
Executive Director of the Central Brooklyn Economic Development Corporation, USA

La'Shawn Allen-Muhammad is an economic mobility leader, community advocate, and the Executive Director of the Central Brooklyn Economic Development Corporation (CBEDC), a 34-year-old nonprofit organization dedicated to revitalizing the local economy. Born and raised in the vibrant and resilient Brownsville section of Brooklyn, La'Shawn has dedicated her life to fostering economic equity, and educational opportunities for community residents. Growing up in Brownsville, La'Shawn witnessed both the challenges and untapped potential of her neighborhood. Her early experiences instilled a deep sense of purpose and a commitment to making a positive impact. This drive led her to pursue higher education and personal development, culminating in her becoming a Certified Executive Coach in 2018 through the Howard University Executive MBA program, where she now serves as a member of its Advisory Board. With her newfound expertise and a profound understanding of the economic disparities that plagued Central Brooklyn, La'Shawn embarked on a mission to effect transformative change. Under La'Shawn's leadership, CBEDC has undergone a remarkable transformation. Her strategic vision and tireless dedication have breathed new life into the organization, making it a driving force for economic growth in Central Brooklyn. She has overseen the creation of innovative programs that support local entrepreneurs, provide job training, and youth development, including the development of the B'Ville Hub, the future home of Brownsville's first business center and trade school. Last year, La'Shawn was awarded the Inaugural Just Brooklyn Prize. This prestigious award celebrates 5 individuals who have made exceptional strides in promoting social justice and equity in Brooklyn.



Kelly Frost
Director, Foundation Relations at Babson College, USA

Kelly Frost is Director, Foundation Relations at Babson College. She is also the founding President of Frost Advancement Advisors and brings more than 33 years' experience guiding multifaceted advancement programs to unprecedented achievement. Proficient in the design and realization of a dozen pioneering multimillion dollar capital campaigns, Kelly is an accomplished relationship builder securing more than \$175 million from individuals, corporations, foundations, and federal, state, & local governments, transforming more than 45 educational, conservation, human service & arts organizations. Kelly is a frequent speaker and presenter at Counsel for Advancement and Support of Education (CASE) and Association of Fundraising Professionals (AFP) conferences and is an active community volunteer. A single mother of a first-year college student, Kelly serves as Vice-Chair and Treasurer of Community House, an agency serving youth ages 6-13 through residential assessment & stabilization and day school services in Vermont, where she and her family co-own an organic farm.

Joshua Davis
Blue-Ribbon Committee on education in the State of New York



Being one of the very few recipients of the prestigious Niclas Nagler, Urban Arts Scholarship afforded him the opportunity to become a graduate of Medgar Evers College-CUNY, where he was awarded a Baccalaureate Degree of Science in Public Administration (May 2016). Being inducted into Pi Beta Kappa honor society in the spring of 2016, ignited a flame for academic excellence within him. He spearheaded mentoring programs in 3 New York City public high schools, which resulted in him getting the attention of some of New York City's prominent government officials. Gathering and compiling research on trying to close the achievement gap, morphed a short documentary film about a success story that benefited from the mentoring program. From advocating in front of City and State Legislature to sitting on panels such as the Blue-Ribbon Committee on education in the State of New York, Josh has received numerous awards for community engagement and was even featured in online education publications and television networks talking about current politics and fighting to safeguard voter's rights. After facilitating and designing programs for college students through the Black Male Initiative at Medgar Evers College, he is now running Alumni Relations for the Center for Integrated Training and Education. Joshua also became a recent graduate of CUNY's School of Law where he earned his Doctor of Jurisprudence. You can find Josh at the Brooklyn District Attorney Office as an ADA helping to balance the Scales of Justice.

Fun Fact- Joshua loves to travel and is always willing to jump to a different time zone.

Quenia Abreu

A Champion for Inclusion Diversity and Economic Empowerment. President, New York Women's Chamber of Commerce (NYWCC)



Quenia Abreu is the president of the New York Women's Chamber of Commerce (NYWCC), a nonprofit organization dedicated to promoting Diversity & Inclusion initiatives for women and minority entrepreneurs and professionals. Born in the Dominican Republic, Abreu was raised in New York City by "a village of strong women" who inspired her to believe at an early age that the key to gender and racial/ethnic equality is economic empowerment and growth. In 2002, Abreu and a group of businesswomen and community leaders founded the first women's chamber of commerce in New York City and State. Today, the organization represents over 7,000 small businesses. Since the pandemic's onset last year, the NYWCC has pivoted to help M/WBEs which have been disproportionately hard hit by the health crisis and its ensuing economic downturn. Abreu instituted a regular series of over 100 NYWCC virtual & in person programs advising M/WBEs of coping strategies and worked directly with communities to help struggling small business owners reopen and procure grants and PPP (Paycheck Protection Program) loans. She has helped over 2000 small businesses survive.

Due to her ongoing collaboration with elected officials and community leaders to help pass Local Law 129, now MWBE Local Law 1 and Article 15-A which mandate M/WBE participation in City and State projects, Abreu became a member of the M/WBE Advisory Boards for the Mayor, the School Construction Authority, and the Department of Education (DOE). She was recently appointed to a statewide board guiding the reopening strategy during COVID-19 and to the Board of Directors of the Javits Center. Quenia has received many awards and recognitions for her work, she has been named to Crain's New York Business' Notable Hispanic Leaders and Executives. she also made City & State's The Power of Diversity: Latino 100 and was voted the Civic Diversity Hero by Crain's New York Business after City & State's included her in the MWBE Power 50, all within the same six months.

Under Abreu's leadership the NYWCC has provided technical assistance and training to more than 20,000 entrepreneurs, assisted with the creation of 10,000+ new businesses, and aided entrepreneurs in accessing \$65 million in capital and \$100 million in procurement contracts. It has helped over 5,000 entrepreneurs apply for Minority/Women Business Enterprise (M/WBE) certification through its M/WBE Center and Women's Microenterprise Institute.

Joshua Brown

Medgar Evers College, USA



Joshua Brown has brokered more than \$50 million dollars in residential sales and leases. As a resident of Brooklyn's Bushwick neighborhood, Joshua serves as 1st vice chairperson for Brooklyn Community Board 4. In 2018, he served as co-chair of the Housing and Land Use Committee, where he advocated on behalf of community stakeholders. Through his work, Joshua remains passionate about educating community members about deed fraud, how to prevent foreclosures, as well as the importance of having a will and living trust.



Sandra Wilkin
Vice Chairwoman of the Board of Trustees of The City University of New York

Sandra Wilkin, B.S., B.S., was reappointed by Governor Kathy Hochul as Vice Chairwoman of the Board of Trustees of The City University of New York on June 15, 2023. Her term ends June 2030. She is the first female graduate of both a CUNY community college – Kingsborough – and a senior college – Hunter – to serve as Vice Chairwoman. Ms. Wilkin is chief executive officer of Bradford Construction, the construction management firm she founded in 1989, based on a mission to optimize services and operations on complex, large-scale building projects. Over the past three decades, she has grown the company into one of New York’s premier women-owned business enterprises (WBE). To support the infrastructure and sustainability needs of emerging minority- and women-owned business enterprises (MWBE), she has developed critically important mentoring programs.

Ms. Wilkin co-founded the Women Builders Council – an organization that advances the role of women in the building industry – with a campaign “to break the concrete ceiling.” She is also a member of the NYS and NYC MWBE Advisory Councils and NYC School Construction Authority Diversity Board. In 2013, she helped spearhead the passage of NYC Local Law 1, landmark legislation that increases MWBE participation goals in government contracting. Ms. Wilkin was the first woman to serve on the executive board of the New York Building Congress’ Foundation and the first woman to serve on the executive board of the Regional Alliance for Small Contractors. Her contributions have been recognized with numerous awards and honors, including the Kingsborough Community College Wall of Fame, the Hunter College Hall of Fame and Exemplary Service Citations on behalf of the State of New York Executive Chamber and the City of New York for eradicating barriers for MWBEs and in recognition of distinguished leadership. She also shares a unique distinction with Golda Meir of being the only women to receive the Lubavitch Youth Organization’s Woman of Valor Award for her “commitment and dedication to helping people of all ages, regardless of race, religion, color or creed, find meaning and direction in life.”



Nia Rock
Vice President and Community Development Officer, BankUnited

Nia Rock is a Community Reinvestment Banking professional with a BA in Economics and MBA in Impact Finance from Bard College. Ms. Rock has driven lending, investment and service initiatives throughout the Northeast for over 3 decades. A proven change leader, Nia combines innovative strategies with community collaboration designed to address critical, contemporary issues. Nia serves as Industry Advisor with Medgar Evers College School of Business, as well as Board Director and Advisor with several community and economic development nonprofit organizations in the New York Metro Area.



Niles D. Stewart
Sr. Managing Director / Founder, NDS Capital Advisors LLC

Niles D. Stewart is a 30-plus year banking executive whose career has been focused on providing access to capital to traditionally underserved communities. He has worked with large banks like CitiBank, HSBC and Merrill Lynch as well as community banks like Popular Community Bank and Carver Federal Savings Bank. His experience also includes working with community oriented fintech company Lendistry as Sr. Managing Director. During his career he has facilitated more than one billion dollars in lending, primarily to MWBE’s and in communities that major banks neglect. During the pandemic he insured that minority and women-owned businesses had access to PPP funds, even when they were rejected by their primary banks. The loans have been focused on small business growth as well as real estate development. For the past decade he has been a C-Suite Lending Executive and is often called to speak at events such as NYS MWBE Forum, NYC Small Business Expo and others where he provides small business owners with information to empower them towards success. Niles has partnered with many non-profit organizations to ensure that they have access to capital as well link them up with technical assistance to facilitate success in their missions. Niles is a life-long Brooklyn resident who is active in the community and serves on several boards that provide necessary services to Central Brooklyn.



VISIT NEW YORK

New York is the most populous city in the United States and the center of the New York Metropolitan Area. The city is referred to as New York City or the City of New York to distinguish it from the State of New York, of which it is a part. To some, it is affectionately known as 'the Big Apple' or the 'City that Never Sleeps'. When it comes to ethnic and linguistic diversity it is second only to London. New York exerts a significant global impact on commerce, finance, media, art, fashion, research, technology, education, and entertainment. The home of the United Nations Headquarters, New York is an important center for international diplomacy.

For all the supposed glitz and glamour of parts of Manhattan, in many respects, it is a decidedly edgy city, one that exudes self-confidence whilst at the same time having pockets of real neglect and deprivation. It is a city of contrasts, one that sees people marveling at the opulence and sheer size of Grand Central Station and being shocked by the dated and decrepit nature of the New York subway. For all that, films and television have ensured a sense of familiarity with the place, and even the most cynical cannot help finding something to like about a city that hustles and swaggers so effortlessly.

In preparation for your visit the CBER team has drawn up the following list of eight of the best visitor destinations whilst in New York, USA: -

1. **Statue of Liberty:** The Statue of Liberty Enlightening the World was a gift of friendship from the people of France to the people of the United States and is a universal symbol of freedom and democracy.
2. **The Empire State Building:** The Empire State Building is a 102-story Art Deco skyscraper in Midtown Manhattan, New York City
3. **Times Square:** Times Square is a legendary NYC landmark, synonymous with all the glam and glitz of the Big Apple, and is a major commercial intersection, tourist destination & entertainment center. Official site: <http://www.timessquarenyc.org/index.aspx>
4. **Central Park:** Located in Manhattan, New York. An urban park comprises 843 acres between the Upper West Side and Upper East Side.
5. **One World Trade Centre:** This is the main building of the rebuilt World Trade Centre complex in Lower Manhattan, NY. This is the sixth tallest building in the world and the tallest in the Western Hemisphere.
6. **The Museum of Modern Art:** The museum is located in Midtown Manhattan, NY, on 53rd Street between Fifth and Sixth Avenues. It has approx. 300,000 books and exhibition catalogs, over 1,000 periodical titles, and over 40,000 files of ephemera about individual artists and groups. Official site: <http://www.metmuseum.org/>
7. **The Cathedral of St. Patrick:** This is the most prominent landmark of New York and is decorated Neo-Gothic-style Roman Catholic cathedral church.
8. **High Line:** An exciting new attraction in New York City, the High Line is a former rail line that has been transformed into an urban walking trail above the city streets

Further details on things to do in New York City

Top Things to do<https://www.tripadvisor.com/Attractions-g60763-Activities-New_York_City_New_York.html#ATTRACTION_SORT_WRAPPER>

Museums<https://www.tripadvisor.com/Attractions-g60763-Activities-c49-New_York_City_New_York.html>

Historic Sites<https://www.tripadvisor.com/Attractions-g60763-Activities-c47-t17-New_York_City_New_York.html>

GENERAL INFORMATION

1. **Presentation Timing:** A full paper is usually allocated approximately 12 minutes for presentation followed by 3 minutes for questions from the audience. The track chair will keep an eye on the time and alert you when time is beginning to run short. Please note that we actively encourage constructive questions from the audience. Your cooperation in bringing your presentation to a close within the time specified is essential to the smooth running of the conference and to being fair to other presenters.
2. **Presentation equipment:** Presentation rooms will be equipped with a laptop and projector screen for PowerPoint presentations.
3. **Presentation:** The CBER requests that PowerPoint presentations be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present at: info@cberuk.com. It is also a sensible precaution to make sure that you hold a copy of your presentation with you. Any presentation that has not been submitted in time will not be pre-loaded and remain the responsibility of the presenter. Please note that for the virtual mode of presentation, the PPT slides will be shared via the Zoom screen share option by the presenter.
4. **Conference Tracks:** The CBER works assiduously to organise papers to fit in with the relevant tracks. There are occasions when individual authors request that papers be moved to fit in with flights etc. Please note that whilst the CBER will do its level best to accommodate individual needs, it must be mindful of ensuring that the conference is balanced and appropriately structured.
5. **Coffee Break:** Coffee will be served in the Foyer front of the conference reception during Mid-morning (11.00-11.15 am) and mid-day (16.00-16.15 pm) (*please see the programme for further details*)
6. **Lunches:** Standing Buffet lunch will be served from 13.00-14.00 pm outside the conference room.
7. **Delegate badge:** All in-person conference participants are requested to wear their delegate badges visible at all times in order to guarantee easy access to all sessions, lunches, and other events during the conference.
8. **Your Name and Name of the Affiliation (only for virtual presentation):** All participants are requested to type their name and the name of the Institution when they join the Zoom conference so that we will be able to recognise them immediately.
9. **Punctuality:** As this is a Hybrid conference, please ensure that you join your session promptly and are aware of the order of speakers from the conference proceedings. Please allow extra time to join online and wait for the session to start.
10. **Conference Proceedings:** The conference proceedings- "The Business & Management Review" is open access proceedings which means that all content is freely available without charge to the user or his/her Institution. Users are allowed to read, download, copy, distribute, print, search, or link to the full texts of the articles in the conference proceedings without asking prior permission from the publisher or the author. CBER is committed to publishing all full-text articles that were accepted for the conference (these will be available online within 4 weeks from the conference dates). However, all abstracts are included in the **abstracts proceedings**."
11. **Use of Bibliographic Reference:** Please use the following bibliographic reference: *13th International Conference on Business and Economic Development (ICBED). Proceedings of the CBER-MEC International Conference, 15-17th April 2024, Medgar Evers College of City University of New York, USA*
12. **Internet access/Wi-fi:** For Wi-fi access please ask at the conference desk who will be happy to assist you
13. **Photography:** Photographs will be taken at the conference by an official photographer or CBER team member; such photographs may be used in post-conference publicity and on future marketing materials. A link will be sent to all participants once these photos are uploaded.

14. **Conduct:** In the event of inappropriate behaviour by any delegate in the view of the Organiser or the conference venue operator, the delegate may be refused entry or asked to leave and excluded from the conference without refund or compensation.
15. **Recording:** The session or part of the session will be recorded and used for internal and external purposes. The edited version of the video will be uploaded via the relevant YouTube Channel.
16. **Social media Live Streaming:** We may Livestream the whole or part of the session for external viewers.
17. **Certificate of Participation:** Each registered participant who participates in the conference shall be awarded a **Certificate of Contribution** worth 15 CPD points. The certificate will have the name of each author with a clear indication of who has presented.
18. **Authorship:** Presenters have a moral obligation to acknowledge all contributions to their paper, both orally at the time of presentation and by referencing authors in papers submitted to the conference.
19. **Republishing a Presentation:** Authors are free to publish their presentations elsewhere without fear of copyright problems and permission from the CBER.
20. **Abstract-Only Publications:** Authors often elect to publish only the abstract of their presentation in the conference proceedings. This effectively gives the author until the conference date to complete the paper. This also means that the author is free to submit the paper to another journal without copyright consequences. This is possible because the paper has never been published elsewhere since only the abstract was published in the proceedings. **CBER** does not copyright the proceedings, which means that authors are still free to do as they see fit with the paper. Consequently, authors can claim academic credit for a conference presentation, a refereed conference proceedings publication, and possibly a journal publication from one piece of research. Please note that only the full-text papers are published in the online conference proceedings.
21. **Location:** Medgar Evers College, School of Business, 1650 Bedford Avenue, Brooklyn, NY 11225

CBER-MEC 2024 ICBED CONFERENCE HASHTAG

#ICBED24

Please use the above ICBED Conference Designated Hashtag for Connecting with the Worldwide Audience in all your Tweets from the Event.

Disclaimer

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.

13th International Conference on Business and Economic Development (ICBED)

15-17th April 2024

HYBRID CONFERENCE

SCHEDULE FOR THE CONFERENCE 2024

DAY-1

MONDAY, 15 APRIL 2024

8.45 AM -9.15 AM

Registration & Networking

THIS SCHEDULE IS BASED ON NEW YORK TIME (EST)

SESSION 1: INAUGURAL SESSION

9.15 AM-10.15 AM

Session Chair: Prof. David M J Graves, Centre for the study of organised crime (CSOC), UK

Location: Main conference auditorium (Edison O. Jackson)-First floor

9.15 AM-9.25 AM: Opening Address & Introduction

Prof. David M J Graves, Centre for the study of organised crime (CSOC), UK

9.25 AM-9.35 AM: Message of welcome

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

9.35 AM-9.45 AM: Message of welcome

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

9.45 AM -10.10 AM: KEYNOTE ADDRESS

Prof. (Dr.) Padmakali Banerjee, Vice Chancellor, IILM University, India

Title: Higher Education shaping the trajectory of inclusiveness, sustainability, and socio-economic development - The Indian perspective

Brief Synopsis

With India's rising stature and global recognition as a major power, especially in the recent years, in the arena of education the National Education Policy 2020 has proved to be giant leap forward in transforming the educational paradigm in not only domestic but also international context thereby impacting socio-cultural harmony and economic dynamism. This landmark policy intervention is based on the philosophy of "Sabka Saath Sabka Vikas" with a view to make it universally accessible for all sections of population. The new education policy is in sync with India's age-old heritage of "Vasudhaiva Kutumbakam" (the world is a family) wherein education acts as catalyst in fostering inclusiveness, sustainability, and shared progress. The key areas of this policy are to promote internationalization, empowerment, socio-cultural equality, employability, skill development, innovation, and entrepreneurship – all of which lead the way for all-round holistic education. My keynote address focuses on each of these elements of India's new education policy and how it makes significant strides in metamorphosing the educational landscape in national and international context. The keynote address delineates the power of education in stimulating global socio-economic development in the sense that India's population being primarily constituted by the youth community the new education scenario in India looks promising and future ready in creating worthy global citizenry. The address highlights the profound implications of innovation, entrepreneurship, high-end research, skill-based training and development, women empowerment, participatory education, practical and application-based training, as envisaged in the new national education policy in India, in nurturing national and international talent in an inclusive manner thereby promoting sustainable socio-economic development and uniting the world. This spirit of education has the power to effectively counter geopolitical and geo-economic instability that has emerged in recent years in the aftermath of pandemic and military aggression in some pockets of the world.

SESSION 2**10.15 AM-11.30 AM (BREAK: 11.30 AM -11.45 AM)****Session: Growth & Economic Development****Session Chair: Prof. Dr. Alan Parkinson**, Deputy Director (Education) and principal Teaching Fellow, School of Management, University College London**Location:** Main conference auditorium (Edison O. Jackson)-First floor**10.15 AM -11.30 AM****PRESENTATIONS**

- I *Child labor in the United States, Canada and the Developing World*
Owen Brown, Medgar Evers College, City University of New York, USA; **Alan Franklin**, Vancouver Island University, USA.
- II *Managerial approaches to blockchain technology adoption in the rail freight sector: An emerging market perspective*
Khampepe Khitsane; Sumayah Nabee; Hemisha Makan, University of Johannesburg, Department of Transport and Supply Chain Management, South Africa
- III *The mediated effect of bounded rationality on the relationship between national cultural psychology and irrationality in financial decision-making of entrepreneurs*
Liyanage Rodrigo, University of Wales Trinity Saint David, UK; **Yongsheng Guo; Xiaoxian Zhu**, University of Teesside, UK
- IV *Genoecconomics: Decoding the genetic basis of entrepreneurial success*
Jo Ann Role, Dean, School of Business, Medgar Evers College, City University of New York, USA; **J Satpathy**, School of Business, Srinivas University, Mangaluru, India
- V *A Better Model? Testing of Fama and French Six-factor Model in Pakistan*
Mehak Younus, Department of Management Sciences, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Karachi, Pakistan

SESSION 3 (PLENARY SESSION)**11.45 AM-13.15 PM (BREAK: 13.15 PM - 14.00 PM)****Session: Finance, Accounting & organisational Structure****Session Chair: Prof. A. J. Stagliano**, Erivan K. Haub School of Business, Saint Joseph's University, USA**Location:** Seminar Room-Second Floor (Cafeteria)**11.45 AM-13.15 PM****PRESENTATIONS**

- I *US housing prices and the transmission mechanism of connectedness*
Sahana Roy Chowdhury, International Management Institute, Kolkata, India; **Kirti Gupta**, Reserve Bank of India, India; **Panayiotis Tzeremes**, University of Thessaly, Greece
- II *Is a gender diverse board a more effective board? Evidence from Canada*
Walid Ben Amar; Philip McIlkenny, Telfer School of Management, University of Ottawa, Canada
- III *Mapping asset returns: Reimagining generative ESG indexes and market interconnectedness*
Gordon Dash, University of Rhode Island, USA; **Nina Kajiji**, University of Rhode Island, USA, and the NKD-Group, Inc., USA; **Bruno G. Kamdem**, New York University, USA
- IV *The mediating role of risk tolerance in the relationship between behavioral factors of small investors and investment decisions in the Saudi stock market*

Mostafa Salah Elmokadem; Hoda Ahmed Ibraheem Abdelnabi, Department of Investment & Finance, Arab East Collages, Saudi Arabia

V *Measuring the social cost of carbon: a critical comparison of the alternative methodologies currently in use*
A. J. Stagliano, Professor of Accounting, Erivan K. Haub School of Business, Saint Joseph's University, Philadelphia, USA

VI *Assessing the financial literacy strategy of small businesses utilizing information technology within Umhlathuze Municipality*
Ayansola Olatunji Ayandibu, Department of Business Management, Faculty of Commerce, Administration and Law, University of Zululand, South Africa

SESSION 4 (PANEL SESSION)-HYBRID MODE

11.45 AM-13.15 PM (BREAK: 13.15 PM - 14.00 PM)

Session: Globalisation and International Development

Session Chair: Prof. Wallace Ford, Medgar Evers College, City University of New York, USA

Location: Main conference auditorium (Edison O. Jackson)-First floor

11.45 AM-13.15 PM

PRESENTATIONS

I *Civil Code vs. Common Law: notary traditions and economic disparities in Puerto Rico and the United States*

Scott Brown, Professor of Finance, University of Puerto Rico Graduate School of Business, Puerto Rico; **Adam Welker**, Utah Valley University, Orem, Utah, USA

II *Empowering Change Agents: How Sustainable Leadership Drives Socially Responsible Behavior through Environmental Awareness, Generative Concern, and Psychological Green Climate*

Sajjad Ahmad Afridi, Department of Management Sciences- Hazara University Mansehra, Pakistan

III *Exploring the development of regulatory framework for crypto assets in South Africa*

Michael Adelowotan, Department of Accountancy, University of Johannesburg, South Africa

IV *Forecasting South African interest rates in the presence of instabilities*

Devine Chinoriwa, Junior Risk Analyst: PSG Financial Services Limited, South Africa, University of Johannesburg, South Africa; **Oliver Takawira**, Department of Finance and Investment Management (DFIM), College of Business and Economics (CBE) - University of Johannesburg, South Africa

V *Factor Models Faceoff: Evidence from Classical versus Bayesian Tests*

Mehak Younus, Department of Management Sciences, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Karachi, Pakistan

VI *Equity in financing renewable energy development to mitigate the impact of climate change on Human Health- A case of Rajasthan India*

Vaibhav Mishra, SOAS University of London, UK **(Online mode)**

SESSION 5 (PLENARY SESSION)

14.00 PM-15.30 PM

Session: KEYNOTE ADDRESSES

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

Location: Main conference auditorium (Edison O. Jackson)-First floor

14.00 PM - 14.25 PM: KEYNOTE ADDRESS

Dr JoAnn Rolle, Dean, School of Business, Medgar Evers College, CUNY, USA

Forthcoming book: Tech Enabled Futures: Elevating Education in Underserved Areas

Title: Harnessing Technology to Elevate Education in Underserved Communities**Brief synopsis**

The presentation explores the transformative potential of technology in bridging the digital divide and enhancing educational opportunities in underserved areas. By examining global challenges, innovative curriculum design, revolutionary classroom methods, and game changing EdTech tools, the presentation highlights the importance of collaboration among governments, educators, and technology partners in creating an inclusive and equitable learning landscape. The address emphasizes the critical role of policy, governance, and strategic investments in ensuring the sustainability and long-term impact of tech-enabled education. Attendees will gain valuable insights into harnessing the power of technology to empower individuals, communities, and transform futures through education.

14.25 PM – 14.50 PM: KEYNOTE ADDRESS

Prof. Alan Parkinson, UCL School of Management, University College London, UK

Title: Managing risk against a polycrisis landscape: a financial perspective**Brief synopsis**

Until recently, it was not uncommon to read and hear about ‘the VUCA world’ – volatile, uncertain, complex and ambiguous. That descriptor captures the reality of individual events, albeit sometimes bracketed together in twos or threes of relatively single factors, occurring unexpectedly and at speed. Despite that uncertainty, commercial organisations are situated in a world where risk is taken to, hopefully, reap rewards in the form of benefits and returns. Accordingly, many organisations have developed ‘risk identification’ processes over time, with associated risk management systems. Liang, Lee and Sang (Deloitte, 2016) advocate an attitude and approach to VUCA which reflects “a risk-savvy company is one that proactively embraces VUCA – it is a risk survivor and also a risk overcomer”. For many organisations that approach was adequate if not ideal... but... the VUCA setting has evolved and has morphed into a ‘polycrisis’ landscape’ (Whiting and Park, WEF, 2023). This landscape reflects an amalgamation of challenging events “where disparate crises interact such that the overall impact far exceeds the sum of each part” (WEF Global Risks Report 2023). Whilst there are those who argue that this is nothing new and has occurred across history, others are concerned that the impact of disparate events naturally total to a sum of all the parts, but the interaction between those events is such that it is much more overwhelming than the mere sum (Tooze, FT, 2022). Currently, individual shockwave events are occurring: the Ukraine conflict; more localised conflicts; rising and volatile energy prices; debt mountains in countries and companies; more localised conflicts; the after-effects of COVID-19; some stuttering large national economies; AI, to cite but a few. This presentation identifies some of the financial consequences of this polycrisis world and explores how strategic control of costs and better management of cash and capital may help in managing – and at least mitigating, the impact of of interactions between individual shockwave events.

14.50 PM – 15.15 PM: KEYNOTE ADDRESS

Dwight Geddes, Metro Claims & Risk Mgmt. and The Geddes Mgmt. Group, New York, USA

SESSION 6 (PANEL SESSION)

15.30 PM-16.15 PM

Session: SPECIAL WORKSHOP

Workshop Moderator: Joshua Davis, Medgar Evers College, USA

Location: Main conference auditorium (Edison O. Jackson)-First floor

15.45 PM -16.45 PM: WORKSHOP

Workshop Title: *Strategic Alliances in Higher Education: The Babson-Medgar Financial Literacy Initiative*

Panelists:

1. **La'Shawn Allen**-Economic mobility leader, community advocate, and the Executive Director of the Central Brooklyn Economic Development Corporation (CBEDC), USA
2. **Kelly Frost**, Director, Foundation Relations at Babson College, USA

Brief Synopsis

The proposed workshop aims to highlight the collaborative efforts between Babson College and Medgar Evers College, with the support of Central Brooklyn Economic Development, in launching a financial literacy pilot program targeted towards historically black colleges and universities (HBCUs). This workshop will provide an overview of the innovative partnership model that has

been developed to offer a comprehensive financial literacy curriculum without cost to the participants. The Babson-developed curriculum is funded by a grant from the NASDAQ Foundation and is designed to be interactive and highly engaging for students and community members affiliated with HBCUs. A central theme of the workshop will be the exploration of the 'train the trainer' model, which aims to empower HBCUs to independently conduct these workshops in the future, ensuring sustainability and long-term impact. The workshop will discuss the critical role of identifying a champion within the institution who will serve as the liaison between Babson and the HBCU, drive recruitment efforts, and potentially deliver the financial literacy curriculum. Attendees will gain insights into the process of establishing such partnerships, the benefits to their institutions, and the positive outcomes anticipated from this pilot program. The workshop will serve as a call to action for conference participants, encouraging them to consider similar collaborations that foster educational advancements and community enrichment. Through this workshop, the presenters aspire to set a precedent for future educational partnerships and to demonstrate the transformative power of collective efforts in addressing financial literacy – a crucial skill set in today's economic environment.

SESSION 7 (PANEL SESSION)

15.30 PM-17.00 PM

Session: Marketing & Branding/HRM

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

Location: Seminar Room-Second Floor (Cafeteria)

PRESENTATIONS

- I *The role of social media for entrepreneurs to drive financial and sustainability goals: A literature review*
Katja Schroeder, St. Francis College, Brooklyn, NY, Assistant Professor & Director of Entrepreneurship, USA
- II *Freight logistics in Africa: information and technology as beacons*
Joash Mageto; Rose Luke, Department of Transport and Supply Chain Management, University of Johannesburg, Johannesburg, South Africa
- III *The value of customer co-created engagement in service failure and recovery in the UK fashion industry*
Samuel Ayertey, University of Cumbria, UK
- IV *The future of managing global talent in the digital era: A conceptual exploration*
Prithwa Bhattacharya, Arden University, UK; **Mushfiqur Rahman**, University of Wales Trinity Saint David, UK
- V *Productivity of employees within a hybrid work ecosystem*
Juliana Olayemi Omolambe, Flomny Menon, Regent College London, UK
- VI *The impact of Artificial Intelligence on E-commerce supply chain sector in achieving cost efficiency and economic growth: A business and economics perspective*
Kripalini Saginala, Regent College London and University of Bolton, , UK
- VII *Servant leadership and employee innovative behaviour: Unpacking the role of support for innovation and creative self-efficacy in knowledge intensive service context*
Tahira Nazir; Amjed Iqbal, COMSATS University, Islamabad, Wah Campus. Pakistan

SESSION 8 (PANEL SESSION)**16.30 PM-17.00 PM****Session: SPECIAL WORKSHOP****Session Chair: Prof. (Dr.) Padmakali Banerjee**, Vice Chancellor, IILM University, Gurugram, India**Location: Main conference auditorium (Edison O. Jackson)-First floor****16.30 PM -17.00 PM: SPECIAL WORKSHOP****Title: Seventh Sense Mindfulness Meditation****Facilitator****Dr Amita Puri**, clinical psychologist, USA**Brief synopsis**

*In today's fast moving, high-tech and social media cluttered lifestyle, issues related to stress, anxiety, depression, mental distress, and discordance have become global menace impacting 1 in every 8 people. This workshop on Seventh Sense Mindfulness Meditation showcases the practical implications of positive intervention towards promoting mental tranquility, optimism, and hope. Seventh Sense represents the impeccable spirit of optimism whose transcendental effect acts as beacon of hope and inspiration to face life challenges. Through this workshop participants will experience mindfulness and optimism. The workshop entails following techniques: *Breath Awareness*: Participants are guided to focus on their breath, notice the sensations of inhalation and exhalation, cultivate present-moment awareness while alleviating stress and anxiety, and feel optimistic. *Body Scan*: Participants make deeper connection with their body, assess their state of mind, feel relaxed and grounded, and experience optimism and hope. *Gratitude Practice*: Participants feel goodness all around, make maximum out of what is present, and feel positive and hopeful. *Visualization*: Participants imagine positive outcomes and experiences, which activate the brain's reward system, promoting a sense of hope and optimism. *Mindful Movement*: It promotes stress resilience skills, positive emotions, physical well-being, self-esteem, optimism, and hope among participants. *Reflection and Journaling*: Here participants reflect on their meditation experiences, insights, harness cognitive attributes and perceive well-being and optimism.*

By incorporating these techniques into workshop, participants develop a holistic approach to cultivating optimism and hope, imbibe greater resilience in the face of life's challenges and experience the power of positivity.

SESSION 9 (PLENARY SESSION)**17.00 PM -17.30 PM****Session: KEYNOTE ADDRESS & CLOSING REMARKS****Session Chair: Prof. Gregorio Mayers**, Medgar Evers College, City University of New York, USA**Location: Main conference auditorium (Edison O. Jackson)-First floor****16.45 PM-17.10 PM: KEYNOTE ADDRESS (A JOINT ADDRESS)****Carin-Isabel Knoop**, Harvard Business School, USA**Title: Supporting Mental Health and Diversity: Similar Playbooks and Similar Disappointing Outcomes, but Similar Possibilities****Brief synopsis**

The past four years have seen companies and educational institutions trying to drive two central imperatives – promoting diversity, equity and inclusion, and supporting the mental health of increasingly distressed constituents, whether students, staff, or employees. In doing so, organizations, in a reactive mode even though the issues have been urgent for decades, followed similar playbooks – make it explicit that they care; invest in new team members, including DEI officers and Chief People officers; provide standard trainings delivered by consultants and access to resources such as mental health apps, as well as encourage staff and students to take time off and invest in self-care.

They charged poorly equipped middle managers and educators to drive these crucial initiatives while continuing to conduct business as usual – with even more external pressure. The result was what has become termed Diversity and Caring Theater, increasing distrust between organizational and educational leadership and constituents.

In this session, we will explore what went wrong and how to move forward.

Keywords: Mental health, DEI, student and employee engagement, job resources and demands theory

17.10 PM -17.25 PM: Q & A session/Feedback from the audience for Day 1**17.30 PM****CLOSING REMARKS FOR THE 1st DAY CONFERENCE**

DAY 2
TUESDAY, 16 APRIL 2024

8.45 AM -9.00 AM **Registration & Networking**

9.00. AM -9.15 AM: OPENING ADDRESS FOR DAY 2

SESSION 10 (PLENARY SESSION)-HYBRID MODE

9.15AM -11.00 AM (BREAK: 11.00 AM -11.15 AM)

Session: Teaching and Learning for LLS

Session Chair: Prof. (Dr.) Veronica Udeogalanya, Medgar Evers College, City University of New, USA

Location: Main Conference auditorium (Edison O. Jackson)-First floor

PRESENTATIONS

- I *Assignment design showcases students are smarter than Chat GPT*
Sambhavi Lakshminarayanan, Department of Business Administration, School of Business, Medgar Evers College, City University of New York
- II *A comprehensive AI policy education framework for university teaching and learning*
Charles Crain; Iris Billy; Richard Miati, Medgar Evers College, City University of New York, USA
- III *E-learning approaches and their influence on faculty staff performance: a case study in Arab higher education*
Amer Hani Al-Qassem, School of Business ,Skyline University College, Sharjah, United Arab Emirates; **Hesham Magd**, Professor and Associate Dean for Projects Development and PhD Program Director, Modern College of Business and Science, Oman
- IV *Different levels of education in information technology- problems and achievements*
Gennady Lomako, Chris Edosomwan, Medgar Evers College, City University of New York, USA
- V *Student academic success post covid: the role of institutional efficiency, responsibility, and accountability*
Veronica Nnoduka Udeogalanya, Department of Economics and Finance, School of Business, Medgar Evers College, City University of New York, USA
- VI *The digital evolution- need to adapt education for a tech-savvy generation*
Iris Billy; Hannah Anush, Campbellsville University, USA (Online mood).

SESSION 11: SPECIAL WORKSHOP

11.15 AM -12.00 PM (BREAK: 13.00 PM -14.00 PM)

Session Moderator: Prof. Gregorio Mayers, Juris Doctor. Medgar Evers College, City University of New York, USA

Location: Main Conference auditorium (Edison O. Jackson)-First floor

11.15 AM -12.00 PM: SPECIAL WORKSHOP

Title: Financing Opportunities for Minority Developers

Panelists:

1. **Joshua Brown**, Medgar Evers College, City University of New York, USA
2. **Michael J. Garner, MBA, CCA**, Chief Business Diversity Officer, City-Wide, Mayor's Office of MWBEs, City Hall
3. **Niles D. Stewart**, Sr. Managing Director / Founder, NDS Capital Advisors LLC

Brief Synopsis

Over the last decade there has been a push to increase opportunities for minority developers seeking to develop small to medium size projects such as Housing Units, Day Care Centers and Schools and other public facilities. To support this initiative, Municipalities have provided financial resources as well as fostered public-private partnerships to assist this group. This workshop will explore how municipalities and state legislators can increase contract opportunities for minority developers using tax-levy dollars combined with incentive to private developers to participate in receiving credits for their involvement. And how financial institutions with the support of government provide credit and financing for these projects.

SESSION 12 (PANEL SESSION)-HYBRID MODE**12.00 PM -13.15 PM (LUNCH BREAK: 13.15 PM -14.00 PM)****Session: Entrepreneurship/Growth & Economic Development****Session Chair: William Franklin, MPA, Medgar Evers College, City University of New York, USA****Location: Main Conference auditorium (Edison O. Jackson)-First floor****12.00 PM -13.15 PM****PRESENTATIONS**

- I *The revitalization of South-South Cooperation: Evaluation of South African direct investment in Cameroon*
Albert Herve Nkolo Mpoko, Foreign Direct Investment Specialist, High Commission of Cameroon in South- Africa
- II *Neuro - management practices in managing emerging disruptions and uncertainties*
Jo Ann Role, Dean, School of Business, Medgar Evers College, City University of New York, USA;
Col. J Satpathy, Srinivas University, Mangaluru, India
- III *Plead and promise vs. risk and returns: Analyzing and addressing the challenges to venture financing of black entrepreneurship*
KhasadYahu ZarBabal, Medgar Evers College, City University of New York, USA
- IV *The Federal Reserve (FED) losing the battle against inflation?*
Pellegrino Manfra, City University New York/Queensborough Community College, USA
- V *On some confirmations in genomic entrepreneurship*
Jo Ann Role, Dean, School of Business, Medgar Evers College, City University of New York, USA;
J Satpathy, School of Business, Srinivas University, Mangaluru, India

SESSION 13: (PLENARYB SESSION)-HYBRID MODE**14.00 PM-15.15 PM****Session: Marketing/HRM****Session Chair: Prof. David M J Graves**, Centre for the study of organised crime (CSOC), UK**Location: Main Conference auditorium (Edison O. Jackson)-First floor****14.00 PM -14.20 PM: KEYNOTE ADDRESS**

D. Bernard Webster, Executive Director, New York Institute of Technology's Center for Entrepreneurship, School of Management, USA

Title: When the dust settles: Recalculating the value of human capital in an era of AI Dominance

Brief Synopsis

D. Bernard Webster, innovation engineer and entrepreneurship thought leader, presents a thought-provoking survey of AI's disruptive path amidst opportunistic and ethical concerns. Exploring Generative AI's potential for promoting economic equity in underserved communities, Webster challenges us to reconsider the value of human capital in an AI-dominated landscape. Webster's final analysis considers the widening of familiar inequalities across race, gender, or income caused by "accelerated innovation," and provides a roadmap for realizing AI's potential for inclusivity. This keynote promises to catalyze meaningful discussions and actionable solutions, as Webster shares his vision for an equitable and prosperous future amidst AI's rapid advancements.

14.20 PM -14.40 PM: KEYNOTE ADDRESS**Prof. David M J Graves**, Centre for the study of organised crime (CSOC), UK**Title:** Enhancing UK Law Enforcement Efficiency by Collaboration Engagement with the Private Investigatory Industry**Brief synopsis**

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

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

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

PRESENTATIONS

- I *How Brexit has impacted the import and export strategies?*
Yordanos A Tesfay; Flomny Menon, Regent College London, UK
- II *Organizational strategic marketing in the health care system in the 21st century*
Jeff Ritter, SCI, Inc and Professor, USA

SESSION 14 (PLENARY SESSION)**15.15 PM-16.00 PM****Session:** SPECIAL WORKSHOP**Workshop Moderator:** **Prof. Gregorio Mayers**, Medgar Evers College, City University of New York, USA**Location:** Main Conference auditorium (Edison O. Jackson)-First floor**15.15 PM -16.00 PM: WORKSHOP****Workshop Title:** Building Coalition for Women**Panellists**

1. **Quenia Abreu**, President of the New York Women's Chamber of Commerce (NYWCC), NY
2. **Sandra Wilkin**, Vice Chancellor, City University of New York, USA
3. **Ms. Nia Rock**, Vice President, BankUnited

Brief Synopsis

With the increase in Women Owned Businesses across the State of New York, we are seen more trade organizations geared toward educating, empowering, and engaging women to go into Business and or to partner with other businesses to promote their services. This workshop will speak with two leading women in the space to discuss the role that women's chamber has been playing to support women to grow and compete successfully in the marketplace.

In addition, the role that Institutions of higher learning can play. In developing curriculum geared towards women in the space

SESSION 15 (PLENARY SESSION)

16.00 PM -17.00 PM

Session: SPECIAL WORKSHOP

Session Moderator: Reverend Johnny Howard, USA

Location: Main Conference auditorium (Edison O. Jackson)-First floor

16.00 PM -17.00 PM: SPECIAL WORKSHOP

Workshop title: *How hip hop transformed Black communities, and how the next generation of Black people can use hip hop to influence Black entrepreneurship throughout the Black community.*

Panellists

1. **Dr. Jameelah Wilkerson**, Founder, Hype Magazine
2. **Pastor Gilford Gray**, Gospel rap artist and entrepreneur
3. **Jerry Wonda**, Platnium Studio Entertainment, Music producer, entrepreneur
4. **Diana Cruz**, Tmobile, Community Relations
5. **Mark Caserta**, VP Business Development, Brookland Chamber of Commerce

Brief synopsis

The ultimate objective is to have and sell the story of a critical need to combine Hip Hop in Practice with Academia in Theory. The moderator envisions and hopes his panels might inspire researchers to pursue intersections between AI, Computer Science, Computer Information Systems, Mass Communications, Public Administration, Business Administration, and other disciplines to pursue interdisciplinary synergies anchored through the hip hop movement.

SESSION 16 (PLENARY SESSION)

17.00 PM -17.30 PM

Session: CLOSING SESSION AND FEEDBACK

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

Location: Main Conference auditorium (Edison O. Jackson)-First floor

17.05 PM: CLOSING REMARKS FOR DAY-2

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

Prof. David M J Graves, Centre for the study of organised crime (CSOC),

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

Feedback from the audience

DAY 3
WEDNESDAY, 17 APRIL 2024
VIRTUAL PRESENTATIONS

6.15 AM -6.30 AM

Registration & Networking

THIS SCHEDULE IS BASED ON THE NEW YORK TIME. PLEASE CHECK YOUR LOCAL TIME ACCORDINGLY

6.30 AM -6.40 AM: OPENING ADDRESS FOR DAY 3

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

SESSION 17 (VIRTUAL SESSION)

THIS SCHEDULE IS BASED ON NEW YORK (USA) TIME

6.40 AM-8.00 AM

Session: Growth and Economic Development/Accounting, Finance and OS

Session Chair: Prof. (Dr.) Małgorzata Magdalena Hybka, Poznan University of Economics and Business,
Poland

Location: **VIRTUAL**

PRESENTATIONS

- I *Exploring the sources of greenhouse gas emissions in Bangladesh*
Sirajul Islam, Department of Economics, BUBT, Dhaka, Bangladesh; **Tawheed Nabi**, Lovely Professional University, Punjab, India
- II *Impact of training on employee performance in the Post-COVID Hybrid Work Environment: A comparative analysis of SI-UK and Cognizant*
Preethi Thevar Durairaj, University of Bolton; **Palto Datta**, Regent College London, UK
- III *The impact of human energy crisis on the employee's performance in IT sector in India*
Manjeet Manjeet, University of Bolton, UK; **Palto Datta**, Regent College London, UK
- IV *Nexus between information, communication and technology, education and unemployment in selected Asian economies*
Faiza Raza, Queen Mary University of London, UK; **Rabia Raza**, Business Department, Glasgow Caledonian University, UK
- V *Taxing labour income in germany – selected national and international facets*
Małgorzata Magdalena Hybka, Poznan University of Economics and Business, Department of Public Finance, Poland

SESSION 18 (VIRTUAL SESSION)-BASED ON NEW YORK TIME

8.00 AM -9.30 AM (BREAK: 11.00 AM-11.15 AM)

Session: Globalisation and International Trade

Session Chair: Prof. (Dr) RK Arya, Manav Rachna International Institute of Research and Studies
Faridabad, India

Location: **VIRTUAL**

PRESENTATIONS

- I *Using business analytics tools to boost Saudi business performance*
Rahma Lahyani, Aljuharah Alhammad, **Sarah Alyahya**, **Reema Alsaud**, **Lamia Alkadi**, **Jude Binsaeed**, Operations and Project Management Department, College of Business, Alfaisal University, Riyadh, Kingdom of Saudi Arabia

- II *Measuring real money demand in Cambodia: An ARDL approach to cointegration*
Siphat Lim, CamEd Business School, Cambodia
- III *Satisfaction of academics with leadership, creativity, innovation and organisational performance at a university 5.0 work environment*
Thobekani Lose, Luthando Jack, Nelson Mandela University, South Africa
- IV *The effect of CSR on consumer purchase intention in the UK fashion industry*
Thu Kywe Khant Soe, University of Bolton, UK; **Palto Datta**, Regent College London, UK
- V *Notifications on Anisakis spp. in the Rapid Alert System for Food and Feed (RASFF) reported in 2001-2023*
Marcin Pięłowski, Gdynia Maritime University, Faculty of Management and Quality Science, Poland
- VI *Revitalizing motivation for healthcare office workers: An Analysis of Job Diagnostic Survey Through the Lens of Hackman and Oldham's Model*
Hannah Anush, Krithika Ravikumar, Campbellsville University, USA

SESSION 19 (VIRTUAL SESSION)-BASED ON NEW YORK TIME

9.30 AM -11.00 PM

Session: Marketing and Branding/HRM

Session Chair: Prof. (Dr.) Thobekani Lose, Nelson Mandela University, South Africa

Location: **VIRTUAL****PRESENTATIONS**

- I *Enhancing work – life balance through employee engagement & innovation*
Vidhu Gaur, Chairperson Student Affairs, Management Development Institute Gurgaon, India
- II *The impact of service quality on customer satisfaction in the betting shop: UK Perspective*
Shaheda Akther, University of Bolton, UK; **Palto Datta**, Regent College London, UK
- III *Performance management in private and public sector organizations (Pakistan, a case in point)*
Bashir Ahmad, DHA Suffa University (DSU), Karachi, Pakistan; **Maawra Salam**, Bahria University Karachi Campus, Karachi, Pakistan; **Muhammad Naeem Shahid**, DHA Suffa University (DSU), Karachi, Pakistan; **Sayma Zia**, Institute of Business Management (IoBM), Pakistan; **Muhammad Zafar Iqbal**, DHA Suffa University (DSU), Karachi, Pakistan; **Hakim Ali Zardari**, Government College University, Hyderabad, Pakistan
- IV *The impact of technology on customer satisfaction in restaurant industry in the UK*
Lorela Ajdini, University of Bolton, UK; **Palto Datta**, Regent College London, UK
- V *Google Map: Implications and Potentialities in Tourism Flourishment*
Mahin Al Beruni, **Mst Khadijatul Kobra**, **Siddiqur Rahman**, **Ibrahim Khalil**, Daffodil International University, Bangladesh; **JoAnn Rolle**, Medgar Evers College, City University of New York, USA
- VI *Patients on the medical services market, research on the availability and satisfaction with medical services*
Joanna Jasińska, Warsaw Medical University named Tadeusz Kozłuk, Poland

SESSION 20 (VIRTUAL SESSION)-BASED ON NEW YORK TIME**11.15 AM -12.30 PM****Session: Entrepreneurship in Emerging Economies****Session Chair: Gerald Doyle**, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University, UKLocation: **VIRTUAL****PRESENTATIONS**

- I *Towards a Solution to the Student Retention Problem- Transfer Students between Community and Senior Colleges*
Evelyn Maggio, Department of Business Administration, School of Business, Medgar Evers College, City University of New York, USA
- II *Bridging center for entrepreneurial skills for internally displaced and barrack youths: a partnership between academia, industry and community*
Caroline Obiageli, Nigerian Defence Academy - Military University, Nigeria
- III *Sustainability management control adoption and sustainable performance of healthcare supply chains in times of crisis*
Edward Nartey, University of Ghana, Legon Accra
- IV *Legal aspects and economics of bankruptcy law*
Bartosz Nieścior, SGH, Warsaw School of Economics, College of Business Studies, Poland
- V *The Impact of flexible working schemes on organizations and organizational cultures in the media and communication industries in Bangladesh: A theoretical framework*
Hamida Mosharraf Moniea; Tasnim Tarannum, Department of Management, North South University, Bangladesh; **Joseph A. Huber**, School of Business, Washington University of Science and Technology, USA

SESSION 21**12.30 PM -13.00 PM****Session: CLOSING SESSION****Session Moderator: Prof. David M. J. Graves**, Centre for the study of organised crime (CSOC), UK**12.30 PM: CLOSING REMARKS FOR DAY-3****Prof. David Graves**, Centre for Business & Economic Research, UK**Prof. Dr. Veronica Udeogalanya**, Medgar Evers College, City University of New York**Dr. P.R. Datta**, Regent College London and Centre for Business & Economic Research, U.K.**Dr Jo-Ann Rolle**, Dean, Business School, Medgar Evers College, City University of New York**Feedback from the audience****Conference Closes**

We wish you all the best.

**13th CBER-MEC International Conference on Business and Economic Development
(ICBED)
15-17th April 2024**

List of Countries & Institution Represented

Number	Country	Institution
1	Bangladesh	North South University, Bangladesh BUBT, Dhaka, Bangladesh Daffodil International University, Bangladesh
2	Canada	University of Ottawa, Canada
3	Cambodia	CamEd Business School, Cambodia
4	Cameroon	United Nations High Commissioner for Refugees (UNHCR), Cameroon
5	Ghana	University of Ghana, Legon Accra, Ghana
6	Greece	University of Thessaly, Greece
7	India	IILM University, Gurugram, India Srinivas University, Mangaluru, India International Management Institute, Kolkata, India Reserve Bank of India, India Srinivas University, Mangalore, India Lovely Professional University, Punjab, India Management Development Institute Gurgaon, India
8	Kingdom of Saudi Arabia	Arab East Collages, Saudi Arabia Alfaisal University, Riyadh, Kingdom of Saudi Arabia
9	UAE	Skyline University College, Sharjah, United Arab Emirates
10	Nigeria	Nigerian Defence Academy - Military University, Nigeria
11	Oman	Modern College of Business and Science, Oman
12	Pakistan	Hazara University Mansehra, Pakistan Government College University, Hyderabad, Pakistan COMSATS University, Islamabad, Wah Campus. Pakistan Government College University Hyderabad, Pakistan DHA Suffa University (DSU), Karachi, Pakistan Bahria University Karachi Campus, Karachi, Pakistan Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Karachi, Pakistan
13	Poland	Poznan University of Economics and Business, Poland Gdynia Maritime University SGH, Warsaw School of Economics, College of Business Studies,

		Poland Warsaw Medical University named Tadeusz Kozluk, Poland
14	Puerto Rico	University of Puerto Rico Graduate School of Business, Puerto Rico
15	South Africa	University of Johannesburg, South Africa Nelson Mandela University, South Africa University of Zululand, South Africa Foreign Direct Investment Specialist, High Commission of Cameroon, South Africa
16	United Kingdom	University College London, UK Centre for Study of the Organised Crime (CSOC),UK Centre for Business & Economic Research (CBER), UK University of Teesside, UK SOAS University of London, UK University of Cumbria, UK Arden University, UK University of Wales Trinity Saint David, UK University of Bolton, UK Regent College London, UK Campbellsville University, USA Queen Mary University of London, UK Glasgow Caledonian University, UK
17	United States of America	New York Institute of Technology’s Center for Entrepreneurs School of Management, USA Medgar Evers College, City University of New York, USA New York Women’s Chamber of Commerce (NYWCC) Harvard Business School, USA Erivan K. Haub School of Business, Saint Joseph’s University, USA City University New York, QCC, USA Central Brooklyn Economic Development Corporation, USA Foundation Relations at Babson College, USA Blue-Ribbon Committee on education in the State of New York Athabasca University, USA University of Rhode Island, USA New York University, USA Saint Joseph's University, Philadelphia, USA Utah Valley University, Orem, Utah, USA Metro Claims & Risk Mgmt. and The Geddes Mgmt. Group, New York, USA St. Francis College, Brooklyn, NY, USA SCI, Inc, USA Campbellsville University, USA

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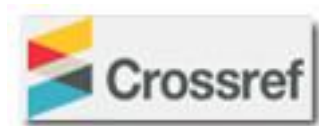
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