

15th International Conference on Restructuring of the Global Economy (ROGE-2026)

-Promoting Sustainability

10-11 AUGUST 2026

UNIVERSITY OF OXFORD

SAID BUSINESS SCHOOL, PARK END STREET, OXFORD OX1 1HP

HOSTED BY

CENTRE FOR BUSINESS & ECONOMIC RESEARCH, (CBER), UK
THE FACULTY OF COMMERCE AND BUSINESS ADMINISTRATION
FUTURE UNIVERSITY IN EGYPT

CONFERENCE PROGRAMME
METHOD - INTEGRITY – CAMARADERIE

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All conference participants receive a certificate of contribution with 15 CPD credits for participating and presenting at this conference.

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Welcome to ROGE 2026 International Conference

Dear Conference Participants,

We aspire to cultivate a spirit of intellectual curiosity, one that draws thoughtfully on the wisdom of the past while boldly engaging with new and emerging ideas. It is our sincere hope that this conference will serve as a platform for meaningful dialogue and collaboration, fostering purposeful relationships that endure well beyond the event itself.

The conference, organised jointly by the Centre for Business & Economic Research (CBER) and Future University in Egypt (FUE), aims to explore a wide spectrum of contemporary issues across business and management disciplines including Business Management, Finance, Banking and Accounting, Information Technology, Marketing, Human Resource Management, Hospitality and Tourism Management, Growth and Economic Development, Globalisation, and International Trade. As such, the conference welcomes contributions that will engage scholars, practitioners, and researchers from both developed and developing economies, addressing a truly global audience.

We are especially keen to encourage research that critically examines how management thinking must evolve, adapt, or be re-imagined by remaining effective and efficient in today's rapidly changing global environment.

We are confident that the **2026 CBER-FUE International Conference on "Restructuring of the Global Economy - Promoting Sustainability"** will provide a stimulating forum for disseminating research, exchanging ideas, learning from peers, and building networks with like-minded scholars from around the world.

We warmly look forward to welcoming you to Oxford, at the **University of Oxford**, in 2026.

Warm regards,

Prof. Ebada Sarhan

President, Future University in Egypt

Dr. Palto Datta

Scholarship Lead and Senior Lecturer, School of Business

Regent College London, UK & Centre for Business & Economic Research, UK

Celebrating 20 Years of Excellence

20th Anniversary of the Centre for Business & Economic Research (CBER)

This year marks the **20th Anniversary of the Centre for Business & Economic Research (CBER)** celebrating two decades of dedication to advancing education, research, innovation, and international collaboration. Since its establishment in **2006**, the organisation has consistently provided a platform for scholars, researchers, practitioners, policymakers, and industry leaders to exchange knowledge, foster partnerships, and promote impactful research that addresses global challenges.

Over the past twenty years, CBER has organised high-quality academic conferences, supported interdisciplinary research, facilitated professional development, and strengthened collaborations across institutions and countries. These achievements reflect the commitment, vision, and collective efforts of its members, partners, volunteers, and the wider academic community.

As we celebrate this significant milestone, we extend our sincere appreciation to our conference chairs, advisory board members, scientific committees, keynote speakers, authors, reviewers, sponsors, institutional partners, and participants whose continued support has contributed to this remarkable journey.

The **20th Anniversary** is not only a celebration of past achievements but also an opportunity to look towards the future with renewed purpose. We remain committed to promoting academic excellence, research integrity, innovation, and meaningful international collaboration while creating opportunities for the next generation of scholars and professionals.

We warmly welcome all delegates to join us in celebrating this important milestone and thank you for being part of our continuing journey of excellence.

Celebrating the Past • Inspiring the Present • Shaping the Future



ROGE-2026 CONFERENCE COMMITTEE MEMBERS

Conference Honorary President

- **Prof. Ebada Sarhan**, President, Future University in Egypt

Conference Chairs

- **Dr. Palto Datta**, Scholarship Lead and Senior Lecturer, School of Business. Regent College London and Centre for Business & Economic Research, UK
- **Prof. Hany ElShamy**, Professor of Economics, Dean of Faculty of Commerce and Business Administration, Future University in Egypt

Chair, Fellowship Evaluation Committee

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

Conference Project Director

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

Conference Committee

- **Prof. Warren Mathews**, University of Maryland, USA
- **Prof. Ahmed Salama**, Vice Dean for Education and Students Affairs, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. Heba Abdelwahab**, Vice Dean for Postgraduate Studies and Research, Faculty of Commerce and Business Administration, Future University in Egypt
- **Prof. Srinivasan Sampalli**, Dalhousie University, Canada
- **Prof. (Dr.) Deepraj Mukherjee**, Kent State University, USA
- **Prof. (Dr.) Gairik Das**, Review Editor, IISWBM, Kolkata, India
- **Dr Justin H Beneke**, University of Winchester, UK
- **Dr Abdul Rahim Soomro**, Centre for Business & Economic Research, UK
- **Prof. Chris Bellamy**, Professor Emeritus, University of Greenwich, UK
- **Dr. Jo-Ann Rolle**, Former Dean, Medgar Evers College of City University of New York
- **Prof. Małgorzata Magdalena Hybka**, Poznań University of Economics and Business, Poland
- **Prof. (Dr.) Juan Carlos Botello**, Universidad Popular Autónoma del Estado de Puebla, Mexico
- **Prof. R. Srinivasan**, JBIMS, University of Mumbai, India
- **Dr Rachel English**, School of Business, University of Leicester, UK
- **Prof. Dina Kreema**, Accounting Department Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. Sahar Nagaty**, Business Administration Department Acting Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. Hesham Elmasry**, Management Information Systems Department Acting Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. Mike Wagner**, Director, Master of Arts in Human Resources Program, Carl H. Lindner College of Business, University of Cincinnati, USA
- **Prof. Oliver Takawira**, Department of Finance & Investments, School of Management CBE, University of Johannesburg, South Africa
- **Prof. Sarat C. Das**, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain
- **Dr. Sajjad Ahmad Afridi**, Hazara University, Mansehra, Pakistan

ROGE-2026 Editorial Advisory Board

- **Prof. Marianne Lewis**, Dean, Lindner College of Business, University of Cincinnati, USA
- **Prof. Lourdes Casanova**, Director of the Emerging Markets Institute, S.C. Johnson School of Management, Cornell University, USA

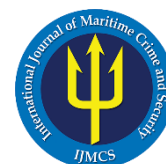
- **Prof. Alan Parkinson**, Director of Studies and Deputy Director (Education), School of Management, University College London,
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- **Prof. Rodney Oudan**, Worcester State University in Massachusetts, USA
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- **Prof. Huseynova Khatira**, The Academy of Public Administration under the President of the Republic of Azerbaijan, Azerbaijan
- **Prof. (Dr)Padmakali Banerjee**, FRSA, Director General, KIIT, India; Former Vice Chancellor, IILM University Gurugram, India
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- **Pro. (Dr) A. J Stagliano**, Department of Accounting, Erivan K. Haub School of Business, Saint Joseph's University, USA
- **Dr Rishiram Aryal**, FHEA, Senior Lecturer, School of Business and Law, Regent College London
- **Dr Seugnet Bronkhorst**, College of Business & Economics, University of Johannesburg, South Africa
- **Dr Bushra Usman**, Forman Christian College (Chartered University), Pakistan

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Journal of
**Risk and Financial
Management**

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We are delighted to announce that The Journal of Risk and Financial Management is the official partner of the 14th ROGE-2026 conference. Conference participants can submit their full-text papers to the Journal for consideration for publication pending further evaluation and APC. The journal is indexed in SCOPUS.

For further details about the journal please visit <https://www.mdpi.com/journal/jrfm>

Link to the special issue: https://www.mdpi.com/journal/jrfm/special_issues/JEG66JY2NB

A Special Issue linked to the conference will feature original research contributions across cutting-edge areas such as financial econometrics, microeconomic theory, agent-based models, risk management, and mathematical methods in economics and finance. Emphasis will be placed on quantitative or analytical work that is fresh, insightful, and relevant to global challenges. Submissions should aim to extract valuable lessons from diverse international contexts and present forward-thinking analysis that advances contemporary economic discourse.

While analytical rigor is encouraged, contributions should be written in accessible, non-technical language to reach a broad interdisciplinary audience.

Although comprehensive coverage, the following areas are indicative and nurture the interests of the special issue with a "Business, Finance and economic development" underpinning:

- accounting and finance
- financial accounting
- financial institutions
- international finance, financial markets
- risk management
- corporate finance, financial economics, banking

Benefits of Publishing in a Special Issue

- Ease of navigation: Grouping papers by topic helps scholars navigate broad scope journals more efficiently.
- Greater discoverability: Special Issues support the reach and impact of scientific research. Articles in Special Issues are more discoverable and cited more frequently.
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Guest Editors

Dr Palto Datta FCIM, FRSA, CMBE, FHEA

Scholarship Lead and Senior Lecturer

School of Business, Regent College London, UK

Centre for Business & Economic Research, UK

Dr Rishiram Aryal

Programme Leaders and Senior Lecturer

School of Business and Enterprise, Regent College London, UK

Special Issue Editor: Esther Peng

TRACKS AND SESSION CHAIRS

DAY-1: MONDAY, 10TH AUGUST 2026 (HYBRID MODE)

Session-1: Inaugural Session -Edmond Safra Lecture Theatre

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

Session-2: Sustainable Development Edmond Safra Lecture Theatre

Dr Rachel A. English, Associate Professor in Accounting, University of Leicester, UK

Session-3: Finance, Banking and Accounting- Andrew Cormack Room (East Wing)

Prof. A. J. Stagliano, Saint Joseph's University, Philadelphia, USA

Session-4: Globalisation and International Trade -Seminar Room-14

Prof. Khatira Huseynova, The Academy of Public Administration under the President of the Republic of Azerbaijan, Azerbaijan

Session-5: Marketing, Logistics and Supply Chain Management - Seminar room-13

Prof. (Dr) Gairik Das, Professor & Head Business Management Projects and MDP, Indian Institute of Social Welfare and Business Management, Kolkata India

Session-6: Sustainable Development -Edmond Safra Lecture Theatre

Dr Michael Richard Wagner, Lindner Honors Faculty, Carl H. Lindner College of Business, University of Cincinnati, USA

Session-7: Education and Teaching for the Lifelong Learning Sector - Andrew Cormack Room
Assad Shamsi, Regent College London, UK

Session-8: Growth and Economic Development-Seminar Room -14

Prof. Clemente Hernandez-Rodriguez, Department of Economics, University of Guadalajara, Mexico

Session-9: Marketing and Branding- Seminar Room-13

Prof. Danny T. Wang, Department of Management, Marketing and Information Systems, Hong Kong Baptist University

Session-10: Marketing and Branding/AI and Big data-VIRTUAL MODE

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

Session-11: Keynote addresses- Edmond Safra Lecture Theatre

Dr Simon Jones, Chief Academic Officer, University of Buckingham, UK

Session-12: Special workshop/Big data and IT- Edmond Safra Lecture Theatre

Prof. (Dr) Gairik Das, Professor & Head Business Management Projects and MDP, Indian Institute of Social Welfare and Business Management, India

Session-13: Tourism Management/Finance, Banking and Accounting-Seminar Room -14

Dr. Rishiram Aryal, Regent College London, UK

Session-14: Marketing, Logistics and Supply Chain Management- Andrew Cormack Room

Dr Shobha Harebasur, Programme Leader and Senior Lecturer, Regent College London, UK

Session-15: Book Launching & Fellowship Award Ceremony- Edmond Safra Lecture Theatre

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

Session-16: Keynote address & Closing remarks- Edmond Safra Lecture Theatre

Dr Abdul Rahim Soomro, Centre for Business & Economic Research, UK

DAY-2: TUESDAY, 11TH AUGUST 2026 (VIRTUAL MODE)**Session-17: Human Resource Management**

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

Session-18: AI, Big data and Business Management

Prof. Ahmed S. Salama, Professor of management information systems and the Vice Dean for students' affairs, Future University in Egypt

Session-19: Marketing and Branding

Dr. Sara El-Menawy, Future University in Egypt

Session-20: Keynote addresses/Finance, banking and Accounting

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

Session-21: Finance, Banking and Accounting

Prof. Shelly Herbert, College of Accounting, University of Cape Town, South Africa

Session-22: Human Resources Management/ AI driven Business management

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

Session-23: Business & Management/Growth & Economic Development

Prof. Dr Bashir Ahmad, Al-Kawthar University, Pakistan

Session-24: Closing session

Dr Bonya Chakraborty, London College of Contemporary Arts; Centre for Business & Economic Research, UK

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Co-Sponsors



Centre for Business & Economic Research (CBER) was founded in London in 2006 with the aim of inspiring, recognizing, and supporting excellence in Business and Economic research. Currently, the Centre has three main areas of endeavour: organizing an annual cycle of international academic conferences, producing academic journals, and offering bespoke consultancy projects both in the United Kingdom and further afield. CBER works assiduously to facilitate international collaboration, providing an independent and credible source of advice, as well as contributing to academic debate and research. The Centre is fortunate to have a truly international following and is committed to encouraging knowledge sharing, foresight planning and greater interaction between academics, policymakers, thought leaders and those engaged in diverse commercial activities. Through both its researchers and a network of specialists internationally it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by creditable research methods and a thorough and objective approach.



Future University in Egypt (FUE) was founded in 2006, by the Presidential Decree 254/2006 according to law number 101/1992 and executive regulations 219/2002, Future University in Egypt is a leading private university strategically located in the heart of new Cairo. FUE is dedicated to excellence in teaching, research & service. FUE is an educational institute committed to distinction, innovation and quality standards. FUE's priority is to stay abreast with the national, regional and international changes taking place in the interrelated fields of education, scientific research and community development, while consolidating values and professional ethics. All of the University's six faculties are fully accredited by the Supreme Council of Universities.

Future University in Egypt has achieved remarkable recognition in the QS World University Rankings 2025, issued by the Quacquarelli Symonds (QS) Foundation on June 4, 2024. According to QS World University Rankings, FUE has been ranked 901-950 globally in 2025 ranking and the top of private Universities in Egypt.

FUE Vision

To pursue an advanced worldwide ranking among universities

FUE Mission

Future University in Egypt (FUE) is an educational institute committed to distinction, innovation, and quality standards. FUE's priority is to stay abreast with the national, regional, and international changes taking place in the interrelated fields of education, scientific research, and community development,

WEBSITE: www.fue.edu.eg



Intergenerational Workforce Economist

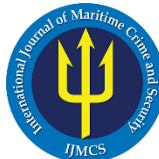
Helping organizations navigate the human side of AI adoption through research, executive strategy, and intergenerational workforce alignment.



Forman Christian College, Lahore, Punjab, Pakistan is a Private not-for-profit liberal arts university in Lahore, Punjab, Pakistan. It was founded in 1864 and is administered by the Presbyterian Church. The university follows an American-style curriculum. The university has designed its four-year bachelor's degree program in accordance with the standards for accreditation in the U.S. Forman is also known for its noted alumni and staff, including Nobel laureate Arthur Compton, former Indian Prime Minister I. K. Gujral, former Pakistani Presidents Farooq Leghari and Pervez Musharraf, diplomat Jamsheed Marker, journalist Kuldip Nayar, and activist Eqbal Ahmad. As of 2020, Forman was home to 8,435 students including 3,173 Intermediate students, 4,712 Baccalaureate students and 550 graduate students. It also has 220 full-time faculty members (more than 100 of whom have PhDs) as well as an alumni population of well over 21,000.



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.



The International Journal of Maritime Crime and Security (IJMCS) is the first high-quality multi/interdisciplinary journal devoted to the newly identified field and academic discipline of maritime security and the study of maritime crime. The latter has been neglected, as the scientific study of crime has remained essentially landlocked. The Journal covers the following broadly constructed and interpreted disciplines as they relate to maritime security: economics, environmental studies, global governance studies, anthropological and cultural studies, human factors and psychology, security, criminology and crime science, cyber security, international and national law (Maritime Law, Law of the Sea and National Jurisdictions), political and policy perspectives, strategic security and war studies, naval and maritime history as they relate to current issues, maritime crime, including cyber-crime, fraud, piracy and armed robbery at sea, Illegal, Unregulated and Unreported (IUU) Fishing, smuggling, people trafficking, illegal immigration, stowaways and pollution, disaster management and resilience at sea and in littoral areas. 'Maritime Security' includes the port facility, offshore platform, and undersea resource extraction security – not just ships

CONFERENCE PRESIDENTS, CHAIRS & KEYNOTE SPEAKERS

CONFERENCE HONARARY PRESIDENT



Prof. Ebada Sarhan
President, Future University in Egypt

Prof. Ebada Sarhan is the founding President of Future University in Egypt. Professor Sarhan is an Egyptian pioneer in the field of Computer Science and Information Technology with over 35 years of professional international and regional experience, over 45 scientific articles and books, and various consultancy projects. He is a member of several organizations including: the Egyptian Academy for Scientific Research and Technology, the Egyptian Computer Society, the Egyptian Engineering Syndicate, the Scientific Committee of the International Conference of Artificial Intelligence, the Egyptian Teachers' Syndicate. Prof. Sarhan is the editor in chief of Future Computer Journal, and a member of several professional international organizations including: the British Computer Society, the UK Institution of Electrical Engineers, and the US Institute of Electrical & Electronics Engineers (IEEE).

CONFERENCE CHAIRS



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

Dr. Palto Datta is a highly experienced academic and marketing expert with nearly three decades of teaching experience in the UK's higher education sector. He holds a PhD in Marketing from the University of Hertfordshire, an MSc in Marketing from the University of Glamorgan, and a BSc in Plasma Physics from the Peoples' Friendship University of Russia. He has further strengthened his academic profile through executive education at institutions including Samford University, the University of Edinburgh, and the University of Pennsylvania. Dr. Datta is a Fellow of the Royal Society of Arts, Advance HE, and the Chartered Institute of Marketing (UK), and he is also a Certified Management and Business Educator. He currently serves as Scholarship Lead and Senior Lecturer at Regent College London. A published author of several books on marketing and entrepreneurship, Dr. Datta is also a novelist, columnist, and researcher, and regularly delivers keynote speeches at international conferences.

Author of 19 published books covering business, management, entrepreneurship, marketing, education, economics, and contemporary social issues. His notable publications include *Relationship Marketing for Enhancing Customer Retention* (2018), *We're Doomed! Brexit Revisited* (2020), *The Art of Entrepreneurship: The Path to Success and Wealth Creation* (2021), *The Octagon of Scaling Mantras* (2025, co-authored), *Character: The End Goal of Education* (2025), "Thank you for Challenging US" (2026, co-authored), *Civilisation in Exile* (2026). His work reflects a sustained commitment to advancing knowledge through scholarly research and practical insights.



Prof. Hany ElShamy
Professor of Economics
Dean of Faculty of Commerce and Business Administration
Future University in Egypt

Hany Mostafa Elshamy is a professor of economics and dean of Faculty of Commerce and Business Administration (FCBA) at Future University in Egypt (FUE). Elshamy received his PhD (2008) in economics from the University of Surrey, United Kingdom, his BSc in Economics (1990) and MSc in Economics (1997) at Tanta University in Egypt. His doctoral thesis dealt with small firms in the UK manufacturing sector and the impact of technological change on UK manufacturing. Elshamy's research focuses on productivity, efficiency, Innovation, Research and development (R&D) expenditure and its impact on productivity. He has attended and presented more than 20 papers at international conferences. He published around 25 papers in peer reviewed international journals and many chapters in books. Elshamy has taught many modules for under and post graduate levels. He is also a member in the Royal Economic Society, the Scottish Economic Society and the Egyptian Economic Society.

KEYNOTE SPEAKERS

Dr John P Wilson
Sheffield University Management School, UK

*Dr. John P. Wilson is a distinguished academic consultant, and researcher at the University of Sheffield Management School, specialising in change management, experiential learning, organisational development, and knowledge management. With an international career spanning education, consultancy, and professional development, he has worked across diverse sectors including aerospace engineering, banking, defence, health, oil, pharmaceuticals, retail, and transportation. His global experience includes professional engagements in Sweden, Saudi Arabia, Ethiopia, Nigeria, and the United Kingdom. Dr. Wilson is widely recognised for promoting experiential and student-centred learning approaches that connect academic theory with practical business application. He is the co-author of the influential book *Experiential Learning: A Practical Guide for Training, Coaching and Education*, along with several other respected publications in human resource development, organisational learning, and knowledge management. A Fellow of both the Higher Education Academy and the Chartered Institute of Personnel and Development (CIPD), Dr. Wilson has also contributed to the development of international knowledge management standards through the British Standards Institute. His teaching and research continue to inspire innovation in leadership, learning, and organisational transformation across academic and professional communities worldwide.*



Prof. Alan Parkinson
Deputy Director (Education)
School of Management, University College London, UK

Alan is Deputy Director (Education) and Professor of Financial Education at the UCL School of Management. He is a qualified accountant x 2 (FCCA and ACMA/CGMA), with a Doctorate in Education (EdD), an MSc in Administrative Sciences, a Higher Education Teaching Certificate and an MA in Early Modern History. He has held Visiting Professor positions at several international universities. He specialises in Managerial Accounting, and Financial Management, and generic Accounting/Finance modules. He is a Faculty Adviser at Harvard Medical School. He is a Panel member of the ACCA Global Educators Forum. He is a Fellow of Centre for Online and Distance Education, University of London (since 2017), and a Fellow of Centre for Business and Economic Research UK (since 2022). His scholarship interests are accounting history, technology in education, and curriculum design/evaluation. In 2018 he received PQ Magazine's Award for UK Public Sector Accountancy Lecturer of the Year.



Dr. JoAnn 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).*



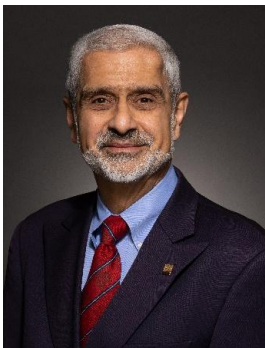
Carin-Isabel Knoop
Harvard Business School, USA

Carin-Isabel Knoop leads the Harvard Business School's research and case writing group and has helped HBS faculty members write more than 200 case studies on organizations and managers around the world. The rest of the time she thinks about how to make their challenging lives better so they can better support employees. This led to research and publications in the area of mental health in the workplace and an interest in human sustainability. She is a pragmatic idealist and fanatic postcard writer.



Golestan Sally Radwan
Chief digital officer of the UN environment Program, UK

Golestan is the Chief Digital Officer of the UN Environment Program and a Trustee of the Alan Turing Institute, the UK's national Institute for AI and Data Science. Prior to that, she served as the AI Advisor to the Minister of ICT, and national lead for Egypt's AI strategy. She participated in drafting and negotiating most international AI governance instruments at UNESCO, OECD, G20, African Union and League of Arab States. She holds a BSc from Cairo University and 2 master's degrees from the University of London.



Dr. Beheruz N. Sethna
President Emeritus, Regents' Professor of Business
University of West Georgia, USA

Dr. Beheruz N. Sethna has served in numerous leadership positions during his ~50-year career, including President of the University of West Georgia for 19 years, the longest-serving University President in the state at the time, interim Executive VP, and interim Executive Vice Chancellor. As President, he led transformative change in growth in enrolment, academic standards, facilities, land holdings, and endowment.

He is the first person from India ever to become President of a US University. Also, the first person of any ethnic minority to become president of a college or university in Georgia other than an HBCU. He is one of the "Great Immigrants – The Pride of America." He is a Distinguished Alumnus of the prestigious IIT-Bombay and IIM-Ahmedabad. He has two graduate degrees from Columbia and has participated in two post-doctoral programs at Harvard. He has presented in numerous prestigious forums and has a TEDx Talk, "An American Star."



Prof. (Dr.) Padmakali Banerjee, FRSA
Director General- KIIT
Kalinga Institute of Industrial Technology - KIIT University
Bhubaneswar, India

Prof. (Dr.) Padmakali Banerjee, FRSA is Director General of KIIT Deemed to be University and a distinguished academic leader, behavioural scientist, author, and institution builder with over three decades of experience in higher education. Holding a Doctorate in Human Resource Development from the University of Delhi, she is a Fellow of the Royal Society of Arts (UK) and the Somatic Inkblot Society (USA). She has held several leadership positions, including Vice Chancellor of IILM University and President & Vice Chancellor of SPSU, Udaipur. Dr. Banerjee is widely recognised for her contributions to curriculum innovation, leadership development, and skill-based education. She serves on editorial boards of reputed journals and has authored several books, including *The Power of Positivity*. Creator of the Optimism Index and LEAPS Wellbeing Scale, she is also the founder of the Triarup Foundation, promoting women's empowerment, social inclusion, and sustainable development aligned with the UN Sustainable Development Goals.



Dr Michael Richard Wagner
The Carl H Lindner College of Business
The University of Cincinnati, Cincinnati, Ohio USA

Mike is a seasoned human resource professional with leadership experience in employee engagement, survey design, compensation, HR strategy, analytics, and risk management at global and Fortune 500 companies. He brings a data-focused, consultative approach that drives tangible improvements in engagement and performance. In addition, Mike is the Director of the MS in Human Resources program at the Lindner College of Business at the University of Cincinnati. He is also Assistant Professor - Educator, teaching courses in Compensation, Leadership, Professionalism and Ethics, and Capstone for HRM. Previously, Mike was vice president of compensation at Fifth Third Bank, where he led a team responsible for the incentive design and compensation for all commercial bankers, capital markets traders, underwriters, and call centers. Mike has also served in compensation and human resource analytic roles at American Express, AXA Equitable Insurance and Mercer Human Resources Consulting. Mike received his Ph.D. in Organizational Psychology from Columbia University in New York City. His research on HR has been published in peer-reviewed journals and has been presented at international business conferences



Monica Broome
Florida International University, Florida, Miami, USA

Dr. Monica Broome is an internationally recognized speaker, educator, and physician specializing in communication in medicine, law, and business. In past She served as Director of the Communication Skills Program and Assistant Professor of Medicine at the University of Miami Miller School of Medicine, where she leads communication training across undergraduate, graduate, and faculty development programs. A Master Trainer with the Institute for Healthcare Communication and Vice Chair of the Global Listening Centre, Dr. Broome has delivered keynote presentations and workshops worldwide on healthcare communication, conflict resolution, patient-centered care, and leadership. Her distinguished career includes serving as Deputy National Representative for the International Association for Communication in Healthcare (USA), contributing to national healthcare policy, and advancing women's health initiatives. An accomplished scholar, reviewer, and Fellow of both the American College of Physicians and the American Academy of Communication in Healthcare, Dr. Broome continues to shape global best practices in communication, medical education, and professional development through teaching, research, and international collaboration.



Dr Souha Akiki Svahn
President and Founder of "Innovative Knowledge Institute" and "Paris Graduate School"
Paris, France

President and Founder of "Innovative Knowledge Institute" and "Paris Graduate School", Dr. Souha Akiki is a natural communicator, motivator, and leader. She has a rich and varied background spanning a 30-year period in academia including Director-level positions in Administration and Finance. In her various roles, she has been a Strategic Developer, Leader, Academic Director, Author, and Mentor. Concurrently with management positions held at academic institutions, Dr. Akiki has lectured on subjects such as Marketing, International Business, Entrepreneurship, and International Relations. She is a specialist in Education. Whether in academic or corporate environments, Dr Akiki embraces the challenges and enjoys the diversity of working with international profiles. She was a member of the panel for UNESCO on October 5, 2011, during "World Teachers' Day". She holds two Doctorates one in International Relations, specialising in "The Challenges of Brain-based Learning" and another doctorate in diplomacy and AI.

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

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.

**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



Dr Simon Jones

Chief Academic Officer, University of Buckingham, UK

Simon is an accomplished senior higher education leader with extensive university experience across academic and executive roles, including Chief Academic Officer, College Principal, and Faculty Dean. He has worked in both public and private higher education, as well as internationally, leading multidisciplinary teams and delivering strategic change focused on academic quality, student experience, and institutional performance.

Currently Chief Academic Officer at the University of Buckingham, Simon leads the development of academic and research strategies underpinned by robust quality assurance and regulatory compliance. His expertise spans external examining, admissions, academic governance, and quality enhancement, including contributing to the QAA's revised UK Quality Code. He has also worked closely with sector bodies such as the Office for Students and Advance HE, chairing national conferences and shaping higher education policy. A Chartered Geographer, Fellow of the Royal Society of Arts, and member of the Worshipful Company of Educators, Simon combines strategic leadership with a lifelong passion for learning, exploration, and innovation.



Dr Rachel A. English

Associate Professor in Accounting, University of Leicester, UK

Dr English is an Associate Professor in Accounting at the University of Leicester. Dr English was accepted as a Fellow Member for Life, Centre for business and Economic Research (CBER), UK, August 2019. She is on the editorial panel of the Journal of Business and Retail Management. Her research publications relate to utilisation of Most Favoured Nations compared to Generalised System of Preferences and how preferential trade impacts on global trade. Currently researching how visual and storytelling can impact pedagogy. Dr English qualified as a chartered accountant with Deloitte.



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.



Prof. Dr Bashir Ahmad

Al-Kawthar University, Pakistan

Prof. Ahmad has distinguished academic and research career spanning over 30 years. He founded Institute of Technology and Management in Gwadar, Pakistan. He also established Bahria University Business School and Gharo Campus of SZABIST University at Karachi. He is PhD in Organizational Structuring and Management, MPhil in HRM, MBA in Marketing, MS in Strategic Studies, and MA in Economics. He is member National Curriculum Review Committee and National Business Education Accreditation Council, HEC, Pakistan. He is also affiliated with FranklinCovey USA, and Iqbal Academy, Pakistan for Professional and Personal Development. He is author of 6 books and over 100 research articles.



Prof. Shelly Herbert
College of Accounting, University of Cape Town, South Africa

Shelly Herbert is a Chartered Accountant (SA) and an Associate Professor within the College of Accounting at the University of Cape Town. She has been an academic within the College since 2009 and has taught various undergraduate financial reporting and business acumen courses, public sector financial reporting courses for postgraduate students, and honours and master's research method courses. She is a co-author of Financial Accounting: IFRS Principles, and Financial Accounting: Groups, textbooks. She is an active researcher and supervisor in the fields of integrated reporting, sustainability reporting and ESG.



Prof. Ahmed S. Salama
Professor of management information systems and the Vice Dean for students' affairs
Future University in Egypt

Professor Ahmed Salam received his BSc degree in computer sciences and information systems from Sadat Academy in 1991 Egypt, M.Sc. in Information Technology from Alexandria University in 1998, and his Ph.D. in information technology in 2004 from Alexandria University Egypt. In October 2022, he was promoted to a professor in information systems, and he is currently working as a vice dean for education and student affairs - Faculty of Commerce and Business Administration, and professor of information systems in Management Information Systems Department – Future University. He has many important publications in highly ranked international academic journals and conferences (Web of Science, Scopus, and IEEE) in the field of intelligent systems, machine learning applications, cloud computing, machine translation, IoT, Blockchain and knowledge discovery.



Prof. Khatira Huseynova
Head of the Department, Public Administration and Management
The Academy of Public Administration under the President of the Republic of Azerbaijan

Professor Khatira Huseynova is a distinguished academic, researcher, and higher education leader with extensive expertise in economics, public administration, and regional management. She serves as Professor and Head of the Department of Public Administration and Management at the Academy of Public Administration under the President of the Republic of Azerbaijan. Holding doctorates in both Economic Sciences and Mathematics, she has published over 100 scholarly works, including journal articles, books, monographs, and textbooks, and is an internationally recognised keynote speaker and conference organiser. Professor Huseynova has made significant contributions to doctoral education, research supervision, and academic quality through her roles on national dissertation and expert councils. Her leadership experience spans dean, vice-rector, and department head positions, complemented by distinguished public service in municipal governance and international representation within the Council of Europe.



Dr. Clemente Hernandez-Rodriguez
Department of Economics, University of Guadalajara, Mexico

*I have a background in economics (PhD and master's degree from the **University of Arizona**, USA) and international relations (bachelor's degree from the **National University of Mexico**). I have published numerous academic and scientific products, including articles in indexed journals, books and chapters in specialized books. I have made presentations at conferences, seminars and academic conferences. My research fields include International Economic Policy, International Economic Relations, Open Macroeconomics, Economic Growth and Development. Since 2018, I have been a full research professor at the University of Guadalajara, with responsibilities in teaching, consulting, and research. I have been a member of academic committees, councils, boards and evaluation bodies in various institutions. I am a member of international associations (such as the American Economic Association and Academy of Management). I have participated in tutoring and degree committees, as well as in extension and dissemination activities of economic knowledge with social impact.*



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 the Poznan University of Economics and Business. She serves as Head of Postgraduate Studies in Taxation and Tax Advising. After a diversified carrier 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 International des Economistes de Langue Française (AIELF), Center for Business & Economic Research, International Institute of Public Finance. She is author of more than one hundred scientific publications, presenting and publishing at conferences in the field of international taxation and European Union fiscal policy. She specializes in comparative tax law and economics which helps her to combine the scientific profession with a passion for foreign languages.



Dr. Sara El-Menawy
Future University in Egypt

Dr. Sara El-Menawy is an Associate Professor of Business Administration at Future University in Egypt, with a Ph.D. in Business Administration from Ain Shams University. With over 15 years of academic experience, she teaches a range of advanced marketing and management courses at undergraduate and postgraduate levels. Her research interests include marketing analytics, sustainable marketing education, and artificial intelligence applications in marketing. She has published in peer-reviewed national and international journals and presented at major academic conferences. Dr. El-Menawy holds several academic leadership roles, including Marketing Program Coordinator and membership in key institutional committees. She is actively engaged in global academic networks, notably as a Prime member of the Principles for Responsible Management Education (PRME). Additionally, she serves as a peer reviewer for leading journals such as the International Journal of Corporate Social Responsibility and Springer Nature's Future Business Journal.



Prof. (Dr) Gairik Das
Professor & Head Business Management Projects and MDP
Indian Institute of Social Welfare and Business Management, Kolkata

Served as Nominee of His Excellency the Governor of West Bengal (Chancellor of the University) at the General Council & Executive Council of Maulana Abul Kalam Azad University of Technical Education., West Bengal. Served as Member of different Committees of the Government. Member of Retail and Marketing committee of CII. Worked as consultant for several government and private sectors projects. Presented and Published research papers in several conferences and journals. Serves as a guide to PhD scholars. Specialized in Marketing and Retail area.



Prof. Danny T. Wang
Department of Management, Marketing and Information Systems
Hong Kong Baptist University

Professor Danny T. Wang is an Associate Professor in the Department of Management, Marketing and Information Systems at Hong Kong Baptist University. He holds a Ph.D. from The University of Hong Kong, an M.Phil. from Hong Kong Baptist University, and a B.Sc. from Peking University. His research focuses on artificial intelligence in business, digital business strategy, B2B marketing, and international business, particularly foreign direct investment in China. His work has been published in leading journals, including the Journal of Marketing, Journal of Marketing Research, Journal of International Business Studies, and the Journal of the Academy of Marketing Science. As an interdisciplinary scholar, he has also contributed to influential journals in geography and environmental studies. Professor Wang serves as a Fellow of several research institutes at HKBU and is an Honorary Research Fellow at the HKU Business School. He actively

supervises Ph.D. students and leads research on AI-driven business transformation and digital innovation.



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.



Dr Shobha Harebasur
Senior Lecturer & programme Leader, School of Business & Law, Regent College London, UK

Dr Shobha Harebasur serves as a Senior Lecturer and Programme Leader at Regent College London, where she specialises in Business and Management, Strategy, and Digital Transformation. She holds a Doctorate in Business Administration (DBA) and is a Fellow of the Royal Society of Arts (FRSA), the Higher Education Academy (FHEA), as well as a Chartered Management and Business Educator (CMBE). Dr Harebasur possesses substantial experience in postgraduate education, academic leadership, and research supervision. Her research interests encompass digital innovation in education, organisational behaviour, and applied strategy. Additionally, she actively participates in research initiatives, conferences, and knowledge exchanges within both higher education and the professional sector.



Dr. Vidhu Gaur
Associate 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. Abdul Rahim
Policy expert, Legal Scholar, Academic, And Senior Civil Servant, Pakistan
Centre for Business & Economic Research, UK

Dr. Abdul Rahim Soomro is a distinguished public policy expert, legal scholar, academic, and senior civil servant with over four decades of experience across public administration, academia, multinational corporations, and international organizations. He served as Secretary to the Government of Sindh (BS-21), contributing significantly to public policy, governance, institutional reform, and public sector management. A top achiever, he secured First Position in the Sindh Public Service Commission's Combined Competitive Examination in 1991. His legal career includes serving as Executive Magistrate, Revenue Officer, Member of the Board of Revenue, and currently as a member of a statutory commission vested with Civil Court powers. Dr. Soomro holds dual LL.M. degrees, an MBA in Human Resource Management, a master's in economics, an MBBS degree, and has submitted his PhD thesis in Law to the University of Karachi. He has also taught and supervised postgraduate students in Pakistan and the United

Kingdom, combining academic excellence with distinguished legal, regulatory, and administrative leadership.



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.



Assad Irfan Shamsi
Senior Lecturer and programme leader
School of Business and Enterprise, Regent College London, UK

Assad Irfan Shamsi has been working in the education sector for the past 21 years, and has implemented several roles such as programme leader, module leader, VLE coordinator, and lecturer. He has taught and lead modules that range from information systems and databases to employability and academic skills. Additionally, Mr Shamsi has worked in different sectors relating to CRM, IT and accounting. As a part of the Regent College London team for more than 20 years, Assad is a passionate lecturer who strives to motivate his students to achieve their fullest potential.

VISIT LONDON

For discerning London offers a wealth of possibilities. As well as being the most ethnically diverse city on the face of the planet it is a convenient transport hub which ensures the constant exchange of ideas. With its extraordinarily rich history, thriving arts scene and tolerant outlook it has become a haven for communities from every corner of the globe. London is a city with many faces, from the quaint and archaic to the ultramodern and anarchic. Its museums, libraries and academic institutions are some of the most revered in the world and continue to exercise a magnetic pull that attracts the finest minds. No visit to London would be complete without a visit to one of its great treasure houses such as the British Library (www.bl.uk), the British Museum (www.britishmuseum.org) or Tate Modern (www.tate.org.uk), but for the real gems one needs to seek out the lesser known locations, the likes of the Sir John Soane's Museum (www.soane.org), the Imperial War Museum (www.iwm.org.uk), Kew Gardens (www.kew.org) and the Wallace Collection (www.wallacecollection.org). Travel around London can be a trifle daunting at first, but there are a whole raft of options and rather than paying for single tickets it often makes good sense to buy a day travel card which will enable you to use buses, the London Underground (known locally as The Tube) and Overground Trains within the capital – for further details be sure to visit: www.tfl.gov.uk

London is an expensive city, especially when it comes to accommodation and transportation. That said, if you know where to look bargains can be found. Whatever your passion, be it books, shopping, sport, or the theatre, you will discover that London has it all except possibly the weather.

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

- 1) **The British Museum** – Quite simply one of the finest collections of artefacts and antiquities from around the world.
- 2) **The Tower of London** – At various times a royal residence, prison and now the home of the Crown Jewels. An extraordinary treasure house that enshrines a thousand years of English history.
- 3) **The South Kensington Museums (Natural History Museum, Science Museum, and the Victoria & Albert Museum)** – Three magnificent museums adjacent to one another.
- 4) **The National Gallery** – An internationally famous art collection that dominates Trafalgar Square and offer art that dates from the pre-Renaissance period until the late Nineteenth century.
- 5) **Imperial War Museum** – A couple of minutes' walks from Lambeth North Station on the Bakerloo Line lies one of the most poignant collections that tell the story of conflict and courage in the Twentieth and Twenty First centuries.
- 6) **St Paul's Cathedral and Tate Modern** – Marvel at the architectural splendour of the Sir Christopher Wren masterpiece then walk over the pedestrian bridge over the river Thames to view a cathedral to modern art.
- 7) **Houses of Parliament and Westminster Abbey** – See the mother of Parliaments and the site of the Coronation of Kings and Queens. Few visitors can resist stopping taking pictures of the world's most famous clock tower.
- 8) **Greenwich** – Why not take a trip down the river Thames to visit Greenwich the centre of world time, the Royal Maritime Museum, and the Cutty Sark – one of the world's most famous sailing ships.

VISIT OXFORD

Few places are more readily associated with scholarly endeavour than Oxford. This city on the River Thames in Southern England is the location of Oxford University, the oldest university in the English-speaking world. Whilst some might argue that the city is not as aesthetically pleasing as its arch-rival Cambridge, it remains a visual delight and a veritable treasure house of human achievements. Oxford not only boasts the world-famous university, but is also home to Oxford Brookes University, an institution that consistently scores highly when it comes to student satisfaction surveys.

Being within easy reach of London has ensured that far from being a sleepy academic oasis Oxford has been touched by national events such as the English Civil War in the Seventeenth Century and has itself helped mould those who have gone on to enhance the body of human knowledge. To date it is worth noting that Oxford University has been the place of study for 27 British Prime Ministers. The city has long been a center of publishing, with the Oxford University Press being the largest university press in the world. No visit to Oxford would be complete without a visit to Blackwell's Bookseller and of course the Ashmolean (www.ashmolean.org) and Pitt Rivers Museums (www.prm.ox.ac.uk). Oxford has long been a centre of manufacturing and innovation and is proud to be the place where the famous Mini car is assembled. Oxford is ethnically diverse and extraordinarily outward looking, being twinned with Bonn (Germany), Grenoble (France), Leiden (The Netherlands), León (Nicaragua) and Perm (Russia). Whilst Oxford is in many respects a thriving and affluent city it is important to note that it has pockets of deprivation and that it also faces challenges over land usage and new development that have given rise to environmental campaigns such as that to Save Port Meadow. That said, it still has the ability to beguile and is proud to be a place rich with positive associations and as such one of the strongest brand names in the world.

For those eager to gain a flavour of Oxford past and present here a few suggestions of places to see or activities to undertake during your visit:

Bodleian Library (www.bodleian.ox.ac.uk)

Christ Church Cathedral, Oxford (www.chch.ox.ac.uk/cathedral)

Harry Potter Tour (www.oxfordcityguide.com)

Oxford Castle (www.oxfordcastleandprison.co.uk)

The shopaholics amongst you may well wish to visit the famed Bicester Village, Oxfordshire (www.bicestervillage.com) – this is easily reached from Oxford.

See: <http://www.tourinaday.com/oxford/bicester-village-to-oxford.html>

Finally, we heartily recommend that if time (and budget) permits that you venture forth from Oxford to visit the Oxfordshire town of Woodstock where you will discover the magnificent Blenheim Palace (www.blenheimpalace.com), the birthplace of Sir Winston Churchill (1874-1965).

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 session chair will keep an eye on the time and alert you when time is beginning to run short. Please note that we actively encourage constructive questions from the audience. Your cooperation in bringing your presentation to a close within the time specified is essential to the smooth running of the conference and to being fair to other presenters.
2. **Presentation equipment:** Presentation rooms will be equipped with a laptop and projector screen for PowerPoint presentations.
3. **Presentation:** The CBER requests that PowerPoint presentations be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present at: info@cberuk.com. It is also a sensible precaution to make sure that you hold a copy of your presentation with you. Any presentation that has not been submitted 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/sessions:** The CBER works assiduously to organise papers to fit in with the relevant tracks. There are occasions when individual authors request that papers be moved to fit in with flights etc. Please note that whilst the CBER will do its level best to accommodate individual needs, it must be mindful of ensuring that the conference is balanced and appropriately structured.
5. **Coffee Break:** Coffee will be served in the Foyer front of the conference reception during Mid-morning (11.00-11.15 am) and mid-day (16.00-16.15 pm) (*please see the programme for further details*)
6. **Lunches:** Standing Buffet lunch will be served from 13.00-14.00 pm outside the conference room.
7. **Delegate badge:** All in-person conference participants are requested to always wear their delegate badges visible in order to guarantee easy access to all sessions, lunches, and other events during the conference.
8. **Your Name and Name of the Affiliation (only for virtual presentation):** All participants are requested to type their name and the name of the Institution when they join the Zoom conference so that we will be able to recognise them immediately.
9. **Punctuality:** As this is a Hybrid conference, please ensure that you join your session promptly and are aware of the order of speakers from the conference proceedings. Please allow extra time to join online and wait for the session to start.
10. **Conference Proceedings:** The conference proceedings- "The Business & Management Review" is open access proceedings which means that all content is freely available without charge to the user or his/her Institution. Users are allowed to read, download, copy, distribute, print, search, or link to the full texts of the articles in the conference proceedings without asking prior permission from the publisher or the author. CBER is committed to publishing all full-text articles that were accepted for the conference (these will be available online within 4 weeks from the conference dates). However, all abstracts are included in the **abstracts proceedings**."
11. **Use of Bibliographic Reference:** Please use the following bibliographic reference: *14th International Conference on Restructuring of the Global Economy (ROGE) 2026-promoting sustainability. Proceedings of the CBER-Fue International Conference, 10-11th August 2026, Said Business School, University of Oxford, UK*
12. **Internet access/Wi-fi:** For Wi-fi access please ask at the conference desk who will be happy to assist you
13. **Photography:** Photographs will be taken at the conference by an official photographer or CBER team member; such photographs may be used in post-conference publicity and on future marketing materials. A link will be sent to all participants once these photos are uploaded.

14. **Conduct:** In the event of inappropriate behaviour by any delegate in the view of the Organiser or the conference venue operator, the delegate may be refused entry or asked to leave and excluded from the conference without a refund or compensation.
15. **Recording:** The session or part of the session will be recorded and used for internal and external purposes. The edited version of the video will be uploaded via the relevant YouTube Channel.
16. **Social media Live Streaming:** We may Livestream the whole or part of the session for external viewers.
17. **Certificate of Participation:** Each registered participant who participates in the conference shall be awarded a **Certificate of Contribution** worth 15 CPD points. The certificate will have the name of each author with a clear indication of who has presented.
18. **Authorship:** Presenters have a moral obligation to acknowledge all contributions to their paper, both orally at the time of presentation and by referencing authors in papers submitted to the conference.
19. **Republishing a Presentation:** Authors are free to publish their presentations elsewhere without fear of copyright problems and permission from the CBER.
20. **Abstract-Only Publications:** Authors often elect to publish only the abstract of their presentation in the conference proceedings. This effectively gives the author until the conference date to complete the paper. This also means that the author is free to submit the paper to another journal without copyright consequences. This is possible because the paper has never been published elsewhere since only the abstract was published in the proceedings. **CBER** does not copyright the proceedings, which means that authors are still free to do as they see fit with the paper. Consequently, authors can claim academic credit for a conference presentation, a refereed conference proceedings publication, and possibly a journal publication from one piece of research. Please note that only the full-text papers are published in the online conference proceedings.
21. **Location:** University of Oxford, Saïd Business School, Park End Street, Oxford OX1 1HP

From London airports

London Heathrow and Gatwick airports are linked to Oxford by The Airline coach service, which operates a frequent direct service 24 hours a day. It is also possible to travel by train from Heathrow to Oxford via London, and from Gatwick to Oxford via Reading. London Stansted airport is linked to Oxford by the National Express 757 coach service, running every two hours.

By train

A direct service operates between Oxford and London Paddington (approximately every 30 minutes), and between Oxford and Birmingham New Street. Other services operate from the north via Birmingham New Street; from the South via Reading; and from the west via Didcot or Reading.

By coach

Frequent 24-hour direct services connect Oxford with London (peak times every 10-20 minutes). The Oxford Tube service includes Grosvenor Gardens, Marble Arch, Notting Hill Gate, Shepherd's Bush, and Hillingdon. The X90 service includes Victoria Coach Station, Grosvenor Gardens, Marble Arch, Baker Street/Gloucester Place and Hillingdon

For information on coaches to other major cities and airports contact National Express (tel: +44 (0)8717 818178). Coaches arrive at Gloucester Green Coach Station in the city centre.

Oxford Tube www.oxfordtube.com

X90: www.x90london.co.uk

National Express: www.nationalexpress.com

Please note that coaches travel to and from Oxford Bus Station, Gloucester Green, Oxford OX1 2BU (6-7-minute walk from the Conference venue).

CBER- 2026 ROGE CONFERENCE HASHTAG**#ROGE26**

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

Disclaimer

Delegates are responsible for taking appropriate insurance (including travel) cover in connection with their attendance at the Conference. The Organisers are not responsible for the safety of any property of the Company or Delegate, or for its loss, damage, or destruction or for any loss or damage sustained by the Company or the Delegate, in each case for any reason whatsoever. No responsibility can be accepted by the Organisers for any consequences arising from postponement or abandonment of the Conference.

CBER -FUE 15th International Conference on the Restructuring of the Global Economy (ROGE)-Promoting Sustainability

University of Oxford
Saïd Business School, Park End Street, Oxford, OX1 1HP

SCHEDULE FOR THE CONFERENCE 2026

DAY-1 MONDAY 10th August 2026

8.00 AM -9.00AM

Registration, Coffee & Networking

(MID- MORNING TEA & COFFEE BREAK & NETWORKING: 11.15 AM-11.30 AM)

LUNCH BREAK & NETWORKING: 13.00 PM-14.00 PM

MID-AFTERNOON TEA BREAK AND NETWORKING: 16.15 PM -16.30 PM

The schedule is designed around the UK time zone. Online attendees from other countries should check their local time zones and join the event at the appropriate time.

SESSION 1: INAUGURAL SESSION (HYBRID MODE)

9.00AM-10.00 AM

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

Location: Edmond Safra Lecture Theatre

9.00AM-9.05AM: Opening remarks & Introduction

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

9.05AM-9.10 AM: Inaugural address by the Conference Honorary President

Prof. Ebada Sarhan, President, Future University in Egypt

9.10AM -9.15 AM: Opening remarks by the Conference Co-chair

Dr. Palto Datta, Regent College London and Executive Chair, Centre for Business & Economic Research, UK

Special Remarks by Distinguished Colleague

9.15AM-9.20 AM: 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

9.20 AM -9.40 AM: KEYNOTE ADDRESS

Dr. Beheruz N. Sethna, President Emeritus, Regents' Professor of Business, University of West Georgia, USA

Topic: Nothing Happens Without Great Leadership. How Can You Be a Leader?

Brief synopsis

Dr. Beheruz N. Sethna will draw on lessons he has learned over his academic leadership career and share with the audience suggestions on how to lead and create positive and substantive change.

9.40 AM -9.55 AM: SPECIAL INAUGURAL KEYNOTE REMARKS

Prof. Alan Parkinson, Director of Studies and Deputy Director (Education), UCL School of Management, University College London, Honorary Fellow of CBER

Topic: Carbon Accounting: What Gets Measured Gets Done, but What Happens When Measurement is 'Challenging'?

Brief Synopsis

The principle that "what gets measured gets done" underpins the growing importance of carbon accounting in corporate sustainability reporting. However, accurately measuring greenhouse gas emissions remains a significant technical and organisational challenge. While direct (Scope 1) emissions can often be quantified with reasonable confidence and indirect emissions from purchased energy (Scope 2) are increasingly supported by standardised emission factors, value chain (Scope 3) emissions present considerable difficulties owing to data availability, supplier engagement, methodological assumptions, and estimation uncertainty. These challenges are amplified by evolving regulatory requirements, including the mandatory climate-related disclosure standards issued by the International Sustainability Standards Board, notably IFRS S1 and IFRS S2, alongside voluntary frameworks such as the Greenhouse Gas Protocol and the Task Force on Climate-related Financial Disclosures recommendations. This presentation examines the measurement complexities associated with CO₂e reporting, and considers whether imperfect measurement can nevertheless support meaningful environmental accountability, informed decision making, and progress towards global decarbonisation objectives.

SESSION 2 (PANEL SESSION)**10.00 AM-11.15 AM****Track: Sustainable Development**Session Chair: **Dr Rachel A. English**, Associate Professor in Accounting, University of Leicester, UK**Location:** Edmond Safra Lecture Theatre**10.00 AM -11.15 AM****PRESENTATIONS**

- I *Exploring sustainable funding mechanisms for Islamic microfinance in Sri Lanka*
Mohamed Bishrul Rifath Mohamed Akbar Kareem, Institute of Islamic Banking and Finance, International Islamic University Malaysia; **Ashurov Sharofiddin**; **Bouhedda Ghaliac**, Abdulhamid Abusulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences, International Islamic University Malaysia;
- II *From policy alternative to legal obligation: fossil fuel subsidies under international climate and trade law*
Debashish Lahiri; **Amit Randev**, Centre for WTO Studies, Indian Institute of Foreign Trade, New Delhi, India
- III *The need of a multi-dimensional extension of the environmental Kuznets Curve*
Clemente Hernandez-Rodriguez, Department of Economics, University of Guadalajara, Mexico; **José Antonio Olivares-Mendoza**, Department of Political Science, State University of Quintana Roo, Mexico
- IV *Intergenerational continuity of family businesses under crisis conditions: Insights from the Yemen case study*
Dawood Abdul Malik Yahya Al Hidabi, Department of Curriculum & Instruction (DOCI), Kulliyah of Education (KOED), International Islamic University Malaysia, Malaysia
- V *Enabling entrepreneurial ecosystems: national context conditions and their role in sustainable venture creation in South Africa*
Natanya Meyer; **Chris Schachtebeck**, DHET-NRF SARChI in Entrepreneurship Education, College of Business and Economics, University of Johannesburg, Auckland Park, Johannesburg, South Africa

SESSION 3 (PANEL SESSION)**10.00 AM -11.15 AM****Track: Finance, Banking and Accounting****Session Chair: Prof. A. J. Stagliano**, Saint Joseph's University, Philadelphia, USA**Location: Andrew Cormack Room (East Wing)****10.00 AM -11.15 AM****PRESENTATIONS**

- I *The participation paradox: empirical evidence on Islamic participatory financing and bank performance in Post-2020 Algeria*
Rached Lamraoui Boudoukha, Institute of Islamic Banking and Finance, International Islamic University Malaysia, Malaysia
- II *Pension funds, infrastructure financing, and sustainable economic restructuring in SADC: Evidence from a Dynamic Panel Analysis*
Bothwell Ndou; Oliver Takawira; Margaret R Magwedere, University of Johannesburg, South Africa
- III *A pragmatic investigation on the impact of internal & external audit on earnings management: Based on FTSE350, UK*
Rishiram Aryal, Regent College London, UK; **Prithwa Bhattacharya**, Coventry University, UK; **Sarika Aryal**, Oxford Brookes University, UK
- IV *Examining the relationship between stock market awareness and Investment Decision Efficiency in the Indian Retail Investor Segment*
Harmeet Kaur, Greater Manchester University, UK; **Palto Datta**, Regent College London, UK
- V *Reducing the economic burden of MSK injuries: Strategies that can enhance community health and diminish wasteful national healthcare expenditures*
A. J. Stagliano, Saint Joseph's University, Philadelphia, PA, USA; **Angela P. Stagliano**, Charleston Southern University, Charleston, SC, USA

SESSION 4 (PANEL SESSION)**10.00 AM-11.15 AM****Track: Globalisation and International Trade****Session Chair: Prof. Khatira Huseynova**, The Academy of Public Administration under the President of the Republic of Azerbaijan, Azerbaijan**Location: Seminar Room-14****10.00 AM -11.15 AM****PRESENTATIONS**

- I *The effect of economic sanctions on GDP growth, currency value, and stock market: The case of Russia*
Osama Alfalah; Bibi Alfouzan; Zainab Alsayegh; Abdulaziz Alyaseen; Saqer Boresly, Gulf University for Science and Technology, Kuwait
- II *Regional attributes and spatial distribution of Foreign Direct Investment (FDI) in emerging markets: Evidence from India*
Vishu Sadanand, Nelson College London, UK
- III *Climate change risk and financial sector development in the EMEA region: evidence from the pooled mean group autoregressive distributed lag (PMG-ARDL) approach*
Silas Marimo; Oliver Takawira, Department of Finance and Investment Management DFIM-CBE, University of Johannesburg, Johannesburg, South Africa
- IV *A Balanced Scorecard analysis of agency and structural challenges in agricultural cooperatives*
Millicent Malomane; Sizwe Mkwanazi, University of Johannesburg, South Africa

- V *Azerbaijan's new regional management system: economic development and global perspectives*
Khatira Huseynova, Head of the Department of Public Administration and Management, The Academy of Public Administration under the President of the Republic of Azerbaijan, Baku, Azerbaijan

SESSION 5 (PANEL SESSION)**10.00 AM -11.15 AM****SESSION: Marketing, Logistics and Supply Chain Management**

Session Moderator: Prof. (Dr) Gairik Das, Professor & Head Business Management Projects and MDP, Indian Institute of Social Welfare and Business Management, Kolkata, India

Location: Seminar Room-13

10.00 AM -11.15 AM**PRESENTATIONS**

- I *Sustainable luxury consumption: investigating consumer perceptions and willingness to purchase luxury brands in emerging markets*
Tinashe Chuchu, University of the Witwatersrand, Johannesburg, South Africa
- II *Conversational AI for marketing and sales in fashion*
Lasta Dangol; Farhan Ali Rind, Regent College London, UK
- III *The impact of perceived product quality on customer satisfaction in the UK clothing retailing sector: Evidence from Primark*
Shaneela Adnan, Greater Manchester University, UK; **Palto Datta**, Regent College London, UK
- IV *Assessing the impact of corporate governance and TQM on service quality in the telecom sector*
Michael Owusu-Kyei, Ghana Communication Technology University, Business School, Accra-North, Ghana
- V *Consumer Scepticism and sustainable purchase intentions: A comparative study of Nike and Adidas Among UK generation Z consumers*
Egberanmwen Iyekeoretin, University of Greater Manchester, UK; **Shobha Harebasur**, Regent College London, UK

MID-MORNING TEA BREAK & NETWORKING: 11.15 AM -11.30 AM**SESSION 6 (PANEL SESSION)****11.30 AM-13.00 PM****Track: Sustainable Development**

Session Chair: Dr Michael Richard Wagner, Lindner Honors Faculty, Carl H. Lindner College of Business, University of Cincinnati, USA

Location: Edmond Safra Lecture Theatre

11.30AM-13.00PM**PRESENTATIONS**

- I *Board gender diversity and ESG performance debate in developing economies context: Does the tenure of female board members matter?*
Angela Ifeanyi Ujunwa, School of Digital Innovation, Sustainability and Specialist Industries Teesside University Business School, Middlesbrough, UK; **Augustine Ujunwa**, Global Banking School, UK
- II *The Role of Green Finance and Technology in Reducing Environmental Pollution: A Panel ARDL Analysis of South Asia*
Muhammad Asif Shamim, Centre for Policy Research & Sustainability (CPRS), Salim Habib University, Pakistan; **Mohammad Harith Amlus**, Faculty of Business & Innovation, University of

- Malaysia Perlis, Malaysia; **Mohammad Omar**, Management Sciences, Salim Habib University, Pakistan
- III *Silicon to Agriculture: Will AI grid demands redefine the energy-biofuel-food price nexus?*
Caner Özdurak, Faculty of Economics, Administrative and Social Sciences, İstanbul Nişantaşı University; **H. Merve Alagöz**, Senior Specialist, Pension Monitoring Center, İstanbul, Turkey
- IV *Environmental factors and sustainable investment behaviour: Moderating role of financial literacy*
Rizwan Qaiser Danish, Institute of Business Administration, University of the Punjab, Lahore, Pakistan; **Majid Ali**, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan; **Sarah Javed**, Institute of Business Administration, University of the Punjab, Lahore, Pakistan
- V *The interplay between remittances, currency volatility and bank performance in Zimbabwe*
Oliver Takawira; **Silas Marimo**, University of Johannesburg, South Africa; **Nigel Mutumha**, Success Bank, Zimbabwe
- VI *Can Green Human Resource Management (GHRM) develop green employee capabilities? - A Bangladesh context*
Mehnaz Afrin, Adam Smith Business School, University of Glasgow, UK; Department of Management, University of Dhaka, Bangladesh.
- VII *The inclusion of sustainability in the business model of South African listed companies, measured through ESG integration*
Cyprian Teffo; **Shelly Herbert**, University of Cape Town, South Africa
(ONLINE)

SESSION 7 (PANEL SESSION)**11.30 AM -13.00 PM****Track: Education and Teaching for the Lifelong Learning Sector****Session Chair: Assad Shamsi, Regent College London, UK****Location: Andrew Cormack Room****11.30AM-13.00PM: PARALLEL KEYNOTE ADDRESS**

Dr Souha Akiki Svahn, President and Founder of “Innovative Knowledge Institute” and” Paris Graduate School, Paris, France

Topic: The Future of Global Business Education and Economic Interdependence**Brief synopsis**

Let's break through the clutter. This session unites individuals from everywhere – academics, corporate executives, and teachers – seeking to understand what is truly occurring within our complex worldwide economy, and its implications for business today. The main issue: how schools and businesses adapt how they develop upcoming leaders to ensure they truly succeed, rather than merely survive, in a world where all things are interconnected?

Here is what we are exploring:

(1) The Global Economic Ecosystem: We'll talk about what is binding on the world – distribution systems, electronic currency, international relations. Such connections keep things going, however let's be honest, they also cause fragility. Things are unpredictable outside. If you are in charge, you require resources/tools to manage chaos: managing volatility/volatility, unpredictability, complexity, and confusion. Nobody finds it easy; (2) Better Business and Management Frameworks: Now is the moment to change things around. Adhering to only one perspective is no longer effective. We are combining economics, technology, and organizational behavior to develop new frameworks, which address sustainability, technological changes, and leadership grounded in integrity;

(3) Changing Business Education: Nowadays, business programs cannot remain static. They must adapt, remaining adaptable to new technology and trends. Teaching is evolving, as well – it involves direct engagement, rich in case studies driven by AI, and focused on solving real-world problems. The main idea? Prepare students to dive in and create an impact; (4) Connecting Internationally: We require additional opportunities for individuals globally to exchange research, concepts, and effective outcomes. When schools and companies collaborate, this is the place where innovative solutions and genuine innovation occur.

PRESENTATIONS

- I *Wanting the tools, lacking the means: Expert consensus on digital Entrepreneurship Education*
Chris Schachtebeck; Natanya Meyer, DHET-NRF SARCHI in Entrepreneurship Education, College of Business and Economics, University of Johannesburg, Auckland Park, Johannesburg, South Africa
- II *Autodidacticism, higher education and graduate work readiness in evolving global economic transitions.*
Tola Awe, Ravensbourne University London and University of Greenwich, UK
- III *From AI assistance to AI dependency: Exploring the performance–capability paradox and cognitive sustainability in education and the workplace*
Shobha Harebasur, Regent College London, UK
- IV *The impact of hybrid learning on student satisfaction in the UK Higher Education sector*
Edidi Isaac Babatunde, Greater Manchester University, UK; **Palto Datto**, Regent College London, UK

SESSION 8 (PANEL SESSION)**11.30 AM -13.00 PM****Track: Growth and Economic Development****Session Chair: Prof. Clemente Hernandez-Rodriguez**, Department of Economics, University of Guadalajara, Mexico**Location: Seminar Room-14****11.30 AM -13.00 PM****PRESENTATIONS**

- I *Enabling Sustainable Economic Transition through Open Innovation and Emerging Technologies*
Rana Muhammad Sohail Jafar, Management and Marketing department, College of Business, Al Yamamah University, Saudi Arabia
- II *Restructuring of the global economy through the three pillars of sustainability*
Warren Matthews, University of Maryland, USA
- III *AI as Economic Power: Behavioural Engineering and the Restructuring of the Sustainable Global Economy*
Iris-Panagiota Efthymiou, Business School, Regent College London, UK
- IV *Effects of price shocks of major commodities on Ghana's economic growth: A vector autoregression approach*
Moses Kyei; Daniel Adumuah Nortey, Ghana Institute of Management and Public Administration (GIMPA), Ghana; **Lucas Kofi Kwarshie**, Duapa Agri Products Limited, Ghana; **Michael Darko Ashaley**, Korle Bu Teaching Hospital, Ghana; **Elijah Wiredu**, Ghana Education Service, Ghana
- V *AI driven trade facilitation and digital governance in international trade: Opportunities and regulatory challenge*
Amit Randev; Debashish Lahiri, Centre for WTO Studies, Indian Institute of Foreign Trade, New Delhi
- VI *Analysis of the effect of mergers and acquisition on the financial performance of banks in Ghana*
Isaac Danso, Noble Institute of Business (NIBS), Ghana; **Michael Nana Owusu-Akomeah**, Ghana Communication Technology University (Department of Accounting and Finance, GCTU Business School), Ghana; **Wilhelmina Odame Ansah**, Noble Institute of Business (NIBS), Ghana; Florence Boatemaa Obeng; **Stephen Owusu Afriyie**, Ghana Communication Technology University (Department of Accounting and Finance, GCTU Business School), Ghana

SESSION 9

11.30 AM-13.00 PM

Track: Marketing and Branding

Session Chair: Prof. Danny T. Wang, Department of Management, Marketing and Information Systems, Hong Kong Baptist University, Hong Kong

Location: Seminar Room 13

11.30 AM -13.00 PM

PRESENTATIONS

- I *The influence of Instagram marketing on generation z purchase intentions: a case study of aloe herbal organic skincare in Nepal*
Prakriti Karki, University of Greater Manchester, UK; **Flomny Menon**, Regent College London, UK
- II *Digital technology, healthcare delivery, and patient satisfaction: the moderating effect of Innovation Technology on the Ghanaian Health Sector*
Joseph Lanton Adjei Mensah; Charity Adomako; Timothy Kingsford Addo; Annie-Ruth Woode; John Jasper Essuman, Faculty of Business Administration, Pentecost University, Ghana
- III *Beyond sustainability: How luxury resale platform trust signals shape luxury brand perceptions among UK Generation Z Consumers*
Ummay Sanjida Suborna Shilu, University of Greater Manchester, UK; **Maria Busen-Smith**, Regent College London, UK; **MD Nazmul Islam**, Business Management Department, Arden University, UK
- IV *The impact of export product quality on international customer satisfaction evidence from UK trading companies*
Navdeep Singh, Greater Manchester University, UK; **Palto Datta**, Regent College London, UK
- V *Psychological mechanisms leading to rebound purchase decisions after political tensions ease: from boycott to buyback*
Tareq Nael Hashem; Tahreer M. Abu Hmeidan, Marketing Department, Faculty of Business, Applied Science Private University, Jordan
- VI *Analysing the impact of online shopping on traditional mortar and bricks shops. An explorative analysis of the impact of Post COVID 19 on the traditional shopping experience.*
Joseph L. A. Mensah; Anita Addo-Tara; Augustin Antwi Bosaoko, Pentecost University, Ghana
- VII *Digitalised talent protocols and sustainable workforce synergies in telecommunication regulatory hubs in Ibadan, Nigeria*
Akinbo Tina Martha, Department of Management and Accounting, Lead City University, Ibadan, Nigeria

SESSION 10

11.30 AM-13.00 PM

Track: Marketing and Branding/ AI and Big Data (E-POSTER)

Session Chair: Prof. Malgorzata Magdalena Hybka, Poznan University of Economics and Business, Poland

Location: VIRTUAL MODE

11.30 AM -13.00 PM

PRESENTATIONS

- I *Buy Now, Cry Later: The Impact of Psychological Traps on the Financial Well-being of Young Adults*
Nour Ahmed Wafik; Ammar Shokry Ahmed; Sara Ahmed Behery; Ibrahim Emam Mahamed; Rimas Alaaeldin Mohamed; Marwa El Maghawry Ibrahim, Future University of Egypt, Egypt

- II *Assessing the impact of AI-powered personalised recommendations on consumer behaviour: A case study on AMAZON UK*
Bijal Paresbhhai Desai, University of Greater Manchester, UK; **Ali Ahmad**, Regent College London, UK
- III *Memory Capsule: Preserve today. connect tomorrow*
Mohand Adel; Jana Waleed; Menna Adel; Engy Samy, Future University of Egypt, Egypt
- IV *MediMatch*
Omar Emad, Doaa Farouk, Marwa Salah, Nour Farag, Kareem Ahmed, Elsayed Elmogy, Hesham El Masry, Future University of Egypt, Egypt
- V *Blood Donor Finder: A Community-Driven Web Platform for Emergency Blood Matching in Egypt*
Karim Adel M. Alsayed; Dina Mohamed S. Maree; Sara Khaled M. Abdelfatah; Hesham El Masry, Future University of Egypt, Egypt
- VI *Big Data analytics and external audit quality: quantitative evidence from Egyptian audit firms*
Noran Magdy; Mayar Mahmoud; Gehad Yasser; Shahy Khaled; Batool Ahmed; Noha Zakaria Mohamed, Future University of Egypt, Egypt
- VII *AI and unemployment*
Batoul Hamada, Nour El Moataz, Youssef Medhat, Hany El Shamy, Future University of Egypt, Egypt

13.00PM-14.00 PM
BREAK FOR LUNCH-NETWORKING

SESSION 11: KEYNOTE ADDRESSES (HYBRID MODE)

14.00 PM-15.00 PM

KEYNOTE ADDRESSES

Session Chair: Dr Simon Jones, Chief Academic Officer, University of Buckingham, UK

Location: Edmond Safra Lecture Theatre

14.00 PM -14.20 PM: KEYNOTE ADDRESS

Dr John P Wilson, Sheffield University Management School, UK, University of Oxford, UK

Topic: Learning From the Future: Strategic Foresight and Daydreaming for Individuals, Organisations and Nations

Brief synopsis

The conventional learning theories of behaviourism, cognitivism and humanism are mainly focussed on the past or in the present moment. However, cognitive science, which has made many advances in recent years, suggests that this emphasis is no longer sufficient to explain the predominant way in which we learn. Learning from the future may be the most common and significant way we learn. When we make decisions, of which there are thousands each day, we mentally consider the various options and then select the one which has the most utility value. This form of thought experiment allows us to examine which are the least to most beneficial ways of acting. Moreover, we spend between six to eight waking hours not in the present moment but mentally occupied inside our heads. Much of this time is spent daydreaming in a mental state called the default mode network. We mind-wander and daydream naturally and it is a means of exploring possible futures and plotting our way to achieving our goals. It can inspire us with hope and also debilitate us with worry and anxiety. All of these mental activities create new neural pathways, and this encoding is what the brain's learning is designed to do. Thinking about doing something and doing something for real activate the same areas of the brain and this is known as functional equivalence. By recognising the importance of considering short-, medium- and long-term destinations for us, organisations, nations and the planet, we can learn with greater effectiveness from the future, make better decisions, and create a better future for all humanity.

Mantra: "From imagination and reflection to foresight: learning beyond the present."

14.20 PM -14.40 PM: KEYNOTE ADDRESS

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

Topic: Redesigning the Global Workforce for AI: Why Integration is an intergenerational human design problem

Brief synopsis

The global economy is restructuring artificial intelligence at unprecedented speed, yet the dominant approach to workforce transformation remains fundamentally flawed. Organizations worldwide invest heavily in technology adoption while neglecting the human architecture required to make that technology productive. The result: an estimated seventy percent of enterprise AI projects fail – not because of technical shortcomings, but because of unresolved intergenerational, cultural, and structural divides within the workforce itself. This keynote examines AI workforce integration as an economic design problem rather than a technology implementation challenge. Drawing on three decades of experience across IBM, the U.S. Federal Reserve Board, the Department of Defense, and a decade leading business education at the City University of New York, this presentation introduces three practitioner-tested frameworks: Collaborative Intelligence™, which structures how human judgment and AI capability produce superior outcomes together; Bridge Capital™, which addresses the intergenerational trust and knowledge transfer deficit that undermines AI adoption; and Tech-Enabled Futures™, which provides organizations a phased approach to workflow redesign and AI readiness.

The presentation challenges the prevailing assumption that younger workers are inherently better positioned for AI adoption, presenting evidence that experience-driven insight combined with digital fluency outperforms either in isolation. It offers concrete strategies for CHROs, policymakers, and educators seeking to build sustainable, inclusive AI-ready workforces across both advanced and emerging economies. The central argument: AI integration is intergenerational, and it is a human design problem – one that economics, not technology alone, must solve.

Keywords

AI workforce integration, intergenerational collaboration, global economic restructuring, human-AI design, inclusive innovation

14.40 PM-15.00 PM: KEYNOTE ADDRESS

Prof. (Dr) Padmakali Banerjee FRSA

Director General- KIIT, Kalinga Institute of Industrial Technology - KIIT University, Bhubaneswar, India

Topic: The Indispensable Leader: Human Wisdom in an AI-Driven Economy

Brief synopsis

Artificial Intelligence is no longer a distant disruption it is a present economic reality reshaping industries, restructuring labor markets, and redefining the very nature of institutional leadership. Universities, stand at the frontline of one of the most consequential transitions in economic history. The Indispensable Leader are defined by what they choose to do in a world that increasingly automates everything it can. While artificial intelligence can process data at extraordinary speed, optimize systems with remarkable precision, and generate content at industrial scale, it cannot exercise moral courage in a moment of institutional crisis, build the kind of trust that holds a community together, or inspire a generation of students to believe that their education carries purpose beyond productivity. The Indispensable Leader does all of this and does it deliberately, consistently, and with full awareness that in an AI-driven economy, the scarcest resource is not computing power, but human wisdom. They do not resist the machine. They simply refuse to be replaced by it.

Drawing on emerging research at the intersection of AI, economics, and leadership theory, this makes a compelling case for repositioning higher education institutions as strategic engines of national economic transformation. It challenges university leaders to move beyond adaptive management toward visionary stewardship forging bold industry-academia partnerships, shaping AI governance and policy, closing widening digital and skills divides, and ensuring that the economic prosperity generated by AI is inclusive, equitable, and sustainable.

SESSION 12: PANEL SESSION (HYBRID MODE)

15.00PM-16.15 PM

SESSION: SPECIAL WORKSHOP & ROUNDTABLE

Session Chair: Prof. (Dr) Gairik Das, Professor & Head Business Management Projects and MDP, Indian Institute of Social Welfare and Business Management, Kolkata India

Location: Edmond Safra Lecture Theatre

15.00 PM -15.30 PM: SPECIAL WORKSHOP

Monica Broome, MD, FACP, FAACH, FAMWA

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

Topic of the workshop:

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

15.30 PM -16.00 PM: SPECIAL ROUNDTABLE DISCUSSION**Moderator:**

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

Panelists

Anshul Sharma, Project Director, Saïd Business School, University of Oxford, UK

Hiren Raval, Director, C3S Business School, Barcelona, Spain

Topic: Life beyond urban jungle: The emergence of slow cities

Brief synopsis

Finding its provenance in Italy in 1999 as Cittaslow, the Slow City movement has evolved from a niche European sub-culture into a mainstream global urban strategy spanning from Europe to China. The movement proffers a critical antidote to rapid, homogenizing hyper-urbanization by encouraging policymakers to pivot toward place-based identity. Rather than pursuing unchecked explosive growth, Slow Cities prioritize human connection, environmental stewardship, and economic resilience through strategies such as the circular economy and exnovation. At the heart of the Slow City paradigm is human-centred urban planning. Cities reorganize their layouts around walkable neighborhoods, pedestrian-friendly streets, and safe cycling infrastructure, systematically reducing dependence on private vehicles. By putting into practice the traffic-calming measures, electric mobility, and dedicated car-free zones, these towns drastically lower noise and air pollution while expanding vibrant, universally accessible public squares that naturally foster neighborhood trust and interaction.

This spatial reconfiguration works hand-in-hand with strict environmental sustainability. Policy frameworks mandate the protection of local biodiversity, the conservation of forests, rivers, and wetlands, and the expansion of green public spaces. Furthermore, integrating modern energy technologies allows these cities to improve resource efficiency and reduce carbon emissions without sacrificing historical charm. Climate-resilient urban planning incorporates rainwater harvesting, low-carbon architecture, and efficient waste management, proving that historical conservation and green innovation can reinforce one another.

SESSION 13 (PANEL SESSION)

15.00 PM-16.15 PM

Track: Tourism Management/Finance, Banking and Accounting

Session Chair: Dr. Rishiram Aryal, Regent College London, UK

Location: Seminar Room-14

15.00 PM -16.15 PM**PRESENTATIONS**

- I *Understanding sustainable tourist destination choice through experiential green nation brand dimensions*
Tafadzwa Matiza; Thubelihle Namaswazi Ndlela, Northwest University, South Africa
- II *Cooperatives as transformative agents in entrepreneurship*
Sizwe Mkwanaazi, University of Johannesburg, South Africa

- III *Corporate governance perspective on the dilemmas of corporate fraud detection and the emergence of forensic accounting*
Michael Nana Owusu- Akomeah; **Stephen Owusu Afriyie**, Ghana Communication Technology University, Ghana; **Isaac Danso**, IBM Petroleum Limited, Ghana; **Joseph Asare**, Ghana Communication Technology University, Ghana
- IV *Risk-taking incentives and corporate venturing*
Emmanuel Adu-Ameyaw, De Montfort University, Leicester, UK; **Douglas Cummings**, Florida Atlantic University, USA; **Bernard Tawiah**, Southern Utah University, USA; **Kwabena Boasiako**, Manchester Metropolitan University, UK; **Daniel Gyimah**, University of Aberdeen, UK

SESSION 14 (PANEL SESSION)

15.00 PM-16.15 PM

SESSION: Marketing, Logistics and Supply Chain Management**Session Moderator: Dr. Shobha Harebasur**, School of Business, Regent College London, UK**Location: Andrew Cormack Room**

15.00 PM -16.15 PM

PRESENTATIONS

- I *Optimizing multichannel strategies: A balanced approach*
Danny T. Wang, Department of Management, Marketing and Information Systems, Hong Kong Baptist University, Hong Kong; **Meng Wang**, College of Management, Shenzhen University, Shenzhen, China; **Flora F. Gu**, Department of Management and Marketing, Hong Kong Polytechnic University, Hong Kong
- II *The role of digital marketing in shaping brand awareness in the UK fast-food industry*
Lasta Dangol, Regent College London, UK
- III *Strategic foresight and operational efficiency in mining-oriented SMEs: The mediating role of innovation capability*
Nthonifheni Celas Nemaduvheshewe; **Nomkhosi Radebe**, University of Witwatersrand, Department of HR & Management, South Africa
- IV *A Critical Comparative Assessment of the Influence of Sustainable Brand Positioning by Nike and Adidas on Gen Z's Purchase Intentions in the UK*
Egberanmwen Iyekeoretin, University of Greater Manchester, UK; **Assad Irfan Shamsi**, School of Business & Law, Regent College London, UK
- V *Reverse logistics for e-waste management: A new role for makerspaces*
Sheeba Pathak; University of Surrey, UK; **Hajar Fatorachian**, Leeds Beckett University, UK

MID-AFTERNOON TEA BREAK & NETWORKING: 16.15 PM -16.30 PM**SESSION 15: HYBRID MODE**

16.30 PM-17.15 PM

BOOK LAUNCHING & FELLOWSHIP AWARD CEREMONY**Moderator: Dr. Jo-Ann Rolle**, Former Dean, School of Business, Medgar Evers College, City University of New York; J. D. Rolle & Associates, USA**Location: Edmond Safra Lecture Theatre****16.30 PM -16.45 PM: INTERNATIONAL BOOK LAUNCH: INSIGHTS & CONVERSATION****Name of the Book: Thank you For Challenging US-Leadership Through Courageous Dialogue****Authors: Dr David M J Graves and Dr Palto Datta**

Short description of the book

In a world overwhelmed by noise, this book reminds us of the forgotten power of meaningful dialogue. Through inspiring stories, philosophical insight, and real-life reflections from classrooms, organisations, and society, “Thank You for Challenging Us” explores the courage to speak honestly, listen deeply, and lead with humanity. More than a book on leadership, it is a call to awaken curiosity, embrace constructive disagreement, and create spaces where every voice matters. Thought-provoking and deeply human, this work challenges readers to rediscover dialogue as the foundation of learning, innovation, and transformation.

- Opening remarks and purpose by Chair
- Book overview and author introduction
- Authors’ reflections
- Presentation of books

16.45 PM -17.10 PM Award of Honorary Fellowship

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

Each year, the Centre for Business & Economic Research (CBER) invites nominations for the prestigious Honorary Fellowships, recognising individuals who have demonstrated exceptional commitment and impact in the fields of entrepreneurship, research, and education – both nationally and internationally. For the year 2026, CBER received a total of 27 nominations from 9 countries-each reflecting excellence and innovation. Following a rigorous selection process, the Awards Committee carefully reviewed all submissions and shortlisted EIGHT outstanding candidates. After thoughtful deliberation and a formal vote by the members of the Centre, FIVE individuals have been selected to receive this year’s CBER Honorary Fellowships.

These fellowships are awarded in recognition of remarkable leadership, scholarly excellence, and a lifelong dedication to advancing knowledge and practice.

We are proud to announce the **CBER Honorary Fellows 2026**

1. **Dr John Peter Wilson**, University of Sheffield, UK; University of Oxford, UK
2. **Dr. Maram Venkat Ramana Reddy**, Department of Management Studies, Mahatma Gandhi University, India
3. **Professor Hany El Shamy**, Professor of Economics and Dean of the faculty of commerce and Business administration at the Future University of Egypt
4. **Prof Sarat C Das**, Director (Research and Partnership), C3S Business School, Spain; Director, Aspire Business School, Barcelona; Group Editor, Manager (UK)
5. **Prof. Dr Bashir Ahmad**, Dean Management and Social Sciences Al-Kawthar University, Pakistan

17.10 PM -17.15 PM: AWARDS & RECOGNITION

1. Best conference paper awards
2. Best Conference abstract awards
3. Best Conference E-poster awards

SESSION 16: HYBRID MODE**17.15 PM-18.00 PM****SESSION: KEYNOTE ADDRESS & CLOSING REMARKS****Moderator: Dr Rahim Soomro**, Centre for Business & Economic Research, UK**Location:** Edmond Safra Lecture Theatre**17.15 PM -17.30 PM: KEYNOTE ADDRESS****Dr Michael Richard Wagner**, The Carl H Lindner College of Business, The University of Cincinnati, Cincinnati, Ohio USA***Topic: Friend or foe: When and where should we use AI in business education?****This closing keynote will address the challenges of using AI in business education - as well as its opportunities. There will be interactive discussion on how we as educators can best implement AI in our curricula and student assessments, along with recommendations based on course learning objectives.***17.30 PM -17.35 MESSAGE OF APPRECIATION****Prof. (Dr.) David Graves**, Centre for Studies of Organised Crime and University of Buckinghamshire, UK**17.35 PM-17.40 PM: CLOSING REFLECTION BY CONFERENCE CO-CHAIR****Prof. Hany ElShamy**, Professor of Economics, Dean of Faculty of Commerce and Business Administration, Future Business University in Egypt**17.40PM -17.50 PM: AUDIENCE REFLECTIONS AND FEEDBACK****17.50 PM: CLOSING REMARKS FOR THE 1st DAY CONFERENCE****Dr Palto Datta**, Scholarship lead and Senior Lecturer, School of Business & Enterprise, Regent College London and Executive Chair, Centre for Business & Economic Research, UK**NETWORKING & GROUP PHOTO**

DAY 2
TUESDAY 11 AUGUST 2026
VIRTUAL PRESENTATIONS

8.45 AM -9.00AM**Registration**

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

9.00AM-9.05AM: OPENING ADDRESS FOR DAY 2

SESSION 17- (VIRTUAL MODE)
THIS SCHEDULE IS BASED ON UK TIME

9.10AM -10. 30AM**Session: HUMAN RESOURCE MANAGEMENT****Session Chair: Prof. Vidhu Gaur, Management Development Institute, Gurgaon, India****Location: VIRTUAL****9.05 AM -10.30 AM****PRESENTATIONS**

- I *Emotional intelligence as a predictor of effective leadership: an empirical examination of leader-follower dynamics and performance outcomes*
Abimbola Dada, University of the West of Scotland, School of Business and Creative Industries
- II *From external engagement to competitiveness: the mediating roles of knowledge exchange and strategic HRM alignment*
Evangelia Fragouli, Kingston Business School, Kingston University, London, UK
- III *Balancing human and artificial intelligence in strategic decision-making: Governance, authority and sustainable digital transformation in global technology consulting firms*
Zodi-Ann Clachar; Diego Navarra, University of Hull, UK
- IV *The empathy-infrastructure gap: Leadership and staff wellbeing in UK Special Schools*
Natalia Cozlov, University of Greater Manchester, UK; **Shohail Choudhury**, Regent College London, UK
- V *Green leadership and sustainable innovation practices: the mediating role of environmental commitment and organizational learning*
Vidhu Gaur, Management Development Institute, Gurgaon, India

SESSION 18- (VIRTUAL MODE)**10.30 AM -11.45 PM****Session: AI, Big data and Business Management****Session Chair: Prof. Ahmed S. Salama**, Professor of management information systems and the Vice Dean for students' affairs, Future University in Egypt**Location: VIRTUAL****10.30 AM-11.45 PM****PRESENTATIONS**

- I *Business transformation projects-the role of artificial intelligence and communication in enhancing strategic performances (RAICESP)*
Antoine Trad, Institute of Business and Information Systems Transformation Management, France
- II *Emerging competency demands for sustainable business and economic growth under changing world order and dynamics of business education*

Bashir Ahmad; Muhammad Meraj, Al-Kawthar University, Karachi, Pakistan; **Maawra Salam**, Bahria University Karachi Campus, Karachi, Pakistan; **Sayma Zia**, Michigan State University, USA

- III *The impact of air transport infrastructure on the efficiency of utilizing a region's production and resource potential*
Huseynova Gulnara, National Aviation Academy, Azerbaijan
- IV *Business Transformation Projects-Polymathics, Artificial Intelligence, and Patterns (PAIP)*
Antoine Trad, Institute of Business and Information Systems Transformation Management, France
- V *Exploring the impact of an innovative economy on global development*
Turkan Ashurova, The Academy of Public Administration under the President of the Republic of Azerbaijan, Baku, Azerbaijan

SESSION 19- (VIRTUAL MODE)

11.45 AM -13.15 PM

Session: Marketing and Branding

Session Chair: Dr. Sara El-Menawy, Future University in Egypt

Location: VIRTUAL

11.45 AM -13. 15 PM

PRESENTATIONS

- I *A study into the Alignment of Ethical Marketing Practices with National Tourism Policy Frameworks for the Promotion of Sustainable Elephant Tourism in Sri Lanka*
Luwanya Thurkaa Krishnamoorthy; B. A. N. Eranda, Faculty of Management, University of Peradeniya, Sri Lanka
- II *Beyond the Label: Examining Packaging Effects on Consumer Purchase Intention for Healthy Snacks with Generational and Gender Moderation*
Noha Magdy El-Sharawy, School of Business Administration,, Future University in Egypt; **Mostafa ElBolok**, School of Business Administration, Nile University, Egypt; **Maha Samir**, Faculty of Business Administration and International Trade, Misr International University, Egypt
- III *Beyond the Postcard: The making of discover Busan - reimagining place, people, and purpose in tourism*
Sakshi Chhabra, School of Global Studies, Kyungsoo University, Busan, Republic of Korea, Visiting Scholar, Center for Corporate Responsibility and Sustainability (CCRS), Zurich, Switzerland; **Jue Wang; Kumkum Jaiswal; Grace Firsta Lukman; Saloni Agarwal; Shrestha Suveksha; Emily Roselyn Gouw**, School of Global Studies, Kyungsoo University, Busan, Republic of Korea
- IV *Determinants of Financial Inclusion in Egypt: The Role of Consumer Perceptions of Financial Regulations, Technological Infrastructure, and the Mediating Role of Cultural Norm*
Ziad Amr Heikal, Hamed Essam Said, Youssef Mohamed Salama, Marwa El Maghawry, Future University of Egypt, Egypt
- V *Digital technologies and ecological transition of food systems: a grounded theory analysis of blockchain's contributions to stakeholder engagement in the food transition*
Luckenson Louidor; Tian Zeng; Josée Laflamme, University of Québec at Rimouski (UQAR), Professor at the Department of Management Sciences, Rimouski, Canada
- VI *Social media marketing activities and purchase intention among bottom-of-the-pyramid consumers: The moderating role of sustainability perception in Egypt's FMCG sector*
Sara Mohamed Abdelaziz El-Menawy; Noha Magdy Kamel El-Sharawy, Department of Business Administration, Future University in Egypt

- VII *Strengthening public administration for the 2030 agenda: a critical review of South Africa's readiness to achieve the sustainable development goals*
Chungu Mamahlodi Mashabela, University of Limpopo, South Africa

SESSION 20 (VIRTUAL MODE)**13.15PM-14.15 PM****Track: KEYNOTE ADDRESSES/FINANCE, BANKING AND ACCOUNTING****Session Chair: Prof. (Dr.) David Graves**, Centre for Studies of Organised Crime & University of Buckinghamshire
UK**Location: VIRTUAL****13.15 PM -13.35 PM: KEYNOTE ADDRESS****Golestan Sally Radwan**, Chief digital officer of the UN environment Program, UK*Topic: AI Governance: Research and Practice***Brief synopsis**

As artificial intelligence continues to transform industries, economies, and societies, effective governance has become essential to ensuring that AI systems are innovative, trustworthy, ethical, and aligned with human values. This keynote explores the evolving landscape of AI governance from both research and practical perspectives, highlighting key challenges related to transparency, accountability, fairness, privacy, security, and regulatory compliance.

The session will examine emerging governance frameworks, international regulatory initiatives, and organizational best practices that guide the responsible development and deployment of AI technologies. Drawing on recent research and real-world applications, it will discuss how academic insights can be translated into actionable governance mechanisms that balance innovation with risk management. The presentation concludes by outlining future directions for researchers, practitioners, and policymakers seeking to build sustainable and human-centered AI ecosystems in an increasingly AI-driven world.

13. 35 PM -13.55 PM: KEYNOTE ADDRESS**Carin-Isabel Knoop**, Harvard Business School, USA*Topic: Under Pressure: The Mental Health Challenge of AI in Higher Education***Brief Synopsis**

The advent of AI upsets the balance of power in the classroom. Students access information and skills that institutions and scholars once gated. AI is not replacing professors; students already have. As a result, they seek a different kind of support from faculty, shifting from skill acquisition to learning and emotional support, as well as the development of judgment and critical skills. The result is a deepening mental health challenge for higher education: faculty are asked to do more emotional labor at precisely the moment their professional identity feels most threatened.

Takeaways: This keynote explores what this shift means for educators, institutional leaders, and organizations facing similar transformations.

PRESENTATION

- I *Uniform corporate tax base in the European Union – breakthroughs, challenges and long term trajectories of the proposal*

Małgorzata Magdalena Hybka, Department of Public Finance, Poznan University of Economics and Business, Poland

SESSION 21- (VIRTUAL MODE)**14.15AM -15.30AM****Session: Finance, Banking and Accounting (E-POSTERS)****Session Chair: Prof. Shelly Herbert**, College of Accounting, University of Cape Town, South Africa**Location: VIRTUAL****14.15 PM -15.30 PM****PRESENTATIONS**

- I *The Impact of Volatility on Herding Behavior: Evidence from Egypt*
Farah Mostafa Ismail Elsayed, Future University of Egypt, Egypt
- II *The impact of Exchange Rate on foreign Trade in Egypt*

- Reem Mohamed, Shereen Ahmed, Farida Marwan, Sohaila Ahmed, Nourhan Emad, Hany El Shamy**, Future University of Egypt, Egypt
- III *Fear of Missing Out and Speculative Investment Behavior: The Moderating Roles of Personality Traits and Behavioral Biases among Egyptian Retail Investors*
Arwa Ahmed; Sara Adel; Amal Walid; Engy Khaled; Reham Mohamed; Marwa El Maghawry Ibrahim, Future University of Egypt, Egypt
- IV *Analyzing How Behavioral Biases Influence Investing in Environmentally Sustainable Asset*
Nouran Hani El Massary; Fatma Mohamed Nashaat; Marwa El Maghawry Ibrahim, Future University of Egypt, Egypt
- V *Tariff Transmission and Domestic Inflation in Egypt*
Sama Ashraf Naser, Hany El Shamy, Future University of Egypt, Egypt
- VI *Maly+: AI-Powered Secure Open Banking App for Egypt*
Mohamed Ahmed; Ahd Elsayed; Abdelrahman Ashraf; Yara Amr; Hesham El Masry, Future University of Egypt, Egypt
- VII *FUE CONNECT-Empowering FUE Through Connection*
Hannah Khaled; Malak Moataz; Masa Khaled; Nada Osama; Shahd Emad; Yassin Ahmed; Hesham El Masry, Future University of Egypt, Egypt

SESSION 22- (VIRTUAL MODE)**15.30 PM -16.30 PM****Session: Human Resources Management/ AI driven Business management (E-POSTERS)****Session Chair: Dr Palto Datta, Regent College London, UK; Centre for Business & Economic Research, UK****Location: VIRTUAL****15.30 PM -16.30 PM****PRESENTATION**

- I *The Impact of Work Environment on Employee Engagement: Applied on Private Banking Sector in Egypt*
Dana Ahmed Saleh, Farah Tarek Abdelmonaem, Layla Sherif Abdelkareem, Hagar Ibrahim Tawfik , Yara Yasser Hassan, Nour Amr Saeed, Hagar Hesham Mohamed, Future University of Egypt, Egypt
- II *The impact of green training on Employee's behavior sustainability. Applied on private banking sector in Egypt*
Farida Amr Ahmed, Farah Ahmed Yehia, Jawad Mazen Mohammed, Abdullah Adelmonem, Ganna Mohamed Saed, Magdi Ali Magdi, Hagar Hesham Mohamed, Future University of Egypt, Egypt
- III *The impact of external dept on economic growth: An empirical analysis using ARDL approach (1994-2024)*
Amira Mohamed EL Sayed - Malak Hamdy Bahy - Login Ehab Saeed, Hany Elshamy, Future University of Egypt, Egypt
- IV *The Role of Artificial Intelligence (AI) In Enhancing Fraud Detection in Financial Transactions*
Farida Sherif; Esraa Mohamed; Rojana Tarek ; Marwa El Maghawry Ibrahim, Future University of Egypt, Egypt

SESSION 23- (VIRTUAL MODE)**16.30 PM -17.30 PM****Session: Business & Management/Growth & Economic Development****Session Chair: Prof. Dr Bashir Ahmad, Al-Kawthar University, Pakistan****Location: VIRTUAL****16.30 PM -17.30 PM****PRESENTATIONS**

- I *Financial innovation and access to funding among micro, small and medium enterprises in developing countries*
Ejiofor Ngozi Ukamaka, Department of Business Administration, Alex Ekwueme Federal University, Ndufu-Alike, Ikwo, Ebonyi State, Nigeria; **Joseph Ajefu**, Department of Peace Studies and International Development, University of Bradford, UK
- II *Unveiling the impact of artificial intelligence on economic growth: An inter-regional evidence from macroeconomic panel data*
Asma Awan, School of Economics, University of the Punjab, Lahore-Pakistan
- III *The case for unified endpoint and identity security: A risk management framework for sustainable digital financial ecosystems*
Martin Otu Offei, Koforidua Technical University, Ghana
- IV *Museums as spaces of tourism: Negotiating history and memory in India*
Venkataramana Reddy Maram, Dept of Business Management, UCC&BM, Mahatma Gandhi University, India; **Vivek Salkanti**, Faculty of Tourism, Mahatma Gandhi University, India

SESSION 24 - (VIRTUAL MODE)**17.30 PM-18.00 PM****Session: Closing session****Session Chair: Dr Bonya Chakraborty**, London College of Contemporary Arts and Centre for Business Research, UK**Location: VIRTUAL****17.30 PM-18.00 PM: CLOSING REMARKS & FEEDBACK****MESSAGE OF APPRECIATION****Prof. David Graves**, Centre for Business & Economic Research, UK**Professor Hany ElShamy**, Professor of Economics, Dean of Faculty of Commerce and Business Administration, Future Business University in Egypt**Dr Palto Datta**, Scholarship lead and Senior Lecturer, School of Business, 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

CBER-FUE 15th International Conference on Restructuring of the Global Economy (ROGE) 2026-Promoting Sustainability, University of Oxford, UK

List of Countries & Institutions Represented

AZERBAIJAN	The Academy of Public Administration under the President of the Republic of Azerbaijan, Baku, Azerbaijan National Aviation Academy, Azerbaijan
BANGLADESH	University of Dhaka, Bangladesh.
CANADA	University of Québec, Canada
CHINA	Shenzhen University, Shenzhen, China
EGYPT	Future University in Egypt Nile University, Egypt Misr International University, Egypt
FRANCE	Paris Graduate School, Paris, France Innovative Knowledge Institute, France Institute of Business and Information Systems Transformation Management, France
GHANA	Ghana Communication Technology University, Business School, Accra-North, Ghana Duapa Agri Products Limited, Ghana Korle Bu Teaching Hospital, Ghana Ghana Education Service, Ghana Pentecost University, Ghana Ghana Communication Technology University, Ghana Noble Institute of Business (NIBS)
HONG KONG	Hong Kong Baptist University, Hong Kong Hong Kong Polytechnic University, Hong Kong
INDIA	Centre for WTO Studies, Indian Institute of Foreign Trade, New Delhi, India Mahatma Gandhi University, India Management Development Institute, Gurgaon, India Indian Institute of Social Welfare and Business Management, Kolkata, India Kalinga Institute of Industrial Technology - KIIT University, India
JORDAN	Applied Science Private University, Jordan
KUWAIT	Gulf University for Science and Technology, Kuwait
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SWITZERLAND	Center for Corporate Responsibility and Sustainability (CCRS), Zurich, Switzerland
SULTANATE OF OMAN	University of Buraimi, Sultanate of Oman
TÜRKİYE	Pension Monitoring Center, İstanbul, Turkey İstanbul Nişantaşı University, Turkey
UNITED KINGDOM	University of Buckinghamshire, UK Centre for Studies of Organised Crime, UK UCL School of Management, University College London, Regent College London, UK Coventry University, UK Oxford Brookes University, UK Greater Manchester University, UK Nelson College London, UK Greater Manchester University, UK Teesside University Business School, Middlesbrough, UK Global Banking School, UK Ravensbourne University London, UK University of Greenwich, UK University of Leicester, UK Arden University, UK University of Buckingham, UK University of Oxford, UK

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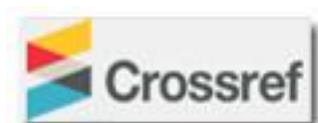
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