



14th International Conference on Business and Economic Development (ICBED) -Promoting Innovation and Sustainability

7-8 April 2025

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 14th 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.

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 2025 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

Former Dean of Business School

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

J. D. Rolle & Associates, LLC, New Jersey, 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 14th International Conference on Business & Economic Development (ICBED)-Promoting Innovation and Sustainability

ICBED-2025 CONFERENCE COMMITTEE MEMBERS

Conference Honorary President

Dr. Zulema Blair, Interim Dean, School of Business, Medgar Evers College, City University of New York, USA

Conference Chairs

Dr. Jo-Ann Rolle, Former Dean of School of Business, Medgar Evers College of the City University of New York, USA; J. D. Rolle & Associates, LLC, New Jersey,

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**, Postgraduate Studies Program Director, School of Business Administration, Nile University, 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 Sarat C. Das**, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain
- **Prof. Gairik Das**, Review Editor, IISWBM, Kolkata, India
- **Gerald Doyle**, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University, UK
- **Dr. Vidhu Gaur**, Management Development Institute Gurgaon, India
- **Dr. Justin H. Beneke**, University of Winchester, UK
- **Dr. Sajjad Ahmad Afridi**, Hazara University, Mansehra, Pakistan
- **Dr. Rishiram Aryal**, Regent College London, UK
- **Dr. Emmanuel Attah Kumah Amponsah**, GCTU Business School, Ghana Communication Technology University, Ghana
- **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. Rachelle Auguste**, Medgar Evers College of the City University of New York, USA

ICBED-2025 ADVISORY BOARD

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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 14th ICBED-2025 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>

14th 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 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, FHEA, CMBE

Special Issue Editor: **Esther Peng**

Deadline: **Submission deadline: 31st July 2025**

14th International Conference on Business & Economic Development (ICBED)- Promoting Innovation and Sustainability 7-8 April 2025

Tracks and Session Chairs

Day-1: Monday, 7th April 2025 (HYBRID MODE)

Session-1: Inaugural Session

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

Session-2: Workshop/Globalisation and International Trade

Prof. (Dr.) Deepraj Mukherjee, Kent State University, USA

Session-3: Growth and Economic Development

Prof. Pellegrino Manfra, City University New York/Queensborough CC, USA

Session-4: Keynote addresses/Globalisation and International Development

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

Session-5: Finance, Accounting & organisational Structure

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

Session-6: Special Workshop

Prof. Tiina Brandt, Haaga-Helia University of Applied Sciences, Helsinki, Finland

Session-7: Entrepreneurship and Closing remarks

Prof. Juan Carlos Botello, Universidad Popular Autónoma del Estado de Puebla, Mexico

Day-2: Tuesday, 8th April 2025 (VIRTUAL MODE)

Session-8: Growth and Economic Development/Entrepreneurship

Dr. Ameeta Fernando; Loyola Institute of Business Administration, India

Session-9: Globalisation and International Trade

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

Session-10: Marketing and Branding/General Management

Prof. Thobekani Lose, Nelson Mandela University, South Africa

Session-11: Workshop London College of Contemporary Arts and Centre for Business & Economic Research, UK

Session-12: Teaching & Learning for LLLS/Entrepreneurship

Prof. Ghadeer Badr, Nile University, Egypt

Session-13: Keynote address/Concluding remarks

Prof. Emmanuel Attah Kumah Amponsah. Ghana Communication Technology University, Ghana

14th International Conference on Business & Economic Development (ICBED)- Promoting Innovation and Sustainability 7-8 April 2025

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 research and a network of specialists internationally, it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by creditable research methods and a thorough and objective approach.



Medgar Evers College is a senior college of The City University of New York, offering baccalaureate and associate degrees. It was officially established in 1970 through cooperation between educators and community leaders in central Brooklyn. It is named after Medgar Wiley Evers, an African American civil rights leader. The College is proud of the 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 HONORARY PRESIDENT



Dr. Zulema Blair

Interim Dean of the School of Business at Medgar Evers College (MEC) of the City University of New York

*Dr. Zulema Blair is the Interim Dean of the School of Business at Medgar Evers College (MEC), CUNY, and holds both a Juris Doctorate and a PhD, making her the only faculty member at MEC with this distinction. Previously, she served as Professor and Chairperson of the nationally ranked Department of Public Administration. Dr. Blair has also held significant leadership roles, including Interim Executive Director of the DuBois Bunche Center for Public Policy and Redistricting Research Director for the Center for Law and Social Justice (CLSJ) at MEC. She was also appointed by the Brooklyn Borough President to the Community Education Council for NYC School District 17. Dr. Blair has contributed to MEC's success, having served as Director of the Freshman Year Program, where she improved curriculum, recruitment, and retention, and co-authored the first MEC Honors program. She has also coordinated the American Democracy Project, a national initiative fostering civic engagement. Dr. Blair is the author of two books, *Becoming A Public Administrator: Keen Insights to All the Moving Parts and Participation in the Margins: Is it Race or Class?* She consults on Census, Redistricting, and political campaigns and is a respected analyst at political science conferences. Dr. Blair earned her PhD, master's, JD, and BA, and is a proud mother of two sons.*

CONFERENCE CHAIRS



Dr. Jo-Ann Rolle

*Former Dean, School of Business, Medgar Evers College
City University of New York, USA
J. D. Rolle & Associates, LLC, New Jersey, 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 internationally referred 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)

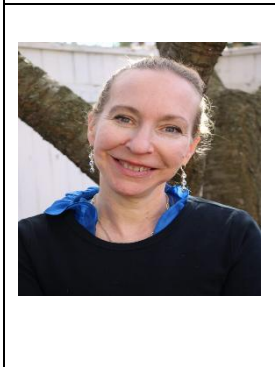
Author of several Books, including "We're doomed! Brexit Revisited", "The Art of Entrepreneurship: the path to success and wealth creation", co-authored with Luiz Alberto Alves Dos Santos published in February 2022, and "Relationship Marketing for Enhancing Customer Retention (2018)". He is a regular 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. Jo-Ann Rolle
 Former Dean, School of Business, Medgar Evers College
 City University of New York, USA; J. D. Rolle & Associates, LLC, New Jersey, USA


Dr. Jo-Ann Rolle was the Former 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
 Executive Director, Harvard Business School, Case research & Writing Group, USA


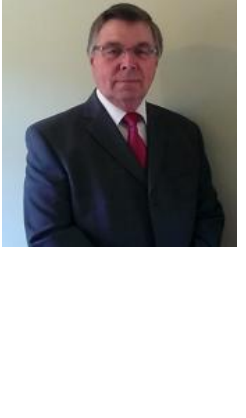



Carin-Isabel Knoop founded and leads the Harvard Business School's Case Research & Writing Group, which supports about a third of the school's course materials output. In collaboration with leading management experts, she co-authored more than 200 case studies on organizations and managers worldwide, 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.

	<p style="text-align: center;"><i>Prof. (Dr.) Deepraj Mukherjee</i> <i>Kent State University, USA</i></p> <p><i>Prof. Mukherjee is currently the senior associate editor for the International Journal of Emerging Markets. This is a top-tier journal in International Business published by the Emerald Publishing house in the U.K. The journal in 2018 had an impact factor of 2.067. Prof. Mukherjee is also the Editor-in-Chief of the journal, namely the International Journal of Business and Economic Development published in the United Kingdom. Prof. Mukherjee's work has been cited by several scholars who have used his work as a building block to establish their theories. These citations are not just mere mentions of his previous research. For example, the publication "Leading virtual teams: how do social, cognitive, and behavioural capabilities matter?" has been cited several times by scholars seeking to use Prof. Mukherjee's research to provide the foundation for their continuing work. Scholars Hosseini and Chileshe (2013), both from Australia, directly used the foundation of Prof. Mukherjee's findings on virtual teams as a starting point for determining their purposes for whether to adopt virtual teams within the Australian construction industry. Hosseini and Chileshe borrowed heavily from Prof. Mukherjee and even used the terminology (p. 1103) and the very model for interaction (p. 1105) as a basis for establishing their arguments. Similarly, Fan, et al. (2013), in "E-Leadership effectiveness in virtual teams: motivating language perspective", also used Prof. Mukherjee's paper to form the first building block for their entire paper and then cited the same work throughout the development of their theory. Moreover, Prof. Mukherjee's work is used as the foundation for yet another scholar's theories in "Structuring intellectual capital as an element of virtual organisation in small and medium enterprise clusters" by Majid and Tabassum (2014).</i></p>
	<p style="text-align: center;"><i>Tracy Harrell Dunn, Ph.D.</i> <i>Dean, Tyrone Adam Burroughs School of Business & Entrepreneurship</i></p> <p><i>Dr. Tracy Harrell Dunn is the Dean of the Tyrone Adam Burroughs School of Business & Entrepreneurship at Benedict College, a position she has held for the past eight years. Notably, she is the first female dean in the business school's history, and during her tenure, she has built a robust portfolio of resources for the school's entrepreneurship program, establishing it as a leading destination for young entrepreneurs in South Carolina. Dr. Dunn is the founder of the award-winning <u>B</u>urroughs <u>E</u>nterprise, <u>S</u>tartup, and <u>T</u>echnology (BEST) Innovation Lab at Benedict College as well as the Benedict College Statewide Investment Accelerator (BCSIA), where she currently serves as its inaugural executive director. In this role, she is responsible for overseeing all aspects of the accelerator program from strategic planning to daily operations. Dr. Dunn serves as the principal investigator for multiple grants totaling nearly \$1.3 million. She is also an inaugural recipient of the Howard University PNC National Center for Entrepreneurship Faculty Fellowship. Throughout her career, she has been recognized for her dedication to service and teaching excellence, earning numerous awards from Benedict College. She holds a PhD and MBA from the Darla Moore School of Business at the University of South Carolina. Additionally, she received a MS degree in Journalism from Boston University and BA degree in German from Wofford College. She currently serves as the President of the HBCU Business Deans Roundtable, Vice Chair of Richland One Middle College Board of Directors and board member for GrowCo and InnoVision Awards. Also, she is an active member of Alpha Kappa Alpha Sorority, Inc.</i></p>
	<p style="text-align: center;"><i>Terrence Richard Blackman, Ph.D.</i> <i>Associate Professor & Chair, Department of Mathematics</i> <i>Medgar Evers College, City University of New York (CUNY)</i></p> <p><i>Dr. Terrence Blackman is a distinguished number theorist and an Assistant Professor of Education Research, Policy, and Practice (Mathematics) at the University of Denver. He earned his Bachelor of Science in Mathematics from Brooklyn College, CUNY, and went on to complete his MPhil and PhD in Mathematics at The Graduate School and University Center, CUNY. Dr. Blackman's research explores the Jacquet-Langlands correspondence within the Langlands program, as well as diversity in mathematics and science. He is deeply committed to studying the teaching and learning of mathematics in urban, majority African</i></p>

	<p>American communities. As the program leader for Legacy Pathways, he leverages technology, research, innovative methodologies, hands-on learning experiences, and best practices to foster lifelong learning. Previously, as an MLK Visiting Assistant Professor, Dr. Blackman collaborated with Professor David Vogan and actively participated in the Department of Mathematics' Lie Group and Number Theory seminars.</p>
	<p style="text-align: center;">Masudul Hoque Special Correspondent United News of Bangladesh (UNB), Bangladesh</p> <p>Masudul Hoque is a seasoned journalist with over 20 years of experience. Since 2002, he has served as a Special Correspondent for United News of Bangladesh (UNB), covering key government ministries and affairs at the Secretariat. His reporting covers vital sectors like Education, Telecommunications, ICT, Civil Aviation, Commerce, Health, and more. With nearly 17 years of in-depth coverage, he is a trusted voice in political and policy journalism. Beyond journalism, Masudul Hoque holds leadership roles in professional organizations. He is the General Secretary of the Bangladesh Secretariat Reporters Forum (BSRF) and Reporters for Bangladeshi Migrants (RBM), and the Joint Secretary General of the Bangladesh Climate Change Journalist Forum (BCJF). He is also a permanent member of several journalist associations, including the National Press Club, Dhaka Reporters Unity (DRU), and others. His extensive experience and expertise in national affairs and specialized sectors make him a distinguished figure in Bangladesh's media landscape.</p>

CONFERENCE SESSION CHAIRS



	<p style="text-align: center;">Prof. Alan Parkinson Deputy Director (Education) School of Management, University College London, UK</p> <p>Alan is Deputy Director (Education) and Professor of Financial Education at the UCL School of Management. He is a qualified accountant x 2 (FCCA and ACMA/CGMA), with a Doctorate in Education (EdD), an MSc in Administrative Sciences, a Higher Education Teaching Certificate and an MA in Early Modern History. He has held Visiting Professor positions at several international universities. He specialises in Managerial Accounting, and Financial Management, and generic Accounting/Finance modules. He is a Faculty Adviser at Harvard Medical School. He is a Panel member of the ACCA Global Educators Forum. He is a Fellow of Centre for Online and Distance Education, University of London (since 2017), and a Fellow of Centre for Business and Economic Research UK (since 2022). His scholarship interests are accounting history, technology in education, and curriculum design/evaluation. In 2018 he received PQ Magazine's Award for UK Public Sector Accountancy Lecturer of the Year.</p>
	<p style="text-align: center;">A.J. Stagliano, Ph. D Erivan K. Haub School of Business, Saint Joseph's University, USA</p> <p>A. J. Stagliano is Professor of Accounting at 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 focuses 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.</p>

	<p style="text-align: center;">Prof. Lysie Chew <i>Professor (Financial Education) & Programme Director, UCL School of Management, UK</i></p> <p><i>Lysie is a Professor in Financial Education and Programme Director of the MSc Professional Accountancy at the University of London. With a background in accounting and financial management, she has taught at multiple UK institutions, specializing in management and financial accounting. Passionate about digital learning, she has led UCL's online education initiatives and co-developed the award-winning Icarus business simulation. A recognized innovator in accounting education, Lysie has won multiple teaching awards and co-authored five textbooks. She is dedicated to making finance engaging through humor, practical insights, and cutting-edge learning technologies.</i></p>
	<p style="text-align: center;">Prof. David M J Graves <i>Centre for Study of the Organised Crime (CSOC), UK</i></p> <p><i>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).</i></p>
	<p style="text-align: center;">Prof. Pellegrino Manfra <i>City University New York, QCC, USA</i></p> <p><i>Dr. Pellegrino Manfra is a full professor at City University New York in Queensborough CC. He is the author of more than 300 published articles. His articles have been published and presented at many academic and international professional conferences and symposiums. Throughout his academic career, Dr. Manfra was invited to present his research at Harvard University, Princeton University, MIT University, University Rome, Bocconi University, University of Naples, Pegaso University, and many other prestigious Universities. Dr. Manfra's research has been on the Federal Reserve System and its enormous influence on the economy and on the business cycle. He has presented many articles on the subject. In addition, he has done research and presented articles on crypto currencies. In addition, he is doing extensive research in Roman Empire and its influence on U.S. constitution, Bill Rights, and law. He was awarded the prestigious University Excellent in Teaching, the Mirko Trimaglia outstanding recognition scholar outside Italy and resented was awarded the best paper at Harvard University International Journal Social Science.</i></p>
	<p style="text-align: center;">Prof. Ghadeer Badr <i>Nile University, Egypt</i></p> <p><i>Ghadeer Badr is a Professor of Human Resource Management and the postgraduate studies program director, School of Business Administration, Nile University. She was the Acting Vice-president for Postgraduate Studies and Research - Future University in Egypt. She is holding a Doctor of Philosophy in Business Administration from Cairo University with over twenty years of teaching experience, consulting as well as research activities. Professor Ghadeer has published several research in top ranked journals and on the editorial board of Future Business Journal. Her research interests span both Human Resource Management as well as Organization Behaviour disciplines. Much of her research has been on analysing work-related attitudes and behavioral practices.</i></p>
	<p style="text-align: center;">Prof. Ghadeer Badr <i>Nile University, Egypt</i></p>

	<p style="text-align: center;">Dr. P R Datta FCIM, FRSA, CMBE, FHEA <i>Centre for Business & Economic Research, London, UK.</i> Senior Lecturer & Scholarship Lead, School of Business & Enterprise, Regent College London, UK</p> <p><i>Dr Datta earned his first degree in Plasma Physics from the Peoples' Friendship University of Russia in Moscow, MSc in marketing from Glamorgan University, UK and PhD in Marketing, University of Hertfordshire, UK. He is a fellow and member of the Chartered Institute of Marketing (CIM), UK, and various professional bodies, including the British Academy of Management, the European Marketing Academy, and the European Institute for Advanced Studies in Management. Currently, Dr Datta holds the Executive Chair of the Centre for Business & Economic Research (CBER) position and is Editor-in-Chief of the Journal of Business and Retail Management Research (JBRMR), and also a Senior lecturer and Scholarship Lead, School of Business & Enterprise, Regent College London, UK. Dr. Datta has published extensively in internationally referred journals and conferences, and several of his publications have received positive feedback from business and management scholars. In 2019, he was recognised in the United States by the US Congress, the New York State Assembly, and the NYC Small Business Service for his research contribution.</i></p>
	<p style="text-align: center;">Prof. Thobekani Lose <i>Nelson Mandela University</i> <i>South Africa</i></p> <p><i>Dr Lose has 9 years' work experience in a senior management role. 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 raised funds 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</i></p>
	<p style="text-align: center;">Prof. Emmanuel Attah Kumah Amponsah <i>Ghana Communication Technology University, Ghana</i></p> <p><i>Dr. Emmanuel Attah Kumah Amponsah is a senior lecturer and Head of the Accounting, Banking, and Finance Department at GCTU Business School, Ghana. With a PhD in Financial Accountancy from SHUATS, India, and extensive academic and administrative experience, he has held key leadership roles at multiple institutions. A Fellow of CIFIA and CITLFA, he is a consultant, researcher, and international examiner. As Founder of Scholars Globe, he actively contributes to global academia through research, conferences, and consultancy. With over 20 years of experience, Dr. Amponsah is recognized for his expertise in finance, education, and institutional development.</i></p>
	<p style="text-align: center;">Dr Bonya Chakraborty <i>London College of Contemporary Arts and Centre for Business Research, UK</i></p> <p><i>Dr. Bonya Chakraborty is the Project Director at the Centre for Business & Economic Research (CBER), and Faculty at the London College of Contemporary Arts. With over a decade of experience in academic teaching and senior administration in the UK's Higher & Further Education sector, she holds multiple qualifications, including an BSc in Chemical Engineering, an MBA in Marketing, and a DBA. A member of CMI and IAM, her research focuses on word-of-mouth, viral, and relationship marketing. Her work on viral marketing has 146 Google Scholar citations. Passionate about social networks and academic conferences, she provides insights on engagement, trust, and online interactions.</i></p>

SOME OF THE PANELLISTS FOR THE WORKSHOPS

	<p style="text-align: center;"><i>Dr. Sambhavi Lakshminarayanan</i> <i>Medgar Evers College, City University of New York, USA</i></p> <p><i>Sambhavi Lakshminarayanan has a PhD in Management from the University of Texas at Dallas and Master of Statistics from the Indian Statistical Institute. Dr. Lakshminarayanan has been in academia for more than 25 years and has extensive experience teaching courses at both undergraduate and graduate levels. Her research includes papers, books, and cases in the fields of management and business. Dr. Lakshminarayanan's latest publications are the book Asian Women in Corporate America, and a business case where the protagonist is a Medgar alumnus.</i></p>
	<p style="text-align: center;"><i>Professor Lishawn Alexander</i> <i>Medgar Evers College, City University of New York, USA</i></p> <p><i>Professor Lishawn Alexander is dedicated to building and enhancing the community's capacity to create positive, lasting social change in government and beyond. She has a deep commitment to providing the best practices through the use of AI in education, nonprofits, and businesses. She majored in Computer Science in high school and recognized the importance of the effective use of technology, acknowledging that "garbage in garbage out." The use of AI technology for any purpose has to be vetted, reviewed, and then adopted. In addition to being an Adjunct Professor at CUNY- Medgar Evers College in the Department of Public Administration Department she is an entrepreneur. For additional biographical information, you can visit her website at www.lishawnsconsulting.com</i></p>
	<p style="text-align: center;"><i>Elene Evelyn</i> <i>Zicklin School of Business, Baruch College, City University of New York, USA</i></p> <p><i>Elene Evelyn is a current doctoral student in the Doctor of Business Administration program at Zicklin School of Business, Baruch College, City University of New York. Elene is a Lecturer in the Accounting Department at Medgar Evers College, City University of New York and has over twelve years of teaching experience. Her area of teaching includes Principles of Accounting I and II, Fraud Examination, and Contemporary Accounting. Elene holds a Master of Science Degree in Accounting from Brooklyn College, City University of New York. Elene is a Certified Fraud Examiner (CFE) and Quality Matters Peer Reviewer of online courses.</i></p>
	<p style="text-align: center;"><i>Dr. Amita Puri</i> <i>NLP Expert and author, USA</i></p> <p><i>Dr. Amita Puri, @narcabuserecoverycoach, has over 30 years of experience and holds a Ph.D. in Clinical Psychology from PGI, Chandigarh, on a fellowship at one of the country's top medical institutes. She is renowned for her transformative work in repairing relationships and couple counseling. As a narcissistic abuse recovery specialist on an international scale, her success rate is unparalleled. In addition to her expertise in Clinical Psychology, Dr. Puri is an internationally acclaimed hypnotherapy practitioner and NLP expert, trained at the California Hypnosis Institute, USA. Her approach integrates cognitive behavioral interventions and family therapy with SEHT – Subconscious Energy Healing Therapy – to address a wide range of psychological issues for emotional well-being. Specializing in age regression, cord cutting, energy healing, and past life regression (PLR), Dr. Puri also offers future life progression (FLP), grief therapy, and organ healing at the cellular level. Skilled in Angel Medicine healing and relaxation trances, she also serves as a channeler and medium for soul conversations. She has a frequent presence on TV and FM 92.7 Radio Mirchi, authored two books, numerous book chapters, and over 250 research publications in international journals, solidifying her status as an acclaimed clinician and researcher.</i></p>

	<p style="text-align: center;"><i>Dr. Piya Chatterjee</i> LeBron James Family Foundation School of Education University of Akron, USA</p>
	<p><i>Dr. Piya Chatterjee is an Assistant Professor at the LeBron James Family Foundation School of Education, University of Akron. Dr. Chatterjee earned a Ph.D. in Secondary Education with a concentration in Special Education, from The University of Akron, a master's degree in educational Assessment, Evaluation, and Data Literacy from The University of Akron (UA), USA. She holds a Master's and a Bachelor of Science (Honors Gold Medalist) in Nutrition Science from the Calcutta University, India. She specializes in intervention program evaluations, equity and gap closures, and collaboration with community stakeholders in understanding student outcomes in culturally sensitive ways that are mindful of diverse backgrounds. While bringing data-driven ideas to action, Dr. Chatterjee's primary research interests include inclusion perceptions, attitudes, and preparedness perceptions of intervention specialists. She has been an educator for more than 15 years and has worked extensively with the Out of School Time (OST) providers to help provide PK-12 students with extended inclusion and equity-focused intervention or learning opportunities outside of school hours. Currently, she also serves on the Executive Board of the Ohio Association for Teacher Educators as a Treasurer. She teaches courses in Special Education Programming, Management Strategies and Instructional Design and Assessment at the School of Education, UA, USA.</i></p>
	<p style="text-align: center;"><i>Srishti Bhatt</i> Psychologist, India</p>
	<p><i>Srishti Bhatt is a psychologist specializing in Child, Play, Art, Family, and Marriage Therapy, IVF and Perinatal Counseling, Inner Child Healing, and Hypnosis. With five years of experience, she works at Citizen Hospital and co-founded Shambhave Wellness Clinic. A researcher with 21 published papers, she pioneers Subconscious Energy Healing Therapy (SEHT) and AI-driven mental health innovations, including an AI-powered IVF device and a Mental Health App. Passionate about integrating research, therapy, and technology, Srishti advances modern psychology through holistic care, scientific inquiry, and innovative solutions for mental well-being.</i></p>



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 ephemeral 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 10 minutes for presentation followed by 2-3 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.
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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 on 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.
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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 (for breaks please see the actual schedule).
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.
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21. **Location:** Marriott New York JFK Airport Hotel, 135-25 142nd Street, Jamaica, New York 11436 USA
Website: <https://www.marriott.com/en-us/hotels/nycxk-marriott-new-york-jfk-airport/overview/USA>

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14th International Conference on Business and Economic Development (ICBED)- Promoting Innovation and Sustainability

7-8th April 2025

Marriott New York JFK Airport Hotel
135-25 142nd Street, Jamaica, New York 11436 USA

HYBRID CONFERENCE

SCHEDULE FOR THE CONFERENCE 2025

DAY-1

MONDAY, 7 APRIL 2025 (HYBRID MODE)

8.30 AM -9.00 AM **Registration & Networking**

THIS SCHEDULE IS BASED ON NEW YORK TIME (EST)

SESSION 1: INAUGURAL SESSION

9.00 AM-9.45 AM

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

Location: Harriet B & C

9.00 AM-9.10 AM: Opening Address & Introduction

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

9.10 AM -9.20 AM: Dr. Zulema Blair, Interim Dean, Business School, Medgar Evers College, City University of New York, USA

9.20 AM-9.40: KEYNOTE ADDRESS

Prof. (Dr.) Deepraj Mukherjee, Kent State University, USA

Title: The AI Revolution in International Business: Opportunities, Challenges, and the Future of Global Markets

Brief synopsis

The AI revolution is transforming international business by reshaping global markets, supply chains, and competitive dynamics. Companies are leveraging artificial intelligence to enhance decision-making, automate processes, and optimize resource allocation, leading to increased efficiency and innovation. However, this rapid technological shift also presents challenges, including ethical concerns, workforce displacement, and regulatory uncertainties across different jurisdictions. As AI-driven business models gain traction, organizations must navigate geopolitical tensions, data privacy regulations, and the digital divide between developed and emerging economies. The future of global markets will be defined by how businesses, governments, and institutions adapt to AI's potential, balancing its opportunities with responsible implementation to ensure sustainable and inclusive economic growth.

SESSION 2

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

Session: Workshop/Globalisation and International Trade

Session Chair: Prof. (Dr.) Deepraj Mukherjee, Kent State University, USA

Location: Harriet B & C

9.45 AM -9.05 AM: WORKSHOP

Dr. Piya Chatterjee, LeBron James Family Foundation School of Education, University of Akron, USA

Prof. (Dr.) Deepraj Mukherjee, Kent State University, USA

Workshop title

Applying Emerging Technologies to Enhance Education and Learning: AI Facilitating Digital Capabilities

Brief synopsis

Our work explores how Generative AI can assist in instructional assignment delivery, providing feedback, and reducing faculty workload for our course requirements. Through analyzing both qualitative and quantitative data, our work intends will offer insights into AI's potential for enhancing higher education instructional planning, provide recommendations for AI integration in college courses, and contribute to the growing body of literature on AI in K-12+4 (elementary through secondary and post-secondary) settings. Especially in post-secondary settings, students are on the verge of being ready for the workforce, adapting skills of lifelong learning where they tap into the need for continuous skills acquisition and adaptation, redefining college work. We share our experience of using generative AI (both in Business and Education undergraduate courses) as augmented intelligence technologies, where students and machines can work together to enhance creativity and problem-solving.

PRESENTATIONS

- I *The Role of state competitiveness and perceived insecurity in attracting foreign direct investment in Mexico*
Juan Carlos Botello, Mariana Echeagaray Santibañez, Universidad Popular Autónoma del Estado de Puebla, Mexico
- II *Altruism and the social determinants of health: Multi-Target ML to model healthcare equity among medicare patients in the COVID-19 Era*
Nina Kajiji, Department of Computer Science and Statistics, College of Arts and Sciences, University of Rhode Island, USA; **Miriam Dash**, Department of Urology, Mayo Clinic, Rochester, USA; **Christine Clarkin**, Interdisciplinary Neuroscience Program, and Department of Physical Therapy, College of Health Science, University of Rhode Island, **Gordon Dash**, College of Business, and Interdisciplinary Neuroscience Program, University of Rhode Island, USA
- III *Is stagflation on the horizon for the U.S Economy and the Federal Reserve (FED) Response*
Pellegrino Manfra, City University New York/Queensborough CC, USA
- IV *Nexus among increasing temperature, CO₂ emissions, and sea level rise: Consequences for climate change refugees in Bangladesh*
Chandan Kumar Sarkar, Department of Economics, International University of Business Agriculture and Technology, Bangladesh

Session 3

11.15 AM-12.45 PM (LUNCH AND NETWORKING: 12.45 PM -13.30 PM)

Session: Growth & Economic Development

Session Chair: Prof. Pellegrino Manfra, City University New York/Queensborough CC

Location: Harriet B & C

11.15 AM -12.45 PM

PRESENTATIONS

- I *Exploring the synergy between data-driven business models and sustainability in the digital economy*
Nomkhosi Radebe, University of the Witwatersrand, Johannesburg, South Africa
- II *Fostering innovation in Small and Medium Enterprises (SMEs) clusters through triple helix interactions: Exploring the role of academia industry linkages*
Chander Shekhar Dogra; Satinder Kumar DAV University, Jalandhar, Punjab, India
- III *From resilience to transformation: Crisis-Driven diversification in small open economies*
Giedrė Dzemydaitė, Yale University (USA), Vilnius University, Lithuania; **Laurynas Naruševičius; Rima Rubčinskaitė**, Vilnius University, Lithuania

- IV *Seroprevalence and risk factors of dengue fever virus infection in dogs and febrile patients attending healthcare facilities in Nsukka, Enugu State, Nigeria*
Ezeadichie Emmanuel Chinedu; Innocent Okwundu Nwankwo; Chidiebere Ohazurike Anyaoha; Asogwa Geraldine Nneka, Faculty of Veterinary Medicine, University of Nigeria,
- V *The Impact of public sector employment with business strategies on economic growth*
T. Ncanywa, Faculty of Education, Department of Business Management Education, Walter Sisulu University, South Africa
- VI *African medical brain drain and its impact on sustainable development goal 3 on good health and well-being in the context of healthcare crisis and aging populations in the US and the UK*
Lovatiana Raveloarison, CEO and Co-founder, Talent & Skills Togo; **Mialy Rabarison**, Co-founder, Talent & Skills Togo
- VII *Assessment of the relationship between contingent demographic variables and adoption of digital payments in Ghana*
Michael Nana Owusu-Akomeah, Ghana Communication Technology University (Department of Accounting and Finance, GCTU Business School); **Erica Maria Oteng-Gyasi**, Bank of Ghana, Ghana; **Richard Nana Yaw Darkwa Ofori**, University of Ghana, Ghana; **Emmanuel Attah Kumah Amponsah; Michael Owusu-Kyei; Stephen Owusu Afriyie**, Ghana Communication Technology University (Department of Accounting and Finance, GCTU Business School, Ghana)

SESSION 4 (PLENARY SESSION)

13.30 PM-15.00 PM

Session: KEYNOTE ADDRESSES/Globalisation and International Trade**Session Chair: Dr P. R. Datta**, Regent College London and Centre for Business & Economic Research, UK**Location: Harriet B & C****13.30 PM – 13.50 PM: KEYNOTE ADDRESS****Dr JoAnn Rolle**, Former Dean, School of Business, Medgar Evers College, CUNY, USA; J. D. Rolle & Associates, LLC, New Jersey, USA**Title:** Entrepreneurial Leadership for Sustainable Innovation: A Relational Approach to Co-Intelligent, Purpose-Driven Change**Brief synopsis**

As the world confronts increasingly complex sustainability challenges, traditional leadership paradigms – focused on hierarchy and control – are no longer sufficient. This session introduces a dynamic, relational model of entrepreneurial leadership that fosters sustainable innovation through co-intelligence, emotional competence, and collaborative action. Grounded in the integration of self-determination theory, Taylor et al.'s (2025) conceptual framework, and insights from neuroscience, this approach positions leadership as a shared, emergent process. Leaders are reimagined not as isolated heroes, but as enablers of autonomy, belonging, and purpose in diverse teams. Drawing on real-world examples from innovative institutions – including NMITE (UK), Georgia State University, the University of Hong Kong, and Stanford – we explore how relational entrepreneurial leadership strategies, such as peer-led learning, co-designed AI initiatives, and student-driven redesign, create environments where sustainable innovation thrives. These cases demonstrate how emotional intelligence, psychological safety, and cognitive flexibility fuel trust, engagement, and adaptive thinking. Further informed by Robert Klitgaard's co-intelligence principles, this session emphasizes the ethical, inclusive, and human-centered dimensions of leadership in the AI era. Attendees will leave with actionable strategies to cultivate systems of belonging, empower creative problem-solving, and align innovation with values-driven purpose. Whether you're a researcher, educator, or organizational leader, this session offers a transformative vision of how entrepreneurial leadership can catalyze not just scalable, but sustainable and socially conscious innovation

Keywords*Entrepreneurial Leadership, Sustainable Innovation, Co-Intelligence, Relational Leadership, Psychological Safety*

13.50 PM – 14.10 PM: KEYNOTE ADDRESS

Dr. Tracy Harrell Dunn, Dean, Burroughs School of Business & Entrepreneurship, Benedict College, Columbia, USA

Title: Advancing Economic Development by Focusing on High-Growth Ventures and Small Businesses

Brief synopsis

Advancing Economic Development by Focusing on High-Growth Ventures and Small Businesses recounts the impact of a small, private, primarily undergraduate institution on the economic vitality of its city and state. Through the deployment of strategic initiatives that focus on small businesses as well as tech-enabled high growth ventures, the institution has established its critical role in fostering entrepreneurship and driving local and state-wide economic growth. The speaker describes these initiatives which include the engagement of the college's faculty and students as well as the community.

14.10 PM -14.30 PM: KEYNOTE ADDRESS

Dr. Terrence Richard Blackman, Medgar Evers College, City University of New York, USA

Title: The Role of Business, Innovation, and Diaspora Engagement in Shaping Guyana's Economic Future

Brief Synopsis

*Guyana's greatest asset isn't found offshore or buried underground – it lies in its people, both at home and across the globe. As the nation rides an unprecedented wave of economic growth, the combined force of bold entrepreneurship, innovative thinking, and an engaged diaspora will determine whether this boom translates into sustainable prosperity for all. In this keynote, Dr. Terrence Blackman explores how Guyana can leverage **entrepreneurship, innovation, and its global diaspora** to shape a vibrant economic future. He discusses how local entrepreneurs and innovators can partner with diaspora talent and investment to **diversify the economy beyond oil** – sparking new industries, creating jobs, and connecting Guyana to global markets. The presentation highlights real-world examples of diaspora-driven ventures and outlines policy measures to help these collaborations thrive, including **business climate reforms** and targeted **diaspora engagement** initiatives. **Balancing visionary insight with actionable strategies**, this talk offers entrepreneurs, policymakers, and investors a clear roadmap for turning Guyana's current boom into a legacy of innovation-driven prosperity that **benefits all Guyanese**.*

PRESENTATIONS

- I *Attaining sustainability by moderating the impact of climate change: The necessary reduction in physical environmental damage carries with it a hefty financial cost for many companies because of asset devaluation*
A. J. Stagliano, Department of Accounting, Erivan K. Haub School of Business, Saint Joseph's University, USA

SESSION 5 (PLENARY SESSION)

15.00 PM-16.30 PM

Session: Finance, Accounting & organisational Structure

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

Location: Harriet B & C

15.00 PM-16.30 PM**PRESENTATIONS**

- I *Industry 4.0 technologies' adoption, sustainability management control and sustainable waste performance: evidence from Africa*
Edward Nartey, University of Ghana, Legon Accra, -Ghana
- II *The impact of GNP, economic growth rate and interest rate on financial market performance: A comparative study between the Saudi and the Egyptian financial market*
Mostafa Salah Elmokadem; Hoda Ahmed Ibraheem Abdelnabi, Department of Investment & Finance, Arab East Colleges Saudi Arabia
- III *Examine the short run effect of corporate governance on Ghana SIC's financial performance*

Emmanuel Attah Kumah Amponsah; George Oppong Appiagyei Ampong; Michael Nana Owusu-Akomeah; Gbate Joshua; Diana Danso, Ghana Communication Technology University, Ghana

- IV *Financial management in family businesses: Challenges and strategies for sustainability*
Bosiljka Srebro, The Academy of Applied Studies Polytechnic, Beograd, Republic of Serbia
- V *Pharmacists' knowledge and perceptions of financial literacy*
Miljan Adamović; Stefan Milojević, Educons University, Faculty of Business Economics, Republic of Serbia; **Snežana Knežević**, University of Belgrade, Faculty of Organizational Sciences, Belgrade, Republic of Serbia
- VI *Harnessing Fintech innovations for Financial Inclusion and Sustainable Growth: A study on India*
Anamika Kumar Kulbhaskar, Department of Management Studies, Indian Institute of Technology Roorkee, Roorkee, Uttarakhand, India
- VII *Supply chain risk and performance of freight forwarders in South Africa*
Joash Mageto; Hemisha Makan, University of Johannesburg, Department of Transport and Supply Chain Management, Johannesburg, South Africa

SESSION 6 (PANEL SESSION)-HYBRID MODE

16.30 PM-17.15 PM

Session: Special workshop

Session Moderator: Prof. Tiina Brandt, Haaga-Helia University of Applied Sciences, Helsinki, Finland

Location: Harriet B & C

16.30 PM-17.15 PM

Workshop title: To Chat or not to Chat – Integrating AI into the pedagogies of Business Education

Panelists

Prof. Sambhavi Lakshminarayanan, Moderator, Medgar Evers College, City University of New York, USA

Prof. Lishawn Alexander, Medgar Evers College, City University of New York, USA

Prof. Elene Evelyn, Medgar Evers College, City University of New York, USA

Brief synopsis

Gen AI is at a dizzyingly rapid stage of change and development. Organizations generally agree that it will have a significant long-term impact on their output and functioning. Educational institutions face the twin challenge of how to use this powerful tool in delivering education as well as in preparing students for the workplace. Gen AI has started to permeate the world of work, and we expect our students to face this in the organizations where they work. At the same time, as business educators, our foremost concern is student learning and development of skills for life-long learning. Here, Gen AI presents both opportunities and threats. On the one hand, it could make learning both more efficient and deeper by cutting down time to get information and presenting a wide range of knowledge in very short periods of time. On the other, it could shortcut and destroy learning processes by providing easy answers and removing any necessity for students to do thinking and learning on their own. As business educators, we use a variety of pedagogies. These include – lectures, case studies, simulations, experiential exercises and games. Students also complete work on their own in the form of assignments. In this panel, we discuss ways in which we can integrate Gen AI in different pedagogies and discipline areas. We also discuss ways in which the gains of doing so may not be realized. We also frame these in the context of the TILT approach (Lakshminarayanan & Best, 2022), which has been proven to be effective in obtaining learning outcomes for students from underrepresented groups.

Objective and Scope

Educational institutions need to design both general as well as specific responses to Gen AI (see for example: Chiu, 2024). It is recognized that these should be thoughtful approaches. Faculty are, understandably, apprehensive about unquestioning acceptance and integration of Gen AI into curricula and teaching practices, including concerns about information security (Irish et al., 2025). Yet, the ubiquitous nature of this technological development puts pressure on faculty to begin responding. This is currently a research focus, with customized discipline, course, and pedagogy specific usage developments (see for example: Riapina, 2024, Salinas-Navarro et al., 2024). In this discussion we provide a brief overview of the Gen AI landscape for business educators. We

provide specific examples of responses by faculty in a range of disciplines at the School of Business – Medgar Evers College. We then invite audience members for their input on this urgent and important issue.

SESSION 7 (PANEL SESSION)

17.15 PM-18.30 PM

Session: Entrepreneurship/Closing Remarks

Session Chair: Prof. Juan Carlos Botello, Universidad Popular Autónoma del Estado de Puebla, Mexico

Location: Harriet B & C

PRESENTATIONS

- I *Personality and communication profiles of salespeople in Finland*
Tiina Brandt, Haaga-Helia University of Applied Sciences, Helsinki, Finland
- II *Perspectives on the success prospects of the small enterprise development finance agency*
Thobekani Lose, Luthando Jack, Nelson Mandela University, South Africa
- III *The octagon of scaling mantras*
Assad Shamsi; Palto Datta, School of Business & Law, Regent College London, UK
- IV *Innovativeness as a driving force for future entrepreneurs-comparison of US and European students*
Tiina Brandt, Haaga-Helia University of Applied Sciences, Helsinki, Finland

18.15 PM -18.25 PM: Q & A session/Feedback from the audience for Day 1

18.25 PM: CLOSING REMARKS FOR THE 1st DAY CONFERENCE

Dr. Zulema Blair, Interim Dean, Business School, Medgar Evers College, City University of New York

DAY 2
TUESDAY, 8 APRIL 2025
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 2

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

SESSION 8 (VIRTUAL SESSION)

THIS SCHEDULE IS BASED ON NEW YORK (USA) TIME

6.40 AM-8.00 AM

Session: Growth and Economic Development/Entrepreneurship

Session Chair: Dr. Ameeta Fernando; Loyola Institute of Business Administration, India

Location: *VIRTUAL*

PRESENTATIONS

- I *Global Strategic Planning: Feedback from the Automobile Industry*
Muslima Zahan, Department of Management, North South University, Bangladesh; **Thamid Thasin**, Faculty of Business Studies, Dhaka University, Bangladesh; **Samawati K. Zahan**, Relight Research, Dhaka, Bangladesh
- II *Sustainable development of local economy and finance - cryptocurrencies vs. complementary currencies*
Nina Stepnicka, Casimir Pulaski Radom University; Faculty of Economics and Finance; Department of Economics; Radom, Poland
- III *Experiential economy: The metaphysics that teaches you reality, existence and nature of being*
Sarat C. Das, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain
- IV *Economic situation of the Second Polish Republic*
Bartosz Nieścior, SGH Warsaw School of Economics, Poland
- V *Factors deterring the progress of aspiring Women Entrepreneurs in North Chennai, India*
Ameeta Fernando; **A. Siluvairaja**, Loyola Institute of Business Administration, India

SESSION 9 (VIRTUAL SESSION)-BASED ON NEW YORK TIME

8.00 AM -9.30 AM

Session: Globalisation and International Trade

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

Location: *VIRTUAL*

PRESENTATIONS

- I *Duality of a Gig Giant: Uber's journey through Egypt*
Amir Shawky Mansi; **Sohaila Tarek Mohamed**; **Miray Barsoum**, Nile University, Egypt
- II *Selected concepts of change management in conditions of variability and uncertainty in organizations*
Joanna Jasińska, Warsaw Medical University of Tadeusz Koźluk, Poland
- III *Reconceptualizing AR/VR for emerging economies: Mobile-Based solutions to drive accessibility and adoption*

Krithika Ravi Kumar; Hannah Anush: Ankit Pushpam Campbellsville University, USA

- IV *Financial technology (Fintec), Its impact on the banking sector in the Ghanaian commercial banks.*
Joseph Mensah; Mercy Kwakye; Samuel Agyapong, Finance Business Administration, Pentecost University, Ghana
- V *The Systematic Religious Persecutions and Exodus of Minorities in Bangladesh: Facts and Future*
Sradhanand Sital, Global Human Rights Defence (GHRD), The Netherlands; **Chandan Kumar Sarkar,** Department of Economics, International University of Business Agriculture and Technology, Bangladesh
- VII *Could policymakers do more to eliminate cumulative poverty sustainably? in the battle against global poverty? A Social Marketing approach.*
Ebikinei Stanley Eguruze; Dominique Porter-Whitaker; Diane Cloulson-Bisiker, Regent College London, UK
- VIII *A case study of reconciling the theory and application of budget management: perceptions of university budget holders*
Alan Parkinson; Lysie Chew, University College London, UK

SESSION 10 (VIRTUAL SESSION)-BASED ON NEW YORK TIME

9.30 AM -11.15 AM

Session: Marketing and Branding/General Management

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

Location: VIRTUAL

PRESENTATIONS

- I *Effective healthcare management in the 21st century*
Jeff Ritter, Seton Hall University, USA
- II *Exploring the impact of virtual reality on consumer purchase decisions: A strategic perspective on immersive digital marketing in the luxury fashion industry*
Betelihem Welederufael Asfaw, University of Bolton, UK
- III *Navigating global sustainability in local markets: P&G's adaptation of international benchmarks in Egypt and its business impact*
Jana Alaa Yahea; Salma Hesham El Ganzoury; Malak Galal El Din Ghraib; Ahmed Abdelazim; Nourhan Osama Mahmoud; Miray Barsoum, Nile University, Egypt
- IV *Customizable paper cups*
Said Hamdy Said, Mohamed El-Mehalawi, Nile University, Egypt
- V *Baby cry translator*
Ahmed Rashed Dabour, Dr. Mohamed El-Mehalawi, Nile University, Egypt
- VI *Effective strategy for the new generation: a case study of Ebank's strategic transformation in Egypt*
Ahmed Wasel; Ahmed Haitham; Hager Abdel-Nasser; Miray Barsoum, Nile University, Egypt
- VII *The impact of total quality management practices on business performance in the telecommunication sector*
Michael Owusu-Kyei; George Oppong Appiagyei Ampong; Alex Antwi-Adjei, Department of Marketing, Ghana Communication Technology University Business School, Ghana
- VIII *FastFunds: A machine learning-driven personal loan approval prediction mobile app*
Samuel Akwasi Danso; Isaac Osei Nyantakyi, Dept. of Computer Engineering, Ghana Communication Technology University, Accra, Ghana; **Justice Odoom,** School of Computer Science and Technology, Southwest University of Science and Technology, Mianyang, China;

Emmanuel Attah Kumasi Amponsah, Dept. of Computer Engineering, Ghana Communication Technology University, Accra, Ghana; **Diana Danso**, Ghana Education Services- Kumasi, Ghana

SESSION 11 (VIRTUAL SESSION)-BASED ON NEW YORK TIME

11.15 AM -12.00 PM

Session: Workshop

Session Chair: Dr Bonya Chakraborty, London College of Contemporary Arts and Centre for Business & Economic Research, UK

Location: **VIRTUAL**

11.15 PM -12.00 PM: WORKSHOP

Workshop Facilitators

Dr. Amita Puri, NLP Expert and author, USA

Srishti Bhatt, Psychologist, Citizen Hospital and co-founded Shambhave Wellness Clinic, India

Title of the workshop: Subconscious Energy Healing Therapy (SEHT) & Responsible AI

Brief synopsis

This workshop introduces participants to Subconscious Energy Healing Therapy (SEHT) techniques for releasing energy blockages and achieving mental clarity. Alongside SEHT, the session incorporates the concept of Responsible AI, emphasizing how ethical and conscious use of artificial intelligence complements personal and professional productivity. Participants will learn practical tools like breathwork, visualization, affirmations, and the role of AI in supporting emotional well-being and decision-making. Addressing subconscious barriers and promoting ethical AI practices fosters personal growth, emotional resilience, and productivity, empowering individuals to align their energies and leverage AI responsibly in both personal and professional environments.

SESSION 12 (VIRTUAL SESSION)-BASED ON NEW YORK TIME

12.00 PM -13.15 PM

Session: Teaching and Learning for LLLS/Entrepreneurship

Session Chair: Prof. Ghadeer Badr, Nile University, Egypt

Location: **VIRTUAL**

PRESENTATIONS

- I *The influence of soft skills, technical skills, and innovation on the learnability of educators and their overall performance*
Vidhu Gaur, Management Development Institute, Guragon, India
- II *Artificial Intelligence in UK Higher Education: Transforming institutional processes, student assessment, and academic innovation*
Evangelia Fragouli, Kingston Business School, Kingston University, UK
- III *Coaching, mentorship, and apprenticeship as a knowledge management strategy in organizations*
Edna Owusu-Bempah, University of Education, Winneba, Ghana
- IV *Alternative Assessment Strategies for UK Postgraduate Students*
Evangelia Fragouli, Kingston Business School, Kingston University, UK
- V *The inclusion of lacking entrepreneurship education in African universities' undergraduate finance degree programs*
Refiloe Gladys Benedict; Tafara Bere; Oliver Takawira, College of Business and Economics (CBE) - University of Johannesburg, South Africa

SESSION 13 (VIRTUAL SESSION)-BASED ON NEW YORK TIME)**13.15 PM -14.15 PM****Session: Keynote address and Concluding remarks****Session Chair: Prof. Emmanuel Attah Kumah Amponsah.** Ghana Communication Technology
University, GhanaLocation: **VIRTUAL****13.15 PM-13.40 PM: KEYNOTE ADDRESS****Carin-Isabel Knoop**, Executive Director, Harvard Business School, Case Research & Writing Group, Author of *Compassionate Management of Mental Health in the Modern Workplace*, Springer 2018**Title:** The impact of climate distress***Brief synopsis***

In this keynote, Carin Knoop will explore the profound impact of climate distress in the workplace and beyond. Drawing from her widely resonant research and publications, she will discuss not only the anxiety caused by climate disasters but also the unexpected benefits that arise, such as resilience, innovation, and strengthened community ties. The address will also examine how organisations can respond effectively, fostering supportive environments for employees grappling with climate-related stress. Partnering with a coauthor specializing in human dynamics, this talk will provide a comprehensive look at both the psychological and organisational aspects of climate distress, offering actionable insights for leaders and decision-makers.

13.40 PM: CLOSING REMARKS FOR DAY-2**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.

**14th CBER-MEC International Conference on Business and Economic Development
(ICBED)-Promoting Innovation and Sustainability
7-8th April 2024**

List of Countries & Institution Represented

Number	Country	Institution
1	Bangladesh	International University of Business Agriculture and Technology, Bangladesh North South University, Bangladesh Dhaka University, Bangladesh Relight Research, Dhaka, Bangladesh
2	China	Southwest University of Science and Technology, Mianyang, China
3	Egypt	Nile University, Egypt
4	Finland	Haaga-Helia University of Applied Sciences, Helsinki, Finland
5	Ghana	Ghana Communication Technology University Business School, Ghana Bank of Ghana, Ghana University of Ghana, Ghana Ghana Education Services- Kumasi, Ghana Pentecost University, Ghana University of Education, Winneba, Ghana
6	India	DAV University, Jalandhar, Punjab, India CEO and Co-founder, Talent & Skills Togo Indian Institute of Technology Roorkee, Roorkee, Uttarakhand, India Loyola Institute of Business Administration, India Management Development Institute, Guragon, India Citizen Hospital and co-founded Shambhave Wellness Clinic, India
7	Lithuania	Vilnius University, Lithuania
8	Mexico	Universidad Popular Autónoma del Estado de Puebla, Mexico
9	Netherland	Global Human Rights Defence (GHRD), The Netherlands;
10	Nigeria	Faculty of Veterinary Medicine, University of Nigeria
11	Pakistan	Allama Iqbal Open University, Islamabad, Pakistan

		Mirpur Azad Kashmir, Pakistan Mirpur University of Science and Technology, Pakistan
12	Poland	Casimir Pulaski Radom University, Poland SGH Warsaw School of Economics, Poland
13	Republic of Serbia	Warsaw Medical University of Tadeusz Koźluk, Poland The Academy of Applied Studies Polytechnic, Beograd, Republic of Serbia Educons University, Republic of Serbia University of Belgrade, Republic of Serbia
14	South Africa	University of the Witwatersrand, Johannesburg, South Africa Walter Sisulu University, South Africa Nelson Mandela University, South Africa University of Johannesburg, South Africa
15	Spain	Aspire Business School, Spain
16	Saudi Arabia	Arab East Colleges Saudi Arabia
17	Togo	Talent & Skills Togo
18	United States of America	Kent State University, USA Business School, Medgar Evers College, City University of New York, USA University of Akron, USA City University New York, USA Burroughs School of Business & Entrepreneurship, Benedict College, Columbia, USA University of Rhode Island, USA Department of Urology, Mayo Clinic, Rochester, USA Saint Joseph's University, USA Campbellsville University, USA Seton Hall University, USA Harvard Business School, USA Yale University, USA J. D. Rolle & Associates, LLC, New Jersey, USA
19	United Kingdom	Regent College London, UK University College London, UK University of Bolton, UK Leeds Beckett University, United Kingdom Kingston Business School, Kingston University, UK

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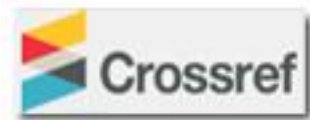
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