



# 15th International Conference on Business and Economic Development (ICBED) - 2026

20 -21 April, 2026

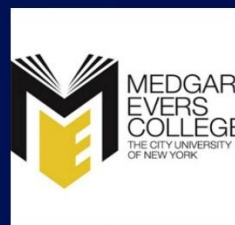
Hosted by

Centre for Business & Economic Research (CBER), UK

In Collaboration with

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

Conference Programme  
Method - Integrity – Camaraderie



***ICBED-2026 is accredited by CPD Certification service***

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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 that we present the Conference Programme for the 15th CBER-MEC International Conference on Business & Economic Development (ICBED) 2026. This conference is jointly organised by the Centre for Business & Economic Research, London, UK, and Medgar Evers College of the City University of New York, USA.*

*The programme reflects our continued commitment to fostering high-quality research and meaningful dialogue on contemporary issues in business and economic development. It brings together an international community of scholars, researchers, practitioners, and industry leaders who will contribute to an engaging and intellectually stimulating exchange of ideas.*

*The conference programme outlines keynote sessions, panel discussions, and networking opportunities designed to encourage interdisciplinary collaboration and critical reflection. Each session has been thoughtfully curated to highlight emerging research themes, innovative methodologies, and practical insights that address global economic challenges and opportunities.*

*We extend our sincere gratitude to our reviewers for maintaining the rigorous academic standards of the conference. We also thank our keynote speakers, track chairs, and session organisers for shaping a rich and diverse programme. Above all, we acknowledge the authors and presenters whose contributions form the foundation of this event.*

*This programme provides a comprehensive overview of the conference structure and activities. We are confident that ICBED 2026 will offer a rewarding platform for scholarly engagement, professional development, and international collaboration.*

*We look forward to welcoming you and wish all participants a productive and inspiring 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. Palto Datta***

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

## ICBED-2026 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, Business School, Medgar Evers College of the City University of New York, USA

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

### Conference Committee-2026

- **Prof. Warren Mathews**, Belhaven University, USA
- **Prof. Chris Bellamy**, Professor Emeritus, University of Greenwich, UK
- **Dr. Byron Price**, Medgar Evers College of the City University of New York, USA
- **Dr B.R. Chakraborty**, London College of Contemporary Arts (LCCA) & Centre for Business & Economic Research (CBER), UK
- **Prof. Ghadeer Badr**, Postgraduate Studies Program Director, School of Business Administration, Nile University
- **Prof. Srinivasan Sampalli**, Dalhousie University, Canada
- **Dr Piya Chatterjee**, Assistant Professor of Education, LeBron James Family Foundation School of Education, The University of Akron, USA
- **Gerald Doyle**, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University, UK
- **Prof. (Dr.) Deepraj Mukherjee**, Kent State University, USA
- **Prof. Małgorzata Magdalena Hybka**, Poznań University of Economics and Business, Poland
- **Prof. (Dr.) Vidhu Gaur**, Management Development Institute Gurgaon, India
- **Prof. (Dr.) Juan Carlos Botello**, Universidad Popular Autónoma del Estado de Puebla, Mexico
- **Prof. (Dr.) Evangelia Fragouli**, Kingston Business School, Kingston University, London, UK
- **Dr. Sajjad Ahmad Afridi**, Hazara University, Mansehra, Pakistan
- **Dr Abdul Rahim Soomro**, Centre for Business & Economic Research, UK
- **Prof. Sarat C. Das**, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain
- **Prof. Oliver Takawira**, Department of Finance & Investments, School of Management CBE, University of Johannesburg, South Africa

### ICBED-2026: Conference Advisory Board

- **Prof. Alan Parkinson**, Director of Studies and Deputy Director (Education), School of Management, University College London,
- **Prof. (Dr) A. J Stagliano**, Department of Accounting, Erivan K. Haub School of Business, Saint Joseph's University, USA
- **Prof. Jean-Marie Mbuya**, Department of Business Management, School of Management, University of Johannesburg
- **Prof. Pellegrino Manfra**, City University New York/Queensborough CC, USA
- **Prof. Atish Prosad Mondal**, St. Xavier's College (Autonomous) Kolkata, India
- **Prof. (Dr) Pellegrino Manfra**, City University New York, USA
- **Dr. Emmanuel Attah Kumah Amponsah**, Ghana Communication Technology University, Ghana
- **Rear Admiral M Khaled Iqbal (Retired)**, Bangladesh Navy, Former Vice Chancellor, Bangladesh Maritime University, Bangladesh
- **Prof. Riley Carpenter**, University of Cape Town, South Africa
- **Dr Angela Omogbeme**, University of West Georgia, USA

# 15<sup>th</sup> International Conference on Business & Economic Development (ICBED)- Promoting Innovation and Sustainability 20-21 April 2026

## Tracks and Session Chairs

### Day-1: Monday, 20<sup>th</sup> April 2026 (HYBRID MODE)

#### Session-1: Inaugural Session

**Dr Palto Datta**, Regent College London and Centre for Business & Economic Research, UK

#### Session-2: Inclusive Economic Development and Social Equity

**Prof. (Dr.) Deepraj Mukherjee**, Ambassador Crawford College of Business, Kent State University, USA

#### Session-3: Special Workshop

**Dr Deborah Hazzard**, Darla Moore School of Business, University of South Carolina, USA

#### Session-4: Business Education, Learning Technologies & Future Skills

**Dr. Piya Chatterjee**, LJFF School of Education (Buchtel College of Arts and Sciences), University of Akron, USA

#### Session-5: Keynote addresses

**Prof. Byron E. Price**, School of Business at Medgar Evers College, The City University of New York, USA

#### Session-6: AI powered Innovation, Digital Transformation & Smart Technologies

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

#### Session-7: Sustainable Finance, ESG, and Corporate Governance/Marketing

**Prof. Venkataramana Reddy Maram**, Mahatma Gandhi University, India

#### Session-8: Presentation and closing remarks

**Dr Palto Datta**, Regent College London and Centre for Business & Economic Research, UK

### Day-2: Tuesday, 21<sup>st</sup> April 2026 (VIRTUAL MODE)

#### Session-9: AI powered Innovation, Digital Transformation & Smart Technologies

**Dr. Miray Barsoum**, Senior Director of Ecosystem Development, Zewail City of Science, Technology and Innovation, Egypt; Dean of Educational Development, Monarch Business School, Switzerland

#### Session-10: CSR, Sustainable development and AI

**Prof. Martin Otu Offei**, Koforidua Technical University, Ghana

#### Session-11: Roundtable discussion

**Professor Bill Rammell**, Former Minister of State for Higher Education & former Vice Chancellor of University of Bedfordshire, UK

#### Session-12: Sustainable Finance, ESG, and Corporate Governance

**Prof. Oliver Takawira**, Department of Finance and Investment Management DFIM-CBE, University of Johannesburg, Johannesburg, South Africa

#### Session-13: Marketing and Branding/General Management

**Prof. Vidhu Gaur**, Management Development Institute

#### Session-14: Workshop

**Dr. Shane Snipes**, Borough of Manhattan Community College, New York, USA

#### Session-15: Final reflections and closing remarks

**Dr B.R. Chakraborty**, London College of Contemporary Arts (LCCA) & Centre for Business & Economic Research, UK

## Co-Sponsors & strategic partners



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.



*Intergenerational Workforce Economist*

*Helping organizations navigate the human side of AI adoption through research, executive strategy, and intergenerational workforce alignment.*



The JBRMR is a scholarly and refereed journal that provides an authoritative source of information for scholars, academicians, and professionals in the fields of business and retail management. The objectives of the JBRMR are to attract and publish theoretical, conceptual, and empirical manuscripts from academics and professionals from all disciplines regarding a wide range of contemporary issues in business and retail management. The aims of the journal are to disseminate knowledge; provide a learned reference in the field; and facilitate communication between academic and research experts, and executives.

## CONFERENCE CHAIRS & KEYNOTE SPEAKERS

### CONFERENCE HONORARY PRESIDENT



Conference Honorary  
Presidents and keynote  
speaker

#### 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



Conference Chair and  
keynote speaker

#### 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. JoAnn D. Rolle holds a PhD in Economics from Howard University and serves as CEO of J.D. Rolle & Associates LLC, a consulting firm specialising in AI workforce integration and intergenerational workforce transformation. She is a former IBM executive with service across the Federal Reserve Board of Governors, U.S. Department of Defense, Federal Communications Commission, and the U.S. Department of Housing and Urban Development. She served as Dean of the School of Business at Medgar Evers College, City University of New York (CUNY) from 2014 to 2024, and is Past President of the National HBCU Business Deans Roundtable. She currently serves on the CBER Advisory Board and as a Trustee of IE New York College. She is the author of *Tech-Enabled Futures: Elevating Education in Underserved Areas* (2023).



Conference Chair

#### Dr. Palto Datta FCIM, FRSA, FHEA, CMBE

Scholarship Lead & Senior Lecturer, 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)"*.

**KEYNOTE SPEAKERS**

**Dr. Deborah D. (Deb) Hazzard**  
Associate Dean of Undergraduate Programs  
Associate Dean for Access, Opportunity, and Community Engagement  
Darla Moore School of Business, University of South Carolina, USA

Deborah D. Hazzard is Associate Dean of Undergraduate Programs and Associate Dean for Access, Opportunity, and Community Engagement at the Darla Moore School of Business, University of South Carolina. She provides strategic leadership for a top-ranked undergraduate business program, overseeing curriculum innovation, experiential learning, student success initiatives, and external partnerships aligned with global market demands. A scholar-practitioner, her work bridges business education, economic development, and workforce readiness, focusing on preparing future-ready leaders with analytical, critical thinking, and interpersonal skills. She has advanced industry partnerships, international engagement, and applied learning while promoting access and inclusive excellence. Dr. Hazzard collaborates with faculty, university leadership, and external partners to ensure academic rigor and relevance. Her interests include experiential learning, workforce development, and economic inclusion. She is also founder of Strategic Insights Consulting and Coaching, LLC, a global leadership and consulting firm.



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

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).



**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.

## CONFERENCE SESSION CHAIRS



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

*A. J. Stagliano is Professor of Accounting 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.*



*Dr. Miray Barsoum*  
*Senior Director of Ecosystem Development, Zewail City of Science, Technology and Innovation, Egypt; Dean of Educational Development, Monarch Business School, Switzerland*

*Dr. Miray Barsoum is an academic and business professional focused on entrepreneurship and inclusive economic development. She serves as Senior Director of Ecosystem Development, Zewail City of Science, Technology and Innovation, Egypt, and Dean of Academic Development at Monarch Business School, Switzerland. She teaches entrepreneurship, strategic management, and marketing across institutions in Africa, Europe, and the United States. Her doctoral and post-doctoral research centers on women entrepreneurs' empowerment and entrepreneurial ecosystem building in developing economies. She is a founding member of the Women Entrepreneurs Network (WEN), a mentor in several international programs, and a recipient of notable academic and leadership awards.*



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

*After a varied career in the Public Sector, David specialises in Private and Public Corporate Governance issues, National and International Financial Crime, and all fraud-related offences. Now a retired Fraud Squad Detective, David has extensive experience in the areas of Management Skills and Training, Corporate Governance within the Public/Private Sector, National and International Global economic crime, Money Laundering, Identity Theft, The Police & Criminal Evidence Act, Vulnerable and Intimidated Witness programmes, Crime Reduction strategies, Project Management/Leading Project Teams, Business Customer Care Programmes, Degree course design for Universities. He is a Fellow Founding member of the Institute of Leadership and Management, a Chartered Manager and Fellow of Chartered Management Institute, appointed Chancellor and a Fellow and member of the Board of Governors of the African Business School U.K. Division and a member of the Association of Certified Fraud Examiners. David is the current CEO of the Centre for the Study of Organised Crime (CSOC).*



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

*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 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.*



*Prof. (Dr.) Vidhu Gaur*  
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.*



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

*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.*



*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.*

## PANELLISTS FOR SPECIAL ROUNDTABLE DISCUSSION



*Professor Bill Rammell*  
Former Minister of State for Higher Education & former Vice Chancellor of University of Bedfordshire, UK

*Professor Bill Rammell is a prominent British educational leader and former politician who has held senior roles in government and higher education. Born in London on October 10, 1959, he served as a Labour Member of Parliament for Harlow from 1997 to 2010. During this period, under Prime Ministers Tony Blair and Gordon Brown, he held ministerial posts at the Foreign and Commonwealth Office, the Ministry of Defence, and the Department for Innovation, Universities and Skills. As Minister of State for Higher Education (2005–2008), he strongly supported top-up tuition fees to sustain universities. After leaving Parliament, he became Deputy Vice-Chancellor at Plymouth University, then Vice-Chancellor of the University of*

Bedfordshire, where he promoted widening participation and international growth. He later chaired Million Plus. In 2021, he became President of the University of Kurdistan Hewlêr in Iraq, focusing on academic quality and global standards. He remains an advocate for accessible education worldwide.



### **Prof Rajat Kanti Baisya**

*Distinguished Indian academic, author, and corporate leader  
Former Dean, Department of Management Studies, Indian Institute of Technology (IIT)  
Delhi, India*

**Prof Rajat Kanti Baisya** is a distinguished Indian academic, author, and corporate leader renowned for his contributions to management science, supply chain logistics, and food technology. His career is marked by a unique bridge between high-level corporate management and rigorous academia. Dr. Baisya served as a Senior Professor and the Dean of the Department of Management Studies at the Indian Institute of Technology (IIT) Delhi. Before his tenure at IIT Delhi, he was a professor at IIT Kharagpur and has held visiting professorships at prestigious international institutions, including the ENPC International Business School in Paris and the University of Southern Denmark. In the corporate sector, Dr. Baisya held several top-tier leadership roles, notably serving as the President and CEO of the Emami Group of Companies from 1988 to 1994. His executive experience also includes serving as Global Senior Vice President of Business Development at Reckitt Benckiser and holding senior positions at Unilever, United Breweries, and Escorts Ltd. A prolific writer, he has authored over 350 research articles and several influential books, such as *Branding in a Competitive Marketplace* and *Managing Start-ups for Success*. His professional excellence has been recognized with numerous accolades, including the Gairdner International Award (1974), the Dr. J.S. Pruthi Award (2001) for contributions to the food industry, and the "Best Professor in Marketing Management" award from Bloomberg UTV. Currently, he continues to influence the industry as the Chairman of Strategic Consulting Group Pvt. Ltd.



### **Professor Geoff Smith**

*Vice Chancellor and CEO, Regent University London, UK*

Professor Geoff Smith is a distinguished British academic, composer, and educational leader who has served as Vice Chancellor and CEO of Regent's University London since 2019. Born in Newcastle in 1966, he studied at the University of Nottingham and the University of Oxford, later completing a PhD at the University of Huddersfield under Gavin Bryars. Initially known as a contemporary composer influenced by Philip Glass and Steve Reich, Smith released acclaimed works including *15 Wild Decembers* and *Black Flowers*, and co-authored *American Originals*. Transitioning into academia, he led music and performing arts at Bath Spa University and later became Senior Deputy Vice Chancellor at Falmouth University. At Regent's, he has advanced entrepreneurial, globally focused education. During the COVID-19 pandemic, he donated part of his salary to support the institution. He also serves as a trustee of Trinity College London.



### **Kevin Kishore Kaul**

*Founder and Chairman of the US Global Business Forum (USGBF), US Asia Business Forum (USABF), USA*

Kevin Kishore Kaul is a political and business figure recognized for promoting bilateral trade and representing the Indo-American community. His career reflects a transition from military service in India to leadership in U.S. business and state-level politics. He earned a Bachelor of Technology in Electrical Engineering from the Regional Engineering College, Warangal, and served as a Lieutenant in the Indian Navy from 1982 to 1989. He later worked at the Jawaharlal Nehru Port Trust in Navi Mumbai, gaining experience in infrastructure and logistics before relocating to the United States in 1991. In the U.S., he built a diverse entrepreneurial portfolio across construction, software, and hardware sectors. He is best known as Founder and Chairman of the US Global Business Forum and the US Asia Business Forum, organizing international trade expos and investment events. He entered California politics as a candidate in the 2021 gubernatorial recall election, emphasizing business-driven solutions and economic

*efficiency. Beyond politics, he has played a key role in community engagement, including founding the Los Angeles County Sheriff's Indo-American Advisory Council. His contributions have earned recognition from state and federal leaders, reflecting his role in strengthening ties between the U.S. and the Indo-American diaspora.*



*Dr Pankaj Paul*

*Director of Strategy and Innovation at Burjeel Holdings, Abu Dhabi*

*Pankaj Paul is a multifaceted leader whose career spans media, higher education, and corporate strategy. He currently serves as Director of Strategy and Innovation at Burjeel Holdings in Abu Dhabi, where he leads transformation initiatives across a major healthcare network. He also directs the VPS Foundation, overseeing philanthropic and social responsibility programs. Before entering healthcare, Paul worked at the Wharton School in Abu Dhabi, managing its Entrepreneurship and Family Business Research Centre and serving as Managing Editor of Knowledge@Wharton, a global business journal. His leadership is rooted in journalism, including senior roles at Gannett Company, where he was Managing Editor of The News Journal. Internationally, he served as Managing Editor of the Hindustan Times, one of India's leading publications. Paul has also contributed to academia as a faculty member at Temple University and the University of Delaware. With degrees in economics, communications, literature, and journalism, and doctoral research at the University of Lisbon, he combines scholarship with strategic leadership.*



*Professor Philip Mayer*

*Educator, trainer, and business consultant, UK*

*Professor Philip Mayer is an experienced educator, trainer, and business consultant with over 15 years of experience across academic, public, and private sectors. He has served as a Visiting Lecturer at leading London institutions, including Regent's University London, Arden University, Middlesex University, University of Law Business School, and Oxford Business College, as well as the London School of Commerce and the European School of Economics. He specialises in business disciplines such as organisational behaviour, business communications, HR, international relations, and entrepreneurship. He holds an MA in Professional Teaching and Training from the UCL Institute of Education and a BSc in Economics and is a Fellow of the Higher Education Academy. Beyond teaching, Mayer is an active mentor at Birkbeck, University of London and has delivered training to entrepreneurs and UK government bodies, including the Ministry of Defence, HMRC, and the Crown Prosecution Service. He is also an Associate Trainer at Activia Training Ltd. His career includes leadership roles such as Principal of Cromwell College of IT and Management and business management at Selco Crystal Ltd, alongside contributions to publishing and youth sport.*



*Dr. Prakash Nanda*

*Scholar, journalist, and policy expert, India*

*Dr. Ashok K. Nanda is a prominent scholar, journalist, and policy expert known for bridging academic research and mainstream media in the field of international relations. He currently serves as Chairman of the Governing Board at Deshbandhu College, Secretary of the Foreign Correspondents' Club of South Asia, and Distinguished Fellow at the Institute of Peace and Conflict Studies. He completed his MA, M. Phil, and PhD at Jawaharlal Nehru University, with further training at the Fletcher School of Law and Diplomacy and Seoul National University. He has held academic roles including National Fellow at the Indian Council of Historical Research and visiting positions in Paris and Seoul. In journalism, he spent over a decade with The Times of India and later edited Geopolitics. He has written over 2,500 articles and authored books such as Rising India and Rediscovering Asia. He has also served as Political Advisor to the Japanese Embassy and held leadership roles at Rai University and NIILM Business School, contributing widely to policy and strategy.*



*Professor Robert C. Sinclair*  
*University of the Philippines (UP) Diliman Department of Psychology, Philippines*

*Professor Robert C. Sinclair was a distinguished social psychologist whose research advanced understanding of how mood influences cognition and decision-making. He began his academic journey at the University of Western Ontario and later earned his PhD from Pennsylvania State University. Over his career, he held faculty roles at the University of Alberta, Central Michigan University, and Laurentian University. Sinclair's research focused on the relationship between mood and cognitive processing. He demonstrated that emotions act as informational signals shaping how individuals think. His work showed that negative or neutral moods often promote analytical, detail-oriented thinking, while positive moods encourage heuristic, shortcut-based processing. These insights became foundational in social cognition and persuasion studies. He also contributed to industrial and organizational psychology, examining workplace stress, safety, and decision-making. His research highlighted how environmental cues, including leadership tone and information framing, affect judgment. Known as "Bob," he was admired for his mentorship, wit, and clarity in teaching. His publications in leading journals continue to influence psychology, marketing, and organizational practice.*



*Rakesh Khar*  
*Editor of News9 Media, India*

*Mr Rakesh Khar is a veteran Indian journalist and newsroom leader with nearly four decades of experience across print, broadcast, and digital media. He currently serves as Editor of News9 Media Verse, where he has played a key role in transforming digital strategy and strengthening business journalism since 2020. Khar began his career in 1987 with the Hindustan Times and went on to hold senior editorial roles across major media organizations. He served as Editor (Special Projects) at the Network18 Group and Corporate Editor at The Economic Times under T. N. Ninan. His career also includes leadership roles at Zee Media, as well as contributions to DNA, Deccan Chronicle, and Financial Chronicle. Beyond editorial leadership, he serves on the Executive Council of the Indian Institute of Mass Communication, contributing to journalism education. Known for linking content with strategy, he has championed accessible business reporting and continues to advocate resilience, reinvention, and ethical values in modern journalism.*



*Professor David Waite*  
*Global Education System, UK*

*Professor David Waite is an experienced academic whose career reflects a strong commitment to higher education and student success in the UK's private education sector. He currently serves as a Lecturer at the Global University Systems network, which includes institutions such as Arden University. His work has focused on curriculum development, academic quality, and delivering career-oriented education to a diverse student population. Throughout his career, he has held senior academic responsibilities, including mentoring faculty and maintaining academic standards. His teaching approach emphasises employability and practical skills, supporting students in achieving professional goals in competitive global markets. Beyond his institutional role, he contributes to the wider mission of Global University Systems by supporting collaborative initiatives and innovative teaching models. His career highlights the continued importance of private higher education in delivering accessible, flexible, and industry-relevant learning in the UK.*

## 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](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](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](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.
2. **Presentation equipment:** Presentation rooms will be equipped with a laptop and projector screen for PowerPoint presentations.
3. **Presentation:** The CBER requests that PowerPoint presentations be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present at: [info@cberuk.com](mailto: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.
4. **Conference Tracks:** The CBER works assiduously to organise papers to fit in with the relevant tracks. There are occasions when individual authors request that papers be moved to fit in with flights etc. Please note that whilst the CBER will do its level best to accommodate individual needs, it must be mindful of ensuring that the conference is balanced and appropriately structured.
5. **Coffee Break:** Coffee will be served in the Foyer front of the conference reception during Mid-morning (11.00-11.15 am) and mid-day (16.00-16.15 pm) (*please see the programme for further details*)
6. **Lunches:** Standing Buffet lunch will be served from 13.00-14.00 pm outside the conference room (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.
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12. **Internet access/Wi-fi:** For Wi-fi access please ask at the conference desk who will be happy to assist you
13. **Photography:** Photographs will be taken at the conference by an official photographer or CBER team member; such photographs may be used in post-conference publicity and on future marketing materials. A link will be sent to all participants once these photos are uploaded.
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15. **Recording:** The session or part of the session will be recorded and used for internal and external purposes. The edited version of the video will be uploaded via the relevant YouTube Channel.
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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>

## CBER-MEC 2026 ICBED CONFERENCE HASHTAG

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#### Disclaimer

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## CBER -MEC 15<sup>th</sup> International Conference on Business and Economic Development (ICBED)

20-21 April 2026

Marriott New York JFK Airport Hotel

135-25 142nd Street, Jamaica, New York 11436 USA

**HYBRID CONFERENCE**

### DAY-1 (IN PERSON) MONDAY 20 APRIL 2026

8.00 AM -9.00AM

Registration, Coffee & Networking

**(TEA AND COFFEE BREAK & NETWORKING: 11.15 AM-11.30AM)**

**LUNCH BREAK & NETWORKING: 13.00 PM-14.00 PM**

*The schedule is designed around the New York (USA) time zone. Online attendees from other countries should check their local time zones and join the event at the appropriate time.*

8.30 AM -9.00 AM

Registration & Networking

#### SESSION 1: INAUGURAL SESSION

9.00 AM-9.45 AM

Session Chair: **Dr Palto 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. Palto Datta**, Regent College London and Centre for Business & Economic Research (CBER), UK

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

#### PRESENTATIONS

- I *Neurodiversity: A competitive advantage to the future workforce*  
**Piya Chatterjee**, LJFF School Of Education (Buchtel College of Arts and Sciences), University of Akron, Ohio, USA; **Deepraj Mukherjee**, Ambassador Crawford College of Business, Kent State University, Ohio, USA
- II *Horizontal integration and operational performance at the Port of East London South Africa*  
**Siphiwo Gladman Fumbeza; Seugnet Bronkhorst; Alfred Mojalefa Masakale**, University of Johannesburg, South Africa.

**SESSION 2-PLENARY SESSION****9.45 AM-11.00 AM (BREAK: 11.00 AM -11.15 AM)****Session: Inclusive Economic Development and Social Equity****Session Chair: Prof. (Dr.) Deepraj Mukherjee, Ambassador Crawford College of Business, Kent State University, USA****Location: Harriet B & C****9.45 AM -10.05 AM: KEYNOTE ADDRESS****Dr Deborah Hazzard**, Associate Dean of Undergraduate Programs, Associate Dean for Access, Opportunity, and Community Engagement, Darla Moore School of Business, University of South Carolina, USA*Topic: Leading for future capability: Designing, assessing, and governing undergraduate business education in volatile times***Brief synopsis**

Rapid technological change, labor-market volatility, and the acceleration of artificial intelligence are reshaping expectations for undergraduate business education. In response, business schools have increasingly emphasized “future skills” such as analytics, artificial intelligence literacy, and adaptability. Yet many institutional responses remain fragmented, course-centric, and difficult to scale equitably or assess meaningfully. This presenter argues that preparing undergraduate business students for uncertain futures requires reframing future-skills preparation as a system-level leadership and design challenge rather than a collection of instructional or technological interventions. Grounded in the practice of undergraduate program leadership and informed by contemporary scholarship on employability, experiential learning, and learning technologies, this conceptual presentation advances a leadership-oriented model for future-capability development. The model integrates curriculum architecture, experiential learning, learning technologies, and assessment practices to support developmental capabilities such as learning agility, ethical judgment, adaptability, and integrative problem-solving. Particular attention is given to the role of academic leadership and governance in aligning innovation with coherence, rigor, and equity at scale.

The presenter also examines how assurance-of-learning and accreditation processes can be repositioned as enablers rather than constraints on innovation. By reframing assessment as a mechanism for evidencing developmental growth and closing the loop on curricular change, the model demonstrates how institutions can sustain future-readiness while meeting accountability expectations. The presenter contributes a transferable framework for academic leaders seeking to design undergraduate business programs that remain relevant, assessable, and inclusive amid persistent disruption, offering practical insights for navigating the tension between innovation, governance, and educational impact.

**Keywords:** future skills, undergraduate business education, curriculum design, academic leadership, learning technologies, curriculum innovation

**PRESENTATIONS**

- I *Insecurity, migration and economic development: imperatives for a multipolar world*  
**Cletus O. Akenbor**, Faculty of Management Sciences, Federal University Otuoke, Bayelsa State, Nigeria; **Faizu Edu; Ebikinei Stanley Egoruze** School of Business and Enterprise, Regent College London, United Kingdom.
- II *The Mediating Role of Green Practices Identification on Carbon Emission Reduction and Entrepreneurial Energy Efficiency Orientation - An empirical research evidence from Ghana*  
**Liyanage Rodrigo**, University of Wales Trinity Saint David, United Kingdom
- III *Effects of major commodity price shocks on Ghana's economic growth: A vector autoregression approach*  
**Moses Kyei; Daniel Adumuah Nortey**, Accra, Ghana Institute of Management and Public Administration (GIMPA), Ghana,

**SESSION 3 -PANEL SESSION****11.15 AM-12.00 PM****Session: SPECIAL WORTKSHOP****Session Chair/Moderator: Dr Deborah Hazzard**, Darla Moore School of Business, University of South Carolina, USA**Location: Harriet B & C****11.15 AM -12.00 PM: WORKSHOP****Moderator****Dr Deborah Hazzard**, Associate Dean of Undergraduate Programs, Associate Dean for Access, Opportunity, and Community Engagement, Darla Moore School of Business, University of South Carolina, USA**Panelists**

1. **Dr Deborah Hazzard**, Associate Dean of Undergraduate Programs, Associate Dean for Access, Opportunity, and Community Engagement, Darla Moore School of Business, University of South Carolina, USA
2. **JoAnn Rolle, PhD** – Retired Dean & Higher Ed Consultant, advising institutions on AI policy, capacity building, and change management
3. **Shane Snipes, PhD** – Deputy Chairperson, Degree Coordinator, and Assistant Professor of Business & Entrepreneurship, Borough of Manhattan Community College (CUNY)

**Topic:** AI in higher education, for real: A Multi-level case study from Dean's office to classroom**Brief synopsis**

Most conversations about AI in higher education stay at the level of hype, fear, or abstract policy. This panel instead offers a grounded, multi-level case study of how AI is actually being implemented across higher education from the Dean's office to the individual course and program level – within business and entrepreneurship education. The session is structured as a "panel-as-case-study": each panelist presents a short case vignette, followed by facilitated crosstalk about tensions (innovation vs. policy, experimentation vs. equity, AI efficiency vs. human connection), and then small-group discussion where attendees map implications for their own institution.

**Intended Audience**

- Business and international business faculty
- Centers for teaching & learning / edtech leaders

**SESSION 4- PLENARY SESSION- HYBRID MODE****12.00 PM-13.00 PM****Session: Business Education, Learning Technologies & Future Skills****Session Chair: Dr. Piya Chatterjee**, LJFF School of Education (Buchtel College of Arts and Sciences), University of Akron, Ohio, USA**Location: Harriet B & C****12.00 PM – 12.30 PM: SHORT INTERACTIVE PRESENTATION****Monica Broome, MD, FACP, FAACH, FAMWA**

Director of the new Communication Skills Program for University of Miami Miller School of Medicine, USA

**Topic:** *Calling Your Inner Batman – Fortifying Your Resilience in Challenging Times***Brief synopsis**

Organizational performance is under siege. Five generations now share the workplace for the first time in history, each carrying distinct communication preferences, stress thresholds, and expectations shaped by profoundly different life experiences. The cognitive and emotional friction generated by these generational divides is measurable: it erodes creativity, slows decision-making, and directly undermines the productivity gains organizations are counting on particularly as AI adoption accelerates and demands unprecedented cross-generational collaboration. As organizations invest heavily in AI-driven workflow redesign, the assumption that technology alone will bridge generational gaps is proving dangerously incomplete. The human communication layer – how people across generations navigate disagreement, uncertainty, and rapid change together, determines whether AI adoption succeeds

or stalls. This presentation introduces field-tested communication frameworks, selected through rigorous participant evaluation across multiple workshop cohorts – that measurably reduce interpersonal friction, accelerate decision-making under pressure, and preserve working relationships during periods of rapid organizational change. These are not theoretical models. They are practitioner-validated tools designed for immediate deployment.

The presentation concludes with a discussion of organizational implications: how leaders can integrate these communication frameworks into AI adoption strategies, talent retention planning, and cross-generational team design, turning what is currently the most overlooked risk factor in workforce transformation into a measurable competitive advantage.

**Keywords:** Resilience, Organizational Communication, Multigenerational Workforce, AI Adoption, Productivity

## PRESENTATIONS

I *A theory for prosocial public-housing assignment: Finding utility in translational neuroscience from a rodent model*

**Gordon Dash**, University of Rhode Island, USA; **Nina Kajiji**, University of Rhode Island, USA, and The NKD-Group, Inc., USA; **Bruno G. Kamdem**, Farmingdale State College, USA

### SESSION 5 (PLENARY SPEAKERS)- HYBRID MODE

14.00 PM-15.15 PM

Session: KEYNOTE ADDRESSES

**Session Chair:** Prof. Byron E. Price, School of Business at Medgar Evers College, The City University of New York, USA

**Location:** Harriet B & C

#### 14.00 PM – 14.20 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:** *From Rollout to Redesign: An Economist's Framework for AI Workforce Integration*

#### **Brief synopsis**

**Purpose:** This keynote examines why many enterprise AI investments fail to generate sustainable institutional value and proposes that the primary barrier is weak organizational design, not insufficient technology. It introduces three integrated, proprietary frameworks developed from labor economics, institutional design theory, and executive practice to provide leaders with a disciplined implementation logic for AI workforce integration.

**Design/Methodology:** The research employs a conceptual and theory-building methodology, synthesizing established literatures in bridging social capital, intergenerational knowledge transfer, age diversity and trust, and technology-mediated organizational change. The analysis integrates findings from large-scale industry surveys, institutional case evidence, and the author's executive experience across IBM, U.S. federal agencies, and higher education leadership to construct three sequential implementation frameworks.

**Results/Findings:** The analysis yields three interdependent frameworks forming a single implementation logic. Bridge Capital defines the measurable trust infrastructure required for knowledge to move across generational cohorts, assessed through four operational indicators. Tech-Enabled Futures provides a four-layer redesign architecture addressing workflow redesign, readiness assessment, governance clarity, and fluency development, operationalized through the AI Fluency Scorecard and the 3C Method. Collaborative Intelligence establishes the design logic for organizing human judgment, AI capability, and age-diverse strengths into coordinated decision-making systems. The frameworks demonstrate that trust-building without redesign, redesign without governance, or AI deployment without organized judgment each reproduces the fragmented adoption patterns documented in current research.

**Practical Implications and Conclusions:** The frameworks provide institutional leaders with diagnostic tools and a structured implementation sequence that moves organizations from experimentation to measurable evidence within a single quarter, including accelerated adoption spread as evidenced by HBCU-industry partnership models that extended AI integration from isolated units to campus-wide implementation. The central conclusion is that AI integration is fundamentally an intergenerational human design problem, and institutions that lead will be those that redesign work wisely, build trust across generations, and organize judgment with discipline.

**Keywords:** AI workforce integration, collaborative intelligence, intergenerational collaboration, organizational design, trust capital, workflow redesign

**14.20 PM-14.40 PM: KEYNOTE ADDRESS**

**Prof. (Dr.) Deepraj Mukherjee**, Ambassador Crawford College of Business, Kent State University, Ohio, USA

**Topic:** *Global competitive dynamics: How emerging markets are reshaping international business*

*Brief synopsis*

The emergence of multinational corporations from developing markets is significantly altering the global economic landscape, positioning firms from Asia and other emerging regions as pivotal participants in trade, technology, and innovation. These enterprises now constitute approximately one-third of the Fortune Global 500 list and increasingly engage in direct competition with established Western companies across both emerging and developed markets. Driven by robust domestic markets, strategic international investments, and notable cross-border acquisitions, they are spearheading advancements in digital platforms, clean energy, and advanced manufacturing. Concurrently, these corporations are being called to take a leadership role in addressing environmental, social, and governance (ESG) issues, as well as tackling inequality and climate-related risks. Nevertheless, their ascent is fraught with challenges. Geopolitical tensions, heightened scrutiny of foreign acquisitions, shifting industrial policies, and the evolving roles of state-owned enterprises and sovereign wealth funds are reshaping the business environment. These factors will play a crucial role in determining how these emerging champions will drive the next phase of global economic growth.

**14.40 PM-15.00 PM: KEYNOTE ADDRESS**

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

**Topic:** *Innovation, Equity, and Execution: How Colleges/Universities can Build Inclusive Economic Ecosystems in the 21<sup>st</sup> Century*

**SESSION 6 (PLENARY SESSION)****15.00 PM-16.15 PM****Session: AI powered Innovation, Digital Transformation & Smart Technologies****Session Chair: Prof. A. J. Stagliano**, Erivan K. Haub School of Business, Saint Joseph's University, USA**Location: Harriet B & C****15.00 PM-16.15 PM****PRESENTATIONS**

- I *Digital transformation in the mining sector: Balancing Automation, Ethical AI, and workforce inclusion*  
**Nomkhosi Radebe**, Department of HR & Management, University of Witwatersrand, South Africa
- II *Accelerating progress toward sustainable development goal accomplishment: a -potential role for AI*  
**A. J. Stagliano**, Department of Accounting, Erivan K. Haub School of Business, Saint Joseph's University, Philadelphia, USA
- III *Scope for AI in corporate hiring processes – usage and cautions*  
**Sambhavi Lakshminarayanan**, Medgar Evers College, City University of New York, USA; **Raghav K. Madhavan**, CTO, Blujin, USA
- IV *A Hybrid Stacking Ensemble for Credit Card Fraud Detection Using Machine Learning*  
**Felix Amoah; Ebow Edisi Acquah; Isaac Nyantakyi**, Ghana Communication Technology University, Ghana; **Diana Danso**, Ghana Education Service, Ghana; **Gideon Kwame Ahiaadzife; Kwamina Arthur-Mensah; Samuel Akwasi Danso**, Ghana Communication Technology University, Ghana

**SESSION 7 (PLENARY SESSION)****16.15 PM-17.15 PM****Session: Sustainable Finance, ESG, and Corporate Governance/Marketing****Session Chair: Prof. Venkataramana Reddy Maram, Mahatma Gandhi University, India****Location: Harriet B & C****16.15 PM-17.15 PM****PRESENTATIONS**

- I** *Creating innovative SME clusters in India: An Overview of RIS approach*  
**Chander Shekhar Dogra; Satinder Kumar**, DAV University, Jalandhar, India
- II** *Religious persecution and economic exclusion: Analyzing the socioeconomic impact of Hindu marginalization in Bangladesh (2012–2026)*  
**Chandan Kumar Sarkar**, Professor of Economics and Human Rights Activist, USA; **Biswajit Chanda**, Researcher and Human Rights activist, USA
- III** *Migration, mobility, and mismatched expectations: the global pull of African human capital*  
**Lovatiana Raveloarison; Mialy Rabarison**, Talent & Skills, Togo
- IV** *The visitor perceptions and influencing cultural factors on heritage tourism in Telangana*  
**Venkataramana Reddy Maram; Kiranmai Katta; Naresh Jakkali**, Dept of Business Management UCC&BM, Mahatma Gandhi University, India

**SESSION 8 -CLOSING SESSION****17.15 PM-17.35 PM****Session: Closing remarks****Session Chair: Dr Palto Datta**, Regent College London and Centre for Business & Economic Research, UK**Location: Harriet B & C****17.15 PM: Q & A session/Feedback from the audience for Day 1****17.25 PM: CLOSING REMARKS FOR THE 1<sup>st</sup> DAY CONFERENCE****Dr. Zulema Blair**, Interim Dean, Business School, Medgar Evers College, City University of New York

**DAY 2**  
**TUESDAY, 21<sup>st</sup> APRIL 2026**  
**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 Palto Datta**, Regent College London, UK and Centre for Business & Economic Research, UK

**SESSION 9 (VIRTUAL SESSION)**

***THIS SCHEDULE IS BASED ON NEW YORK (USA) TIME***

**6.40 AM-8.00 AM**

**Session: AI powered Innovation, Digital Transformation & Smart Technologies**

**Session Chair: Dr. Miray Barsoum**, Senior Director of Ecosystem Development, Zewail City of Science, Technology and Innovation, Egypt; Dean of Educational Development, Monarch Business School, Switzerland

**Location: *VIRTUAL***

**PRESENTATIONS**

- I *Under the experiment lens: Examining board directors' gender perceptions about women applicants for directorships in muscat public listed companies*  
**Lujain M. El-Maghraby; Nabila Al Macki; Abdullah Al Ansi; Venkoba Rao; Kishan Kanchralapalli; Hussein Ibrahim; Fatma Al Ajami**, Faculty of Business Management, Majan University College, Muscat, Sultanate of Oman
- II *Deployment of socially intelligent assistive robots within the African Context: The challenges and workarounds*  
**Martin Otu Offei; Kwadwo Agyei; Emmanuel Opoku Debrah**, Koforidua Technical University, Ghana
- III *CAMELITE: A composite indicator of financial stability integrating CAMEL, innovation, technology, and ESG dimensions*  
**Rabia Asif**, Department of Management Sciences, Lahore College for Women University, Pakistan;  
**Byron E. Price**, School of Business at Medgar Evers College, The City University of New York, USA;  
**Adeel Nasir; Saqib Rehman**, Department of Management Sciences, Lahore College for Women University, Pakistan
- IV *The relationship between private equity funding and South African macroeconomic growth variables*  
**Mbali Chantelle Kimberly Nzima**, UJ Senior investment analyst at Alexforbes Group Holdings, South Africa; **Oliver Takawira**, Department of Finance and Investment Management (DFIM), College of Business and Economics (CBE); University of Johannesburg, South Africa; **Nigel Mutumha**, Investment Analyst Success Bank Zimbabwe
- V *Exploring sustainable solutions for new product creativity and service development performance with the use of artificial intelligence*  
**Saqib Rehman**, Department of Management Sciences, Lahore College for Women University, Pakistan; **Byron E. Price**, School of Business at Medgar Evers College, The City University of New York, USA; **Rabia Asif; Adeel Nasir**, Department of Management Sciences, Lahore College for Women University, Pakistan

**SESSION 10 (VIRTUAL SESSION)**  
**THIS SCHEDULE IS BASED ON NEW YORK (USA) TIME**

**8.00 AM-9.00 AM**

**Session:** CSR, Sustainable development and AI

**Session Chair:** Prof. Martin Otu Offei, Koforidua Technical University, Ghana

**Location:** *VIRTUAL*

**PRESENTATIONS**

- I *Corporate social responsibility, intellectual capital, and performance of Women owned/ managed SMEs in Pakistan*  
**Muhammad Sarfraz Khan**, Department of Commerce, University of the Punjab, Gujranwala Campus, **Byron E. Price**, School of Business at Medgar Evers College, The City University of New York, USA; **Muhammad Ahmad**, Independent Research Scholar, Pakistan
- II *Interculturalism, heritage diplomacy, and the future of learning: A multidisciplinary framework for sustainable education in a digital era*  
**Beatrice De Salles**, Co-Founder of Global Young Leaders Foundation, Switzerland
- III *Strategic planning securing mobile commerce through behavioral biometrics: A survey of touch dynamics authentication on smartphones*  
**Avinash Jairam**, The Graduate Center & Medgar Evers College of the City University of New York, USA
- IV *The advent of artificial intelligence: A blessing or a curse?*  
**Martin Otu Offei; Emmanuel Opoku Debrah; Kwadwo Agyei**, Koforidua Technical University, Ghana

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

**9.00 AM -10.15 PM**

**Session:** Roundtable

**Session Chair:** Professor Bill Rammell, Former Minister of State for Higher Education & former Vice Chancellor of University of Bedfordshire, UK

**Location:** *VIRTUAL*

**9.00 PM -10.15 PM: ROUNDTABLE SESSION**

**Topic:** *The Tri-Polar Squeeze: Trade, Terror, and Tankers at Hormuz-Highlights the geopolitical, logistical, and economic collision points.*

**Roundtable Moderator**

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

**Panelists:**

1. **Professor Bill Rammell**, Former Minister of State for Higher Education & former Vice Chancellor of University of Bedfordshire, UK
2. **Prof Rajat Kanti Baisya**, Distinguished Indian academic, author, and corporate leader, Former Dean, Department of Management Studies, Indian Institute of Technology (IIT) Delhi.
3. **Professor Geoff Smith**, Vice Chancellor and CEO, Regent University London, UK
4. **Kevin Kishore Kaul**, Founder and Chairman of the US Global Business Forum (USGBF), US Asia Business Forum (USABF), USA
5. **Dr Pankaj Paul**, Director of Strategy and Innovation at Burjeel Holdings, Abu Dhabi
6. **Professor Philip Mayer**, Educator, trainer, and business consultant, UK
7. **Dr. Prakash Nanda**, Scholar, journalist, and policy expert, India
8. **Professor Robert C. Sinclair**, University of the Philippines (UP) Diliman Department of Psychology.
9. **Rakesh Khar**, Editor of News9 Media, India
10. **Professor David Waite**, Global Education System, UK

**Brief synopsis**

This roundtable, “The Tri-Polar Squeeze: Trade, Terror, and Tankers at Hormuz,” brings together geopolitical risk, macroeconomic instability, and supply chain disruption into a single analytical frame. It examines how the dual chokepoints of Hormuz and Suez are reshaping global trade flows amid escalating conflict, triggering immediate shocks to energy exports and dampening global growth. The discussion moves from the emerging stagflationary environment – where policymakers face difficult trade-offs between inflation control and recession risks to the breakdown of traditional logistics models, such as rising insurance costs, disrupted cargo air hubs, and shifting payment systems redefine commerce. Finally, the session explores forward-looking scenarios, from rapid de-escalation to prolonged maritime conflict and structural regionalization, highlighting how energy, food security, and financial systems are being reconfigured. The overarching insight underscores a new global reality: systemic fragility is no longer episodic, but the enduring baseline shaping economic and strategic decision-making.

**SESSION 12 (VIRTUAL SESSION)-BASED ON NEW YORK TIME****10.15 AM -11.15 AM****Session: Sustainable Finance, ESG, and Corporate Governance**

**Session Chair: Prof. Oliver Takawira**, Department of Finance and Investment Management DFIM-CBE, University of Johannesburg, Johannesburg, South Africa

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

- I *The role corporate governance can play to tackle the ‘Titanic Syndrome’ mindset within organisations*  
**Demetra Arsalidou**, School of Law and Politics, Cardiff University, Cardiff, United Kingdom
- II *Analysis of the development dynamics of banking and credit organizations in Azerbaijan*  
**Guliyev Rasim Zaur**, Azerbaijan State Oil and Industry University, Azerbaijan
- III *The Emergence of Digital Economics: A Bibliometric Analysis of Tokenomics, Fintech and Blockchain innovations*  
**Adeel Nasir**, Department of Management Sciences, Lahore College for Women University, Pakistan;  
**Byron E. Price**, School of Business at Medgar Evers College, The City University of New York, USA;  
**Saqib Rehman; Rabia Asif**, Department of Management Sciences, Lahore College for Women University, Pakistan
- IV *Strategic planning and marketing leadership, achieving success through disruption*  
**Jeff Ritter**, Seton Hall University, USA
- IV *Strategic resource allocation and informal accounting practices among Black Caribbean immigrant entrepreneurs in Brooklyn, New York*  
**Sharon James**, Department of Accounting, School of Business, Medgar Evers College, City University of New York, USA

**SESSION 13 (VIRTUAL SESSION)-BASED ON NEW YORK TIME****11.15 AM -12.45 AM****Session: Marketing and Branding/General Management**

**Session Chair: Prof. Vidhu Gaur**, Management Development Institute, India

**Location: VIRTUAL****11.15 AM-11.40 AM: KEYNOTE ADDRESS**

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

**Topic:** *The Paradox of Abundance that Creates Violence – A Discourse on the Transition from Excess Economy to War Economy*

**Brief synopsis**

Scarcity doesn't always cause war – valuable abundance does. The abundance of resources is not always with the high consumption societies. They look beyond their territories, targeting resource-rich countries that are reduced to civil conflicts. These undesirable

civil wars are sustained by rebel groups and warlords, who become a part of this economic opportunity created by consumer demand originating elsewhere. War becomes a business model, funding the weapons, paying the army and mercenaries are regarded as necessary expenditures to sustain the business of violence and aggression. War is not considered a failure of politics; it is putatively regarded as a rational response to distorted economic incentives created by global overconsumption.

This research investigates the counterintuitive relationship between hyper-consumerism and global conflict. While increasing consumerism has fostered a world defined by globalization, interdependence, and interconnectedness, it simultaneously creates the systemic pressures that lead to war. The research study aims to explore the following thematic areas:

- *The Paradox of Interdependence: How the global supply chains built to satisfy consumer demand create strategic vulnerabilities and "commodity wars".*
- *Resource Scarcity as a Catalyst: The role of mass consumption in depleting natural resources, which shifts national incentives toward military aggression to secure essential raw materials.*
- *The Military-Industrial-Consumer Loop: How economic systems fueled by high-tech consumption become inextricably linked to the industries that profit from international friction and defense spending.*
- *Environmental Instability: The way extreme consumerism accelerates ecological collapse, acting as a "threat multiplier" that leads to displacement and territorial conflict.*

By examining this host of key points, the research aims to gain an insight into how the very mechanisms aimed to unify the global market through trade can unwittingly sabotage international peace.

**Keywords:** Conflict theory, Resource rents, Conflict incentives, Resource Curse

## PRESENTATIONS

- I *Motivational drivers and learning dynamics in the transition from hybrid to full-time entrepreneurship across demographic groups in Sri Lanka*  
**Anura Priyantha W.A.R; Kaluarachchi, K. A. S. P**, University of Colombo, Sri Lanka
- II *An exploratory analysis of environmental concern and green consumption behavior in the UAE*  
**Nowaier Alqahtani; Ishtiaq Rasool Khan**, Business Analytics Program, Abu Dhabi School of Management, Abu Dhabi, United Arab Emirates
- II *Embedding sustainability and ESG concepts in business school curriculum: An empirical study using structural equation modelling (SEM)*  
**Vidhu Gaur**, Management Development Institute, India
- III *Teaching the same course again: Implications for student evaluations*  
**Baban Hasnat; Kyongsei Sohn**, Department of Business Administration, School of Business and Management, SUNY Brockport, USA

### SESSION 14 (PANEL SESSION)-HYBRID MODE

12.45 PM-13.30 PM

Session: WORKSHOP

Session Chair: **Dr. Shane Snipes**, Borough of Manhattan Community College, New York, USA

Location: Harriet B & C

### 12.45 PM -13.30 PM: WORKSHOP

**Shane Snipes**, Deputy Chairperson, Assistant Professor & Degree Coordinator, Borough of Manhattan Community College, Business Management, Entrepreneurship & Innovation, New York, USA

**Topic:** Co-Create with AI: Building real business acumen in classrooms and professional development

#### **Brief synopsis**

Business graduates are entering workplaces where AI is now a "normal technology" embedded in everyday decision-making – from market analysis and customer research to financial modeling and entrepreneurial opportunity recognition. Yet many courses still treat AI either as a novelty or a threat, rather than as a tool students must learn to interrogate, superoise, and co-create with. This interactive workshop introduces #CoCreate with AI, a practical framework for using generative AI to build genuine business acumen, not shortcuts. Drawing on classroom experiences in entrepreneurship, small business management, and innovation strategy at a large urban community college and partner institutions, the workshop models how human-AI collaboration can deepen – not replace – critical thinking, teamwork, and ethical judgment. Participants will:

- Experience live #CoCreate activities
- Explore how these activities map onto career readiness competencies (critical thinking, teamwork, communication, digital fluency) and BMCC's strategic priorities around career development, equity, and scalable innovation in online and hybrid learning.
- Receive adaptable templates for syllabi, assignment prompts, and PD workshop designs that can be implemented in international business, management, and entrepreneurship courses.

The workshop is highly participatory: attendees work in small groups to adapt one #CoCreate activity to their own institutional context (e.g., international business projects, cross-border teams, global case analysis) and leave with a draft implementation plan

**SESSION 15 (VIRTUAL SESSION)-BASED ON NEW YORK TIME)**

**13.30 PM -14.00 PM**

**Session: Final reflections and closing remarks**

**Session Chair: Dr B.R. Chakraborty**, London College of Contemporary Arts (LCCA) & Centre for Business & Economic Research, UK

Location: **VIRTUAL**

**13.30 PM: final reflections and feedback**

**13.40 PM: Announcements of best conference papers and presentations**

**13.50 PM: CLOSING REMARKS FOR DAY-2**

**Dr. Palto. Datta**, Regent College London and Centre for Business & Economic Research, U.K.

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

**Feedback from the audience**

**Conference Closes**

We wish you all the best.

**15<sup>th</sup> CBER-MEC International Conference on Business and Economic Development  
(ICBED)-Promoting Innovation and Sustainability  
20-21 April 2026**

**List of Countries & Institution Represented**

Number	Country	Institutions
1	<b>Azerbaijan</b>	Azerbaijan State Oil and Industry University, Azerbaijan
2	<b>Egypt</b>	Nile University, Egypt
3	<b>Ghana</b>	Ghana Institute of Management and Public Administration (GIMPA), Accra, Ghana, Ghana Communication Technology University, Ghana Ghana Education Service, Ghana Koforidua Technical University, Ghana
4	<b>India</b>	DAV University, Jalandhar, India Mahatma Gandhi University, India Management Development Institute, India
5	<b>Nigeria</b>	Federal University Otuoke, Bayelsa State, Nigeria
6	<b>Oman</b>	Majan University College, Muscat, Sultanate of Oman
7	<b>Pakistan</b>	Lahore College for Women University, Pakistan University of the Punjab, Gujranwala, Pakistan
8	<b>Spain</b>	C3S Business School, Spain Aspire Business School, Spain
9	<b>Philippines</b>	University of the Philippines (UP) Diliman Department of Psychology
10	<b>South Africa</b>	University of Johannesburg, South Africa University of Witwatersrand, South Africa Alexforbes Group Holdings, South Africa
11	<b>Sri Lanka</b>	University of Colombo, Sri Lanka
12	<b>Switzerland</b>	Co-Founder of Global Young Leaders Foundation, Switzerland Monarch Business School, Switzerland
13	<b>Togo</b>	Talent & Skills, Togo
14	<b>Türkiye</b>	Yasar University, Türkiye
15	<b>United States of America</b>	City University of New York, USA University of Akron, Ohio, USA Kent State University, Ohio, USA

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		University of South Carolina, USA Borough of Manhattan Community College (CUNY), USA University of Miami Miller School of Medicine, USA University of Rhode Island, USA Farmingdale State College, USA Saint Joseph's University, Philadelphia, USA Blujin, USA Seton Hall University, USA J. D. Rolle & Associates, LLC, New Jersey, USA
16	<b>United Kingdom</b>	Regent College London, United Kingdom. Cardiff University, Cardiff, United Kingdom
17	<b>United Arab Emirates</b>	Abu Dhabi School of Management, Abu Dhabi, United Arab Emirates
18	<b>Zimbabwe</b>	Investment Analyst Success Bank, Zimbabwe

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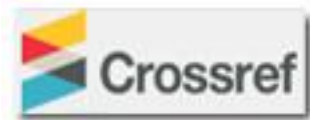
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