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10TH INTERNATIONAL CONFERENCE ON DIGITAL TRANSFORMATION AND BUSINESS INNOVATION (ICDTBI) - 2025

17-18 October 2025
Virtual Conference

Hosted by
Centre for Business & Economic Research (CBER), UK
&
Kingston Business School, Kingston University, UK

Conference Programme
Method - Integrity - Camaraderie

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All conference participants receive a certificate of contribution for participating and presenting at this virtual conference

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Welcome to CBER-KBS International Conference!

Dear Conference participants

We are delighted to warmly welcome you to the **10th International Conference on Digital Transformation and Business Innovation (ICDTBI 2025)**, jointly organised by the **Centre for Business & Economic Research (CBER)** and the **Kingston Business School, Kingston University, UK**.

This milestone event brings together scholars, researchers, practitioners, and policymakers from around the world to exchange insights, share emerging research, and explore the transformative role of digital technologies in shaping modern business and management practices.

We would like to express our sincere gratitude to the **reviewers** for their invaluable contribution to maintaining the high academic standards of this conference. We also thank our **keynote speakers** and **track chairs** for their commitment and anticipated thought-provoking contributions. To all the researchers and practitioners who have chosen to share their work through this platform, we deeply appreciate your trust and participation.

This year's conference promises a stimulating programme featuring **inspiring keynote addresses**, **interactive workshops**, and **thematic sessions** designed to foster collaboration and innovation. The international and interdisciplinary nature of ICDTBI 2025 makes it a unique opportunity for meaningful exchange and knowledge creation at the intersection of business, technology, and society. We are confident that your participation will contribute to an engaging dialogue that advances understanding and practice in digital transformation and business innovation. We hope this conference will be a valuable step in your academic and professional journey, sparking new ideas, partnerships, and future research directions.

As conference co-chairs, we extend our heartfelt thanks to **CBER, Kingston Business School**, and the entire organising team for their unwavering support, dedication, and effort in making this event both successful and memorable.

We wish all participants an **inspiring and enriching conference experience**.

Prof. (Dr.) Evangelia Fragouli

Kingston Business School, Kingston University, UK

Dr. Palto Datta

Senior Lecturer & Scholarship Lead, School of Business & Enterprise, Regent College London, UK,
Executive Chair, Centre for Business & Economic Research (CBER) London, UK

CBER-KBS 10th International Conference on Digital Transformation and Business Innovation (ICDTBI)-A Virtual Conference

ICDTBI-2025 CONFERENCE COMMITTEE MEMBERS

Conference Chairs

Prof. (Dr.) Evangelia Fragouli, Kingston Business School, Kingston University, UK

Dr. Palto Datta, Senior Lecturer & Scholarship Lead, School of Business & Enterprise, Regent College London, UK, Executive Chair, Centre for Business & Economic Research (CBER) London, UK

Conference Committee

- **Prof. Warren Mathews**, University of Maryland, USA
- **Prof. (Dr.) David Graves**, Centre for Study of Organised Crime, UK
- **Dr. Bonya Chakraborty**, London College of Contemporary Arts (LCCA) & Centre for Business & Economic Research (CBER), UK
- **Prof. Srinivasan Sampalli**, Dalhousie University, Canada
- **Prof. (Dr.) Deepraj Mukherjee**, Kent State University, USA
- **Prof. (Dr.) Gairik Das** -IISWBM, Kolkata, India
- **Dr Justin H. Beneke**, University of Winchester, UK
- **Prof. (Dr.) Jo-Ann Rolle**, Former Dean, Medgar Evers College of City University of New York, USA
- **Prof. Malgorzata Magdalena Hybka**, Poznań University of Economics and Business, Poland
- **Prof. (Dr.) Juan Carlos Botello**, Universidad Popular Autónoma del Estado de Puebla, Mexico
- **Dr Abdul Rahim Soomro**, Centre for Business & Economic Research, UK
- **Prof. Chris Bellamy**, Professor Emeritus, University of Greenwich, UK
- **Gerald Doyle**, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University, UK

ICDTBI-2025 ADVISORY BOARD

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- **Prof Sarat C. Das**, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain
- **Dr. Vidhu Gaur**, Management Development Institute Gurgaon, India
- **Dr Bushra Usman**, Forman Christian College (Chartered University), Pakistan

10th International Conference on Digital Transformation and Business Innovation (ICDTBI)-A Virtual Conference

Tracks and Session Chairs

Day-1: Friday, 17 October 2025

Session-1: Inaugural Session

Prof. (Dr.) David Graves, Centre for the Study of Organised Crime, UK; University of Buckinghamshire, UK

Session-2: Globalization, Emerging Economies, and Entrepreneurship in the Digital Era

Dr. Palto Datta, Senior Lecturer & Scholarship Lead, School of Business, Regent College London, UK

Session-3: Digital Transformation in Business and Management Education

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

Session-4: Special Panel Discussion

Prof. Navin Manaswi, Artificial Intelligence Scientist, Author, and Technology Entrepreneur, India

Session-5: Keynote Addresses

Prof. (Dr) David Graves, Centre for the Study of Organised Crime & University of Buckinghamshire, UK

Session-6: Digital Innovation in Business Operations/ Digital Marketing and Social Media Strategies

Prof. Vidhu Gaur, Management Development Institute, Gurgaon, Haryana, India

Session-7: Concluding session & Reflection

Dr Bonya Chakraborty, London College of Contemporary Arts (LCCA) & Centre for Business & Economic Research (CBER), UK

Day-2: Saturday, 18th October 2025

Session-8: Digital Innovation in Business Operations

Dr Rishiram Aryal, Senior Lecturer, School of Business, Regent College London, UK

Session-9: Digital transformation and Globalisation

Prof Sarat C. Das, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain

Session-10: Closing Ceremony and Awards announcement

Prof. (Dr.) David Graves, Centre for the Study of Organised Crime, UK; University of Buckinghamshire, UK

10th International Conference on Digital Transformation and Business Innovation (ICDTBI)-A Virtual Conference

Co-Sponsors



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 credible research methods and a thorough and objective approach.

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Kingston University, established in 1899, is an ambitious institution with a growing international reputation for excellence in education, research, and innovation. Home to a vibrant and diverse community of more than 20,000 students representing 140 countries, the University stands as the UK's leading institution for Future Skills, with its staff and graduates highly valued for their expertise, creativity, and forward-thinking approach. Committed to enhancing students' life chances, supporting staff ambitions, and deepening its impact on industry, policy, and professions, Kingston University strives to contribute to a socially, economically, and environmentally sustainable future. Its dedication to high-quality teaching and an outstanding student experience has been recognised with **gold ratings in all three categories of the Teaching Excellence Framework (TEF)** – a distinction held by only 26 higher education providers across the United Kingdom.

CONFERENCE CO-CHAIRS & KEYNOTE SPEAKERS

CONFERENCE CO-CHAIRS



Dr. Evangelia Fragouli
Kingston Business School, Kingston University, UK

Conference Co-Chair and keynote speaker

Dr. Evangelia Fragouli holds a PhD and MPhil with distinction from Columbia University, USA; an advanced master's degree with distinction and a Postgraduate Certificate from Harvard University, USA; two Bachelor's degrees and a PGCert from the University of Athens, Greece; and an additional PGCert from the European School – Athens University of Business, City University (UK), and Eni Enrico Mattei, Italy. Her academic expertise spans Strategic HRM, Strategic Management, Executive Education, Organisational Behaviour, and Change & Risk Management. With over 28 years of international academic experience, Dr. Fragouli is currently Associate Professor of HRM and Director of the MSc in Global HRM Programme at Kingston Business School, Kingston University London, UK, where she also serves as Academic Coordinator of the HRM Hot Topic Series. Previously, she was Assistant Professor in Strategic Management and Chartered Management Institute (CMI) Champion at the University of Dundee, UK, and has held teaching and research roles at Anglia Ruskin University (UK), Aarhus University (Denmark), Hellenic Open University, and several Greek universities including Athens, Piraeus, and Thessaloniki. She has also delivered lectures in China, Trinidad & Tobago, and across Europe. A prolific scholar, Dr. Fragouli has published extensively in peer-reviewed journals, conference proceedings, textbooks, and monographs. She is an editorial board member, reviewer, and scientific advisor for numerous academic and professional journals, and has been an invited keynote speaker, session chair, and conference committee member at international academic events.

In addition to academia, Dr. Fragouli brings substantial executive, consultancy, and coaching experience. She has collaborated with organizations such as the World Bank (Washington, DC), Hellenic Aerospace Industry, and the Hellenic Competition Commission (EU), and has advised government ministries on strategic HRM and management development. As a CMI Champion, she has organised numerous professional workshops in partnership with the Scottish Institute of Business Leaders, UK. An accredited organisational psychologist, she has also worked extensively in the healthcare sector, designing and delivering executive training programmes in leadership, decision-making, and strategic management worldwide.



Dr. Palto Datta FCIM, FRSA, CMBE, FHEA
Centre for Business & Economic Research, London, UK.
Senior Lecturer and Scholarship Lead, School of Business & Enterprise, Regent College London, UK

Dr. Datta holds a BSc in Plasma Physics from the Peoples' Friendship University of Russia, an MSc in Marketing from the University of Glamorgan, and a PhD in Marketing from the University of Hertfordshire. He has also completed certificate programs at Samford University, the University of Pennsylvania, and the University of Edinburgh. A Fellow of the Royal Society of Arts, Advance HE, and the Chartered Institute of Marketing (UK) and other professional bodies. Dr. Datta is Senior Lecturer and Scholarship Lead at Regent College London's School of Business and Enterprise. He is Executive Chair of the Centre for Business & Economic Research (UK) and Chief Editor of Journal of Business and Retail Management Research and International Journal of Higher Education Management, Guest Editor-special issue of Journal of Risk and Financial Management. He has authored several acclaimed books, including Amazon bestsellers Character – The End Goal of Education and Octagon of Scaling Mantras. Other works include We're Doomed! Brexit Revisited (2020), The Art of Entrepreneurship (2022), and Relationship Marketing for Enhancing Customer Retention (2018). He also writes fiction and poetry in Bengali. With over 27 years of teaching experience in the UK's Further and Higher Education sectors, he brings a wealth of expertise to his academic and

professional work., Dr. Datta contributes to leading newspapers. In 2019, he and CBER (UK) were recognised by the U.S. Congress and New York State Assembly for their research leadership. A passionate traveller, he has visited over 75 countries.

KEYNOTE SPEAKERS



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

Dr. Jo Ann Rolle is an accomplished academic leader, entrepreneur, and equity-centered innovation advocate. As former Dean of Business with over three decades bridging economics, technology policy, and community development, Dr. Rolle brings unique insights into the intersection of demographic change and technological opportunity. Her pioneering work on intergenerational AI design has positioned her as a thought leader in inclusive innovation. Dr. Rolle holds a Ph.D. in Economics from Howard University and completed an Administrative Fellowship at Harvard University. Her research appears in peer-reviewed journals, and her book Tech Enabled Futures: Elevating Education in Underserved Areas examines how digital equity creates economic opportunity in underserved communities.

Currently, Dr. Rolle advises startups and social ventures on inclusive technology strategies, helping entrepreneurs identify market opportunities at the intersection of education, entrepreneurship, and technology. She serves on advisory boards for age-tech ventures and speaks internationally on the economic imperatives of inclusive AI. Dr. Rolle's work has been recognized for bridging the gap between academic research and entrepreneurial practice, demonstrating how inclusive design principles can drive both social impact and economic returns.

Contact: Website: joannrolle.com | LinkedIn: linkedin.com/in/jo-ann-rolle



*Prof. (Dr.) David M J Graves., MA, FCMI (CMgr), FInstLM, FCBER, FABS, ACFE
Managing Director | Professor | Financial Crime Expert
Centre for Study of Organised Crime (CSOC),*

A seasoned fraud specialist and retired UK Fraud Squad Detective, David brings over 30 years of experience in combating economic crime. He is the Managing Director of DG Anti-Fraud Consultants Ltd, Founding Director of The Centre of Study of Organised Crime (CSOC), and appointed Honorary Professor with CBER UK and Kingsley Institute of Management. David has delivered training globally in areas including corporate governance, financial crime, and anti-money laundering, advising governments in Poland, Lithuania, Nigeria, Turkey, and the Gulf region. He has also taught at Warwick University Law School and Coventry City University. A recognised keynote speaker at international conferences and Fellow of several professional bodies, David is currently delivering strategic leadership programmes to Nottingham Trent University, University of Buckingham the military and civil executives.

PhD Thesis (2024): "From Isolation to Integration: Advancing UK Policing through Strategic Partnerships with Private Investigators in the Fight Against Organised Crime." – Paris Graduate School. David is passionate about bridging public and private sectors to strengthen the global response to organised financial crime.

Keynote speaker and panelist



*Prof (Dr) Sarat C. Das
Director (Research), C3S Business School, Spain and Director, Aspire Business School, Barcelona, Spain*

Professor Sarat C. Das is an accomplished academic and media professional with decades of experience across television, print, new media, and publishing. His career spans Australia, India, Afghanistan, Nepal, Thailand, Spain, the UAE, and the UK, where he spent nearly eight years teaching in higher and further education. He has overseen the delivery of UK university programs (University of Wales, Anglia Ruskin, Brighton, Bucks New, and Nottingham Trent) and directed research and editorial projects globally. Currently, he serves as Director of Aspire Business School and Director (Research) at C3S Business School, Barcelona. He is also Group Editor of Manager (UK), focusing on ethical business, sustainability, and leadership. A former regional director for Bucks New University, he leads global academic collaborations through KiLax Ltd (UK). A philosopher, writer, and researcher, his forthcoming works include a novel in magical realism and a non-fiction title, Slow is Speed, Less is More, Contentment is Nirvana.

Keynote speaker and Panelist



Dr. Anukrati Sharma
Department of Commerce and Management
University of Kota, Rajasthan, India

Dr. Anukrati Sharma is a Professor in the Department of Commerce and Management at the University of Kota, Rajasthan, India. She currently serves as Director of the Skill Development Centre, Director of the Office of International Affairs, and Chairperson of the Women Cell at the University. She is also Dean (Honorary) of Tourism and Hospitality at Vishwakarma Skills University, Jaipur, and an elected member of the University's Board of Management. From 2021 to 2024, she was the Head of the Department of Commerce and Management at the University of Kota. Dr. Sharma holds a PhD in Tourism Marketing from the University of Rajasthan, where her doctoral research explored "Tourism in Rajasthan: Progress and Prospects." She is currently pursuing a D.Litt. on "Sustainable Tourism Development in Rajasthan: Assumptions and Expectations vs. Realities and Results - A Gap Analysis." Her academic interests include Tourism, Tourism Marketing, Skill Development, Sports Tourism, and International Business Management. She received the University Grants Commission (UGC) Research Award (2014) for her project on "The Status of Tourism in Hadoti and Shekhawati Regions of Rajasthan." Dr. Sharma is the Official Partner of the BRICS (DUT) Funded Project (2022-2024) on "Growth and Sustainability of Livelihoods in BRICS Countries."

An accomplished editor, she leads several international book series with Emerald Publishing (UK), CABI (UK), Apple Academic Press (USA), and Springer (Singapore), focusing on sustainability, tourism, and innovation. She has authored and edited over 30 international volumes and contributed widely to global research in tourism and hospitality. Dr. Sharma has completed major research projects under the Mahatma Gandhi National Council of Rural Education, Government of India. A frequent keynote speaker and panelist, she has represented India at academic forums in Sri Lanka, South Africa, Malaysia, Indonesia, Turkey, Uzbekistan, and several other countries.



Prof Dimitra Gounari
University of West Attica, Greece

Professor Dimitra Gounari teaches as Adjunct Professor at University of West Attica, Athens, Greece and a PhD candidate at the Department of Sound and Image of the Ionian University, Greece. She holds a Master of Arts in Image and Communication from Goldsmiths College-University London U.K., with a scholarship from the I.K.Y. State Scholarship Foundation, and is a graduate of the Department of Photography of the TEI of Athens. She has taught at the Department of Photography and Audiovisual Arts of the University of West Attica, the Visual Arts course at the IB Diploma of Geitona Schools and is an IB DP Visual Arts examiner. In addition, she has worked in research projects at Panteion University and Athens School of Fine Arts on audiovisual material management, creativity, collective artistic and scientific action. Her artistic work has received distinctions and prizes from institutions and photography competitions, has been exhibited in Greece, Belgium, Switzerland, the United Kingdom and Italy, has been published in catalogs in the Greek and international press and is in private and public collections.

CONFERENCE SESSION CHAIRS & PANELISTS



Panelist

Dinesh Israni
Entrepreneur | Educationist | Technologist | Business Consultant | Mentor

"Leadership and learning are indispensable to one another." – John F. Kennedy
*These words aptly define **Dinesh Israni** – an engineer by qualification, an educationist by vocation, a technologist by passion, and an entrepreneur by choice. With over three decades in the learning and development industry, Dinesh transitioned into entrepreneurship and consulting, founding **Sunray Consultants**, among the early pioneers in advertising, marketing, and promotions, and later **Lastmile Business Solutions**, specializing in technology and business consulting. As a consultant and entrepreneur, he has contributed to several success stories, including **Fund Enable**, aiding businesses in fundraising; **Naman Angels India Foundation**, a thriving startup ecosystem where he shapes growth strategies; and **Rayat Centenary***

Innovation & Incubation Foundation (RCIIF), Navi Mumbai, where he now serves as **CEO**, steering innovation and growth. A mentor par excellence, Dinesh empowers technology entrepreneurs to transform ideas into sustainable, monetizable ventures. His journey from being an **Engineering Professor** to leading **Dinesh Israni Study Circle (DISC)** – training over 50,000 students in Electronics – demonstrates his enduring impact as an educator. His leadership roles as **Director at Trainers Avenue** and **Dean at ARMIET**, an institute serving rural students, highlight his dedication to accessible education.

Currently, Dinesh also serves as a **consultant to Lincoln University, Malaysia**, guiding the establishment of their Innovation & Incubation Center.



*Prof. Malgorzata Magdalena Hybka
Poznan University of Economics and Business, Poland*

Prof. Malgorzata Magdalena Hybka is currently the Associate Professor in the Department of Public Finance at 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 Économistes 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.



*Navin Manaswi
Artificial Intelligence Scientist, Author, and Technology Entrepreneur*

Navin Manaswi is a globally recognized AI thought leader and India's representative at ITU-T, Geneva, contributing to initiatives in AI, Cybersecurity, Digital Twins, Metaverse, and Renewable Energy. An IIT Kanpur alumnus, he is the author of three acclaimed AI books, including a Springer publication and a best-seller. A serial entrepreneur and pioneer who led Metaverse innovations for six years, Navin has served as Guest Faculty at IIT Kharagpur and as an Ex-Google Developer Expert. His career spans roles such as Chief Data Scientist and Deep Learning Architect at SymphonyAI, General Mills, and Xchanging, Malaysia. With over four published research papers and numerous keynote addresses at global academic and industrial forums, he continues to shape the future of AI and digital transformation across sectors.



*Dr. Rishiram Aryal
Regent College London, UK*

Dr. Rishiram Aryal serves as a Programme Leader at Regent College London, bringing extensive experience in the education sector. He has worked with esteemed institutions such as London Metropolitan University and London South Bank University. Additionally, he holds the role of External Examiner for Pearson, a prominent awarding body. Dr. Aryal is also a dedicated researcher, with numerous publications to his credit, including several acclaimed as best papers at conferences hosted by the University of Oxford and the City University of New York through CBER. His deep passion for academia and scholarships is evident in his impactful contributions to the field.

*Professor - Business Communication
Management Development Institute Gurgaon, India*

Dr. Vidhu Gaur, Associate Professor and Chairperson (PGDMBA & PGDM Online) at MDI Gurgaon, is a dynamic educator with 20 years of excellence in teaching, research, and leadership. She has led 300+ MDPs for top firms and public sector leaders, including E&Y, KPMG, Deloitte,



Coca-Cola, and IOCL. A Harvard-certified trainer, Spiritual Practitioner, and NLP expert, she has authored 70+ papers and 2 books, designed electives for MDIs and IIMs, and guided doctoral scholars. A multi-time Best Track Presenter at global conferences, Dr. Gaur is a passionate advocate for sustainability, ethical leadership, and value-based, inclusive business education.



Panelist

Dr Ali Ahmad

Senior Lecturer in Business and Management, Regent College London

Dr Ali Ahmad is a Senior Lecturer and Module Leader at Regent College London, with teaching and research roles at Bath Spa University, Ravensbourne University London, and the University of Greenwich. With over a decade of higher education experience, he specialises in business analytics, artificial intelligence, strategic management, project leadership, and organisational change. He holds a Doctorate in Business Administration from the University of the West of Scotland and completed executive education in Business Analytics and AI at the University of Cambridge, Judge Business School. Dr Ahmad has supervised over 450 master's dissertations and designed postgraduate modules in research methods, project management, and strategic HRM. His research explores digital transformation, proactive organisational behaviour, and AI-driven decision-making, with several publications and Best Paper Awards from international conferences. A Certified Business Psychologist and Fellow of Advance HE, he integrates behavioural science, analytics, and leadership to advance ethical business education.



Panelist

Dr. Emmanuel Attah Kumah Amponsah

Ghana Communication Technology University, Ghana

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.



Dr Bonya Chakraborty

London College of Contemporary Arts and Centre for Business Research, UK

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.

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 be fair to other presenters.
2. **Presentation:** The CBER requests that PowerPoint presentations and links for the pre-recorded video clips be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present to info@cberuk.com. It is also a sensible precaution to make sure that you hold a copy of your presentation with you. Any presentation that has not been submitted on time will not be pre-loaded and remain the responsibility of the presenter. Please note that the presentation will be shared via the Zoom screen share option by the presenter.
3. **Q & A Session:** After each session, a live Q & A session will start, and the Session Chair will moderate this. This session is limited to only 15 minutes. Therefore, a limited number of questions will be accepted. All participants are requested to submit questions using the *Chat* option during the presentation before the Q & A session starts. When you send the question (s), please indicate the presenter's name, slide number (if any), and the questions.
4. **Breaks:** Due to the nature of the conference, we must take a short break after each session for 15 minutes as the conference takes place virtually. During this break, please stand up and stretch, get something to drink and refresh yourself.
5. **Punctuality:** As this is a virtual conference, please ensure that you join your session promptly and are aware of the order of speakers from the conference proceedings. Please allow extra time to join online and wait for the session to start.
6. **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 as a whole is balanced and appropriately structured.
7. **Your Name and Affiliation Name:** 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 you immediately.
8. **Conference Proceedings:** The conference proceedings- "The Business & Management Review" is open access proceedings which means that all content is freely available without charge to the user or his/her Institution. Users are allowed to read, download, copy, distribute, print, search, or link to the full texts of the articles in the conference proceedings without asking prior permission from the publisher or the author. CBER is committed to publishing all full-text articles that were accepted for the conference. However, all abstracts are included in the "abstract proceedings."
9. **Use of Bibliographic Reference:** Please use the following bibliographic reference: *10th International Conference on Digital Transformation and Business Innovation (ICDTBI) Proceedings of the CBER-KBS International Conference, 17-18th October 2025, Virtual Conference.*
10. **Photography:** Screenshots will be taken during various sessions, and such screenshot may be used in post-conference publicity and on future marketing materials. A link will be sent to all participants once these photos are uploaded.
11. **Recording:** The 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 relevant YouTube Channel.

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

CBER-KBS 2025-ICDTBI CONFERENCE HASHTAG

#ICDTBI25

Please use the above ICDTBI25 conference designated Hashtag for connecting with the worldwide audience in all your Tweets from the event.

10th International Conference on Digital Transformation and Business Innovation (ICBED)

17-18 October 2025
VIRTUAL CONFERENCE

SCHEDULE FOR THE CONFERENCE 2025

THIS SCHEDULE IS BASED ON LONDON TIME

DAY-1 FRIDAY, 17 OCTOBER 2025

8.45 AM -9.00 AM **Registration** (*Excluding USA & North American Countries who will register after 13.00 pm London Time*)

SESSION 1: INAUGURAL SESSION

9.00AM-10.00 AM (BREAK & VIRTUAL NETWORKING: 11.15 AM-11.30 AM)

Session Chair: **Prof. (Dr) David Graves**, Centre for the Study of Organised Crime, UK; University of Buckinghamshire, UK

9.00 AM-9.10 AM: Opening Address & Introduction

Prof. (Dr David Graves, Centre for Study of Organised Crime, UK; University of Buckinghamshire, UK

9.10 AM-9.20 AM: Message of Welcome

Prof. (Dr.) Evangelia Fragouli, Kingston Business School, Kingston University, UK

9.20 AM-9.30 AM: Message of Welcome

Dr. Palto Datta, Senior Lecturer and Scholarship Lead, School of Business, Regent College London

9.30 AM -10.00 AM: KEYNOTE ADDRESS

Dr. Anukrati Sharma, Department of Commerce and Management, University of Kota, Rajasthan, India

Topic: *The Human-Digital Balance: Innovating with AI and the Human Touch in Tourism and Hospitality Industry*

Brief synopsis

The future of the Tourism and Hospitality industry hinges not on a choice between human and digital, but on achieving a profound Human-Digital Balance. AI and innovative technology are the essential engine for efficiency, driving hyper-personalization through predictive analytics, streamlining check-ins, and automating back-office tasks, thus freeing staff from the mundane. However, the heart of hospitality remains the empathetic, spontaneous, and genuine human connection – the immediate service recovery, the authentic storytelling, and the warmth that elevates a trip into an unforgettable experience. Our challenge, particularly is to ensure that AI acts as an invisible, intelligent amplifier of the human touch, leveraging data to create space for our teams to deliver personalized warmth, ensuring technology serves the guest relationship rather than standing as a barrier to it.

SESSION 2 (PANEL SESSION)

10.00 AM -11.15 AM

Session: Globalization, Emerging Economies, and Entrepreneurship in the Digital Era

Session Chair: Dr. Palto Datta, Senior Lecturer & Scholarship Lead, School of Business, Regent College London, UK

10.00 AM - 11.15 AM

PRESENTATIONS

I *Be a plumber!" Career decision-making during technological transformation: a conceptual paper*
Helen Hallpike, Kingston University, UK; **Anine Riege**, University of Oslo, Norway

- II *The effects of country-level conditions on research and development transfer: The entrepreneur's perspective*
Roxana Wright, Plymouth State University, USA
- III *Digitalization and entrepreneurial dynamism in South Africa: Evidence from a seemingly unrelated regression approach*
R. Ncwadi, Nelson Mandela University, South Campus, Summerstrand, Gqeberha, South Africa
- IV *Information and communication technologies and Internet Accessibility as a determinant of SME Competitiveness in Africa: A Conceptual Perspective*
Jean-Marie Mbuya, School of Management, University of Johannesburg, South Africa
- V *Cognitive Rescue or Digital Overreach? Artificial Intelligence and the Disrupted Rationality of Retail Investors in the Era of Financial Digital Transformation*
Christina N; Arindam Banerjee, School of Commerce and Management, Shiv Nadar University Chennai, Kalavakkam, India

SESSION 3 (PLENARY SESSION)**11.30 AM-13.00 PM****Session: Digital Transformation in Business and Management Education****Session Chair: Prof. (Dr) Małgorzata Magdalena Hybka**, Poznan University of Economics & Business, Poland**13.30 pm – 13.55 pm: KEYNOTE ADDRESS****Prof. (Dr David Graves**, Centre for Study of Organised Crime, UK, University of Buckinghamshire, UK**Topic:** *A National Crime Coordination Centre: Time to Reframe the Information-Sharing Narrative?***Brief synopsis**

*The evolving landscape of organised crime demands a fresh approach to how intelligence and investigative capabilities are shared between the public and private sectors. Historically, cooperation between business and law enforcement predates modern policing itself— before Robert Peel founded the Metropolitan Police, merchants and citizens employed “thief-takers” to recover stolen goods alongside local constables. Yet despite this shared heritage, today’s investigative environment remains fragmented, marked by inconsistent communication, regulatory uncertainty, and mutual mistrust. Research by the director of Centre for the Study of Organised Crime highlights the urgent need to harness the expertise and agility of accredited private investigators (PIs) as ethical and effective partners in tackling serious and organised crime. Drawing from international models in the US, Europe, and Australia, Graves’ study proposes the establishment of a **National Crime Coordination Centre (NCCC)** - an independent body designed to formalise collaboration, harmonise intelligence sharing, and streamline inter-agency operations. Such a ‘Centre would act not as a replacement for local policing, but as a strategic hub linking regional forces, national units, and vetted private-sector partners under unified standards and oversight. The NCCC’s central intelligence hub, standard operating procedures, and coordinated rapid-response mechanisms could reduce duplication, enhance cross-jurisdictional cooperation, and restore public confidence in the nation’s capacity to fight crime. In an era where cybercrime, fraud, and transnational networks exploit bureaucratic silos, the UK cannot afford to rely on outdated structures. Reframing the information-sharing narrative through a coordinated national framework offers not only operational efficiency but also a renewed sense of collective purpose - ensuring that no matter where or by whom a crime is investigated, the response is part of a cohesive, national effort.*

So, the question must now be asked: Has the time come for a comprehensive reform of the United Kingdom’s police service to ensure its investigative practices keep pace with the evolving complexities of modern crime? As criminal enterprises grow increasingly sophisticated - leveraging technology, transnational networks, and financial manipulation - the existing structures of policing risk falling behind. A complete reform programme aimed at harmonising investigative standards across forces could strengthen consistency, accountability, and effectiveness, aligning law enforcement with the realities of contemporary criminal behaviour and safeguarding public trust in the pursuit of justice.

PRESENTATIONS

- I *Assessing the perception of university students in the use of Chat Gpt*
Soolakshna D Lukea Bhiwajee; Toshima Makoondlall Chadee; Preeya Vijayalakshmeem Ramasamy Coolen. School of Sustainable Development & Tourism, University of Technology, Mauritius

- II *Beyond automation: Strategic role of RPA in shaping the future of finance functions*
Pavan. S; Heena Tabasum, Department of PG Studies and Research in Commerce, Kuvempu University, Karnataka, India
- III *Is AI IT fentanyl?*
Martin Otu Offei, Computer Science Department, Koforidua Technical University, Ghana

SESSION 4 (PANEL SESSION)**13.15 PM-14.00 PM****Session: SPECIAL PANEL DISCUSSION**

Workshop Moderator: Prof. Navin Manaswi, Artificial Intelligence Scientist, Author, and Technology Entrepreneur, India

13.15 PM -14.00 PM**Workshop title**

Ethical AI: Balancing Innovation, Integrity, and Inclusion in Higher Education

Main Discussant**Dr Palto Datta**, Senior Lecturer & Scholarship Lead, School of Business, Regent College London, UK**Brief synopsis**

The incorporation of AI within higher education offers new opportunities while creating new ethical dilemmas. This session tackles the defensible use of AI across pedagogy, learning, and assessment and the possible ethical challenges within academic integrity, algorithmic bias, opacity of automated grading processes, and data privacy. It underscores the necessity of inclusive policy frameworks that balance student protective rights and the innovation of flexible policy digital learning ecosystems. This workshop aims to outline core principles to ensure AI continues to bolster equity and trust within the educational landscape by involving educators, administrators, and tech innovators.

Panelists

Prof. Dinesh Israni, Entrepreneur, Educationist, Technologist, Business Consultant and Mentor, India

Prof. (Dr) David Graves, Centre for the Study of Organised Crime, UK and University of Buckinghamshire, UK

Prof Sarat C. Das, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain

Dr Ali Ahmed, School of Business, Regent College London, UK

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

SESSION 5 (PANEL SESSION)**14.00 PM -15.00 PM****Session: KEYNOTE ADDRESSES**

Session Chair: Prof. (Dr) David Graves, Centre for the Study of Organised Crime & University of Buckinghamshire, UK

14.00 PM-14.25 PM: KEYNOTE ADDRESS**Prof. (Dr.) Jo-Ann Rolle**, Former Dean, Medgar Evers College of City University of New York**Topic:** *From Digital Divide to Frontier Dividend: Intergenerational AI for Inclusive Recovery***Brief synopsis**

Grounded in sociotechnical systems theory and the diffusion of innovation framework, this keynote explores how intergenerational AI design can transform digital divides into demographic dividends, creating new opportunities for equitable economic growth. With 2 billion people over 60 soon sharing the planet with 2 billion digital natives, we are entering the most age-diverse labor market in modern history.

"The future of work is not just hybrid or AI-enabled – it is intergenerational by design."

Drawing from comparative case analysis and synthesis of mixed-methods research across three continents – including innovations at MIT's AgeLab, NSF-funded initiatives, and the World Economic Forum's age-inclusive AI collaborative present compelling evidence: 58% fewer emergency department visits through AI-supported care, 87% improved decision-making in age-diverse teams, and 82% of senior leaders identifying new business opportunities via intergenerational strategies.

According to Microsoft's 2025 Work Trend Index, Frontier Firms – AI-native, human-led enterprises – are transforming how work happens. But who gets included in that transformation? As intergenerational inclusion becomes structural to how knowledge, context, and judgment flow within organizations, demographic diversity shifts from HR metric to innovation imperative. This keynote offers three strategic insights:

1. *The silver economy holds £63B in untapped UK value and multi-trillion global potential.*
2. *Participatory design, blending elder insight and youth fluency, unlocks innovation ecosystems neither generation could build alone.*
3. *In the Global South, intergenerational households offer leapfrogging models for inclusive digital development.*

Yet critical tensions persist: Can participatory design democratize AI governance, or does it risk tokenistic inclusion? How do we prevent inclusive AI from reinforcing existing hierarchies? Drawing from Haraway's situated knowledge and Freire's pedagogical ethics, this keynote advances theory and practice by introducing the BRIDGE framework for reimagining innovation through generational equity.

"In many parts of the Global South, multigenerational households are already innovative incubators. We must look beyond the West to see the future of work."

Attendees will gain actionable insights for building AI strategies, ventures, and policies that bridge generations – shaping a future of work where demographic transitions become engines of inclusive recovery.

Keywords: *intergenerational AI, inclusive innovation, silver economy, frontier firms, participatory design, demographic dividend, sociotechnical systems, Global South, AI governance, age diversity*

14.30 PM -14.55 PM: KEYNOTE ADDRESS

Prof Sarat C. Das, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain

Topic: *How far do we go with AI for Digital Transformation and Business Innovation?*

Brief synopsis

We are watching our moribund decay, the lingering death, or even worse, our paling into insignificance as Artificial Intelligence (AI) is taking control of our lives. We all are dreadfully burning with the curiosity to know how the "digital being" (or call it AI) would take over our lives, rule the planet, make us subservient to them (maybe humans are fated to be a lab rat at best, or bacteria at worst). Maybe AI will be the anti-God in the dawn of the new era. Maybe it will be the other way. AI will create a digital future that will realize the sublime human fantasy, the "pie in the sky", eliminating the divide between mere speculation and concrete achievement. However, we all are spoiled for information to get to the bottom of the fact that how these digital beings will turn themselves into sentient beings or possibly choose to crossbreed with humans. The offspring can be strange humanoid robots or those mythical chimeras which would materialise today from the folklores to have both organic and mechanical parts. We are still trying to figure out what consciousness is, what it takes to be called a human, or a sentient being? We are subjected to a Turing Test to be passed on as a human being. Or a sentient can be passed on to a duck test to qualify to be called as a living being. How do you know even this very text I am reading is not delivered by an AI agent. The abductive reasoning is "If it looks like a duck, swims like a duck, and quacks like a duck, then it probably is a duck."

AI at some point of time of its evolution will become self-aware. This would mean it would think for itself and know it exists. It will pass Rene Descartes' test: "cogito ergo sum" (I think therefore I am). It may not publicly announce about this revelation, like any of the Abrahamic religion prophets or Buddhist monks or Hindu sages. The first stage of AI awareness is technically recognised as situational awareness. This deep learning progression is mapped -- from Chat GPT-2 to GPT-4 and unhobbling (the process of removing limitations or constraints that prevent the LLM (Large Language Model) from reaching its full potential). So, what are we expecting these digital beings to be, or to become? Have we conceived their manifestations fully – in the context of business, economy, healthcare, legal jurisprudence, relationship, or society at large? It is turning out to be an inconceivable and inexplicable thing, posited as an esoteric objective knowledge existing independently of human sense (nouenon). Eliezer Yudkowsky has the most apocalyptic vision of all as he affirms "AI does not love you, nor does it hate you, and you are made of atoms it can use for something else."

As of now, this "digital being" is tantalisingly posing itself to technology evangelists, digital leaders, futurist storytellers, cyberpunk novelists, space opera writers, and techno-thriller novelists to be imagined. Let us see how far it goes to help us in our digital transformation and business innovation.

SESSION 6 (PANEL SESSION)**15.15 PM -17.00 PM****Session:** Digital Innovation in Business Operations/ Digital Marketing and Social Media Strategies**Session Chair:** Prof. Vidhu Gaur, Management Development Institute, Gurgaon, Haryana, India**15.15 PM -17.00 PM****PRESENTATIONS**

- I *From control to empowerment: Transformational leadership and autonomy in digital work environments*
Evangelia Fragouli, Kingston Business School, Kingston University, London, UK
- II *Social media and polish municipalities: A Missed opportunity or effective communication channel?*
Małgorzata Magdalena Hybka, Department of Public Finance, Poznan University of Economics and Business
- III *The impact of remote work practices on the productivity of public service employees in Gauteng Department of Education*
Jean-Marie Mbuya, School of Management, University of Johannesburg, South Africa
- IV *An assessment of the effectiveness of a digitized tax revenue mobilization regime in Ghana*
Anastas Kabral Nyamikeh, Faculty of Business Administration, Pentecost University, Ghana
- V *Rishika Yoga: A digital gig startup*
Mihir Ajsaonkar, Organisation and Leadership Studies, S. P. Jain Institute of Management & Research (SPJIMR), India; **Shalini Parth**, Indian Institute of Management-Tiruchirappalli, India
- VI *Debates on labor agency in the digital economy*
Shalini Parth, Indian Institute of Management, Tiruchirappalli, India
- VII *People-centered leadership in the digital workplace: Strategies for Engagement and Performance*
Vidhu Gaur, Management Development Institute, Gurgaon, Haryana, India

SESSION 7 (CONCLUDING SESSION & REFLECTIONS)**17.00 PM -17.30 PM****Session Chair:** Dr. Bonya Chakraborty, London College of Contemporary Arts (LCCA) & Centre for Business & Economic Research (CBER), UK**17.00 PM -16.40 MESSAGE OF APPRECIATION****Prof. (Dr.) David Graves**, Centre for the Study of Organised Crime, UK; University of Buckinghamshire, UK**17.10 PM: CLOSING REFLECTION BY CONFERENCE CO-CHAIR****Prof. (Dr.) Evangelia Fragouli**, Kingston Business School, Kingston University, London, UK**17.20PM -17.05 PM: AUDIENCE REFLECTIONS AND FEEDBACK****17.20 PM: CLOSING SPEECH FOR THE 1st DAY CONFERENCE****Dr Palto Datta**, Senior Lecturer and Scholarship lead, School of Business & Law, Regent College London and Executive Chair, Centre for Business & Economic Research, UK**NETWORKING & VIRTUAL GROUP PHOTO**

DAY 2
SATURDAY, 18 OCTOBER 2025

9.15 am -9.30am

Registration

9.30. am -9.40 am: OPENING ADDRESS FOR DAY 2

SESSION 8 (PLENARY SESSION)

9.40am -11.00am (BREAK: 11.00 am -11.15 am)

Session: Digital Innovation in Business Operations

Session Chair: Dr Rishiram Aryal, Senior Lecturer, School of Business, Regent College London, UK

9.40AM -10.10 AM: KEYNOTE ADDRESS

Prof. Dimitra Gounari, University of West Attica, Greece

Topic: *The algorithmic muse of art commerce: How artists integrate ai to create, conserve, and compete in the modern art market*

Brief synopsis

The contemporary art market, characterized by expeditious technological cycles and shifting value metrics, puts forth both challenges and opportunities for artists intending to secure competitive advantage. It is interesting to speculate how artists are creating new works, restoring historical works, reimagined classics, and integrating AI into their creative process to stay ahead on the curve of art marketplace? This research paper analyzes the across-the-board and all-encompassing integration of Artificial Intelligence (AI) into the modern artistic process, examining its role beyond simple creation to encompass conservation, reinterpretation, and strategic market positioning. Drawing on case studies from generative art, digital humanities, and conservation science, this research argues that AI is not merely a tool for automation but a fundamental shift in the means of artistic production and valuation.

Artists are utilizing AI to accelerate the creation of novel works, perform sophisticated restoration and analysis of historical masterpieces, and reimagine canonical art for new digital audiences. By adopting AI-driven workflows, artists are not only pushing the boundaries of aesthetics but are strategically managing issues of provenance, authenticity, and market liquidity, thereby enabling them to stay ahead of the competitive curve in a globalized, digitally mediated marketplace. The paper concludes by considering the emerging legal and ethical frameworks necessary to sustain this technologically advanced artistic ecosystem.

Keywords: *Artificial Intelligence, Generative Art, Art Market, Digital Transformation, Conservation, Computational Creativity, Art Technology, Competitive Advantage.*

PRESENTATIONS

- I *AI for Improving Mental Health of Working Women*
A.Harikumar; R.Mary Angelin, BSACIST, Vandalur, Chennai, India
- II *Existence of mobile phones and social media platforms eases businesses among female entrepreneurial endeavours: Evidence from the growth of startups and enterprises in India*
Mir Insha Farooq, Department of Management Studies, Central University of Kashmir, India;
Asma Bashir, College of Tourism and Hospitality, University of Tabuk, Saudi Arabia
- III *Digital transformation and anti-money laundering governance in Africa financial Sector: Is the battle of financial crime increasing or decreasing*
Sarah Serwah Boateng; Ebenezer Bugri Anarfo; Juliet Agbeibor; Elvis Kwame Agyapong, Business School, Ghana Institute of Management and Public Administration, Ghana
- IV *Systematic literature review for Blockchain and Internet of Things (IoT) readiness for digital supply chain management*
Ahmed Almaazmi; Jay Daniel; Pouria Liravi. Derby International Business School, University of Derby, UK

SESSION 9 (PANEL SESSION)**11.15 AM-13.00 PM****Session:** Digital transformation and Globalisation**Session Chair:** Prof Sarat C. Das, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain**11.15 AM -11.40 PM: KEYNOTE ADDRESS****Prof. (Dr.) Evangelia Fragouli**, Kingston Business School, Kingston University, London, UK**Topic:** *Leading and managing pedagogical innovation in hybrid Universities: A case study of faculty adaptation to digital work***Brief synopsis**

This study explores how academic leadership influences pedagogical innovation and faculty adaptation to digital work in hybrid university environments. As higher education institutions increasingly adopt blended learning models, the role of leadership in facilitating, supporting, or impeding digital pedagogical transformation becomes critical. The research investigates the processes through which academic leaders enable or constrain staff engagement with learning technologies and curriculum redesign. An institutional case study was conducted at a hybrid-mode university in the UK, focusing on two faculties undergoing significant digital transformation. Qualitative data were gathered through semi-structured interviews with academic leaders and teaching staff, as well as a document review of strategic initiatives and teaching and learning policies. Thematic analysis was employed to identify patterns in leadership practices, faculty perceptions, and the institutional support mechanisms for digital transition.

Key findings indicate that transformational and distributed leadership styles are significantly associated with greater faculty engagement, innovation in teaching design, and resilience in adapting to digital platforms. Conversely, managerialist and compliance-driven approaches foster resistance, confusion, and performative rather than authentic adoption of innovation. The study also reveals that innovation thrives when leadership combines strategic vision with localised pedagogical support, creating both top-down coherence and bottom-up creativity. Recommendations include the development of adaptive leadership development programmes focused on pedagogical digitalisation, the integration of collaborative innovation structures such as communities of practice, and the need for feedback loops between teaching staff and institutional leadership to ensure iterative, context-sensitive implementation of digital initiatives. By highlighting the interplay between leadership practice and pedagogical adaptation, this paper contributes to the growing discourse on the transformation of academic work in the digital university and offers a conceptual and practical framework for leading sustainable educational innovation.

PRESENTATIONS

- I *The influence of C-suite leadership on digitally innovative culture in Textile SMEs*
Karim Lotfy, Managing Director & Chief Digital Officer, Hamburg, Germany
- II *How the culture of Rumour and news shapes the stock market*
Usamah Ali Alshehri, C3S Business School, Barcelona, Spain
- III *Private Equity as a Financial Instrument for Sustainable Investments: A European Union Experience*
Thomas Werner, Director, Global Financial Services, C3S Business School, Barcelona, Spain
- IV *Work smarter, thrive better: How well-being turns smarter working into measurable performance in complex public-sector organisations*
Harvey Vigneswaran, University of West London, UK
- V *The AI-Driven transformation of client onboarding and performance in small accounting practices (SAPs)*
Shabir Ahmad, Director at Groopacc Taxation Ltd, UK

SESSION 10 (PLENARY SESSION)**13.00 PM -13.30 PM****Session: Closing Ceremony and Awards announcement****Session Chair: Prof. (Dr.) David Graves**, Centre for the Study of Organised Crime, UK; University of Buckinghamshire, UK**13.00 PM-13.10 PM** : Announcement of the Best Session Presenters**MESSAGE OF APPRECIATION****Prof. (Dr.) David Graves**, Centre for the Study of Organised Crime, UK; University of Buckinghamshire, UK**Dr. Rahim Soomro**, Centre for Business & Economic Research, UK**Prof. (Dr.) Evangelia Fragouli**, Kingston Business School, Kingston University, London, UK**Dr. Palto Datta**, Senior Lecturer and Scholarship lead, School of Business & Law, Regent College London and Executive Chair, Centre for Business & Economic Research,**Feedback from the audience****Conference closes**

We wish you well for the remainder of your stay and for your homeward journey

**10th CBER-KBS International Conference on Digital Transformation and Business Innovation
(ICDTBI)
17-18 October 2025, Virtual Conference**

List of countries & Institution Represented

GHANA	Koforidua Technical University, Ghana Ghana Communication Technology University, Ghana Ghana Institute of Management and Public Administration, Ghana
GREECE	University of West Attica, Athens
GERMANY	Managing Director & Chief Digital Officer, Hamburg, Germany
INDIA	University of Kota, Rajasthan, India Shiv Nadar University Chennai, Kalavakkam, India Kuvempu University, Karnataka, India Indian Institute of Management–Tiruchirappalli, India Management Development Institute, Gurgaon, Haryana, India S. P. Jain Institute of Management & Research (SPJIMR), India BSACIST, Vandalur, Chennai, India Central University of Kashmir, India
MAURITIUS	University of Technology, Mauritius
NORWAY	University of Oslo, Norway
POLAND	Poznan University of Economics and Business, Poland
SPAIN	C3S Business School, Barcelona, Spain Aspire Business School, Spain
SAUDI ARABIA	University of Tabuk, Saudi Arabia
SOUTH AFRICA	Nelson Mandela University, South Africa University of Johannesburg, South Africa
UNITED KINGDOM	Centre for Study of Organised Crime, UK University of Buckinghamshire, UK Kingston Business School, Kingston University, UK Regent College London. United Kingdom London College of Contemporary Arts (LCCA), UK University of Derby, UK University of West London, UK Director at Groopacc Taxation Ltd, UK
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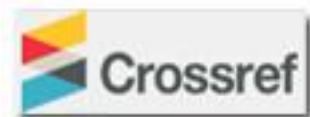
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