



5th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)

10-12th December 2020
A VIRTUAL CONFERENCE

Sponsored by
Centre for Business & Economic Research (CBER), UK
Journal of Business and Retail Management Research (JBRMR)
International Journal of Maritime Crime & Security (IJMCS)

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 virtual conference

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Welcome to CBER-2020 International Conference!

Dear Conference participants

We warmly welcome you to the 5th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE) organized jointly by the Centre for Business & Economic Research (CBER), London, UK, International Journal of Business and Retail Management Research (JBRMR) and International Journal of Maritime Crime & Security (IJMCS).

We are indebted to the reviewers for the important role that they have played in ensuring that this conference is well placed to continue to maintain the high standards that we all aspire to. We want to thank our keynote speakers and track chairs in anticipation of their important contributions. To all the academics who have placed their research in the public domain via this conference, we are grateful for your good faith and trust.

We hope that you all appreciate that the situation around COVID-19 is extremely fluid and thus we endeavoured to act according to official guidance. Our primary consideration is the safety and well-being of participants and thus we hope that you will understand why we have chosen to organize this conference online. While we understand that this will not be the full, well-loved, and exciting face-to-face conference experience, this is still a great opportunity for us to gather, collaborate and share intellectual insights. The conference will entail inspiring keynote addresses, special workshops and organised track sessions using advanced technology. The international nature makes this conference even more fascinating.

We earnestly hope that this conference will prove to be both positive and purposeful and enable us all to listen, discuss and ponder on subjects that warrant attention and reflection. Thank you for being a part of ICGEEE 2020.

We wish all participants a stimulating conference.

Dr. P R Datta

Executive Chair

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

Mark T. Jones

Centre for Innovative Leadership Navigation (CILN) London, UK

CBER 5th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)-A Virtual Conference

ICGEEE-2020 CONFERENCE COMMITTEE MEMBERS

Conference Chairs

Dr. P. R. Datta, Executive Chair, Centre for Business & Economic Research (CBER), UK

Mark T. Jones LLM, Centre for Innovative Leadership Navigation (CILN), UK

Conference Committee

- **Prof. Mohammed Masum Iqbal, PhD**, Dean, Faculty of Business & Entrepreneurship, Daffodil International University, Bangladesh.
- **Prof. Dr Ahmed Fakhru Alam**, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, Bangladesh.
- **Professor Chris Bellamy**, Professor Emeritus of Maritime Security, University of Greenwich, Editor-in-Chief International Journal of Maritime Crime and Security
- **Prof. Srinivasan Sampalli**, Dalhousie University, Canada.
- **Prof. Lothar Auchter**, University of Applied Science, Kaiserslautern, Germany.
- **Dr. Deepraj Mukherjee**, Kent State University, USA.
- **Prof. David Greaves**, Nottingham Trent University, Centre for International Law Enforcement, UK
- **Dr. Gairik Das** –Review Editor, IISWBM, Kolkata, India.
- **Dr Justin H. Beneke**, University of Winchester, UK.
- **Dr B.R. Chakraborty** - Project Director, Centre for Business & Economic Research, UK.
- **Dr (Prof.) Wallace Ford**, Medgar Evers College of the City University of New York, USA.
- **Prof. Greg Mayers**, Medgar Evers College of the City University of New York, USA.
- **Elene Evelyn**, Medgar Evers College of the City University of New York, USA.
- **Prof. Eman Abdelsalam**, Arab Academy of Science, Technology & Maritime Transport, Alexandria, Egypt.
- **Prof. Chris Bellamy**, University of Greenwich, UK.
- **Dr. (Prof.) Jo-Ann Rolle**, Dean, Medgar Evers College of City University of New York.

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5th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)-A Virtual Conference

Tracks and Session Chairs

Day-1: Thursday, 10th December 2020

Session-1: Inaugural Session

Mark T Jones LLM, Centre for Innovative Leadership Navigation (CILN), UK

Session-2: Branding & Marketing

Prof. (Dr) Gairik Das, IISWBM, India

Session-3: Teaching and Learning for Lifelong Learning Sector

Prof (Dr) Srinivasan Iyengar, JBIMS, University of Mumbai, India

Session-4: Globalisation & International Trade

Prof. Deepraj Mukherjee, Kent State University, USA

Session-5: Virtual Book Launch

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

Session-6: Keynote address & closing remarks

Mark T Jones, Centre for Innovative Leadership Navigation, UK

Day-2: Friday, 11th December 2020

Session-7: Keynote addresses

Dr P. R. Datta, Centre for Business & Economic Research, UK

Session-8: Finance, Accounting & Organisational Structure

Seugnet Bronkhorst, University of Johannesburg, South Africa

Session-9: Entrepreneurship in Emerging & Developing Economies

Prof. (Dr) Jacqui Kisato, Kenyatta University, Nairobi, Kenya

Session-10: HRM issues in Emerging Economies

Prof. Salil Sen, Rurbanization Consultant, Visiting Professor, Management Development Institute of Singapore

Session-11: Closing session and feedback

Mark T Jones, 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 credible research methods and a thorough and objective approach.



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 to 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 port facility, offshore platform, and undersea resource extraction security – not just ships

CONFERENCE CO-CHAIRS & KEYNOTE SPEAKERS

CONFERENCE CO-CHAIRS



Mark T. Jones LLM
Centre for Innovative Leadership Navigation (CILN), UK

Mark is a fervent internationalist, who is widely travelled. In the year 2000, he initiated and oversaw a major humanitarian venture into war-torn Sierra Leone, and then spent two years in the Middle East where he worked in Jordan (2002-2004). An orator of distinction, he is the author of several books and numerous articles, and in 2009 produced a forward strategy for the sericulture sector in Bangladesh entitled: *Rajshahi - the Silk Sensation*. He is the co-author of developing the Ministerial Mindset- a Global View (2013). Mark trains executives, legislative leaders, diplomats and senior figures in the Armed Services as well as being an advisor on trade and investment in frontier markets. Having formulated Jones Octagon of Success (JOOS) he is in considerable demand internationally advising and training corporate and institutional executives. Mark believes that many of the current economic and geopolitical difficulties in the world are the result of a combination of poverty of leadership, poor regional/market knowledge, an absence lack of strategic vision and limited foresight planning.

Mark is the author of several books and numerous articles. He is one of the three contributors to the book *We're Doomed - Brexit Revisited* and also has written a devotional work entitled: *Dismays - The Penitent Thief: An Introduction*. Whilst health matters have put pay to his extensive travel of former times, he continues to endeavour to highlight human wrongs in places as diverse as Cameroon and West Papua. Mark is a committed futurist, who is passionate advocate of greater foresight planning in society at large. In the summer of 2020 Mark initiated a campaign to commemorate the historic Jewish Community of the English city of Worcester - the city of his birth.



Dr. P R Datta
Executive Chair
Centre for Business & Economic Research, London, UK

Dr. Datta earned his first degree in Plasma Physics from the Peoples' Friendship University of Russia in Moscow, has an MBA from the UK and MSc in marketing from Glamorgan University, UK and PhD in Marketing from the University of Hertfordshire, UK. He is a fellow and member of the Chartered Institute of Marketing (CIM), UK as well as being a member of various professional bodies including the British Academy of Management, European Marketing Academy and European Association for the Evolutionary of the Political Economy. Currently, Dr. Datta holds the position of Executive Chair of Centre for Business & Economic Research (CBER), Director, Centre for Innovative Leadership Navigation (CILN), UK and is Editor-in-Chief of the *Journal of Business and Retail Management Research (JBRMR)*.

He has worked as a consultant with a wide range of national and international organisations and designed appropriate marketing systems for various manufacturing sectors and FMCG industries in Bangladesh, Cameroon, Ghana, India, Nepal, Nigeria, Pakistan, Sri Lanka, Tanzania and the UK. Dr. Datta continues to work with a wide range of marketing and business sectors, especially retail and marketing, providing in-depth knowledge of CRM, customer loyalty, trust and commitment, branding, and the developing and implementation of marketing strategies. Dr. Datta has published extensively in various international refereed journals and conferences, and several of his publications have received favourable attention by the business and management scholar. His book: *Relationship Marketing for Enhancing Customer Retention* (2018) is currently available in five languages. His recent book *"We're doomed! Brexit Revisited"* co-authored with Mark T Jones and Anidya Dasgupta is published in September and is available both in kindle version and paperback.

KEYNOTE SPEAKERS

Professor Chris Bellamy, Professor Emeritus of Maritime Security, University of Greenwich, Editor-in-Chief International Journal of Maritime Crime and Security, UK

Chris Bellamy is Professor Emeritus of Maritime Security at the University of Greenwich, where he was from 2010 to 2014 Director of the Greenwich Maritime Institute. He is also a visiting Professor at the University of Hull, and in 2018 completed a Visiting Research Fellowship on the Changing Character of War (CCW) Programme at the University of Oxford, on Hybrid Warfare in Russian Military Thought. He is the author of eight major books. His penultimate book, Absolute War: Soviet Russia in the Second World War (Pan/Macmillan, 2007, 2009, Knopf, 2008) has been translated into several languages – Spanish, Italian, Czech and Estonian, and for which he won the 2008 Westminster Medal for Military Literature. In 2019 he was appointed founding Editor-in-Chief of the new International Journal of Maritime Crime and Security (IJMCS), ISSN 2631-3855 (print), ISSN 2631-3863 (online). The first two issues (February and September 2020) are now available. In November – December 2019 he taught at the Bangabandhu Sheikh Mujibur Rahman Maritime University (BSMRMU) (Dhaka) from 30 November to 5 December.

*Dr. Deepraj Mukherjee
Kent State University, USA*



Dr. Deepraj Mukherjee has received his Ph.D. in Business Administration with a concentration in Economics from the University of Memphis, USA. Before joining Kent State University, he served as a tenure-track faculty at Waldorf University in Iowa for two years. Deepraj Mukherjee's areas of specialization are in international trade and business issues. His works have been published in well-known journals like Applied Economics Letters, Management Decision, European Business Review, Review of Development Economics, among others. Dr. Mukherjee has been recognized as an excellent scholar related to the emerging markets/economies and has been invited as an affiliate member of the Emerging Market Internationalization Research Group (EMIRG) at the University of Sydney, Australia. This internationally recognized group is tasked with looking at the entire economic future of several emerging markets around the world to determine steps to be taken in their international expansion. He is currently also a research fellow at the Center for International Business Education and Research (CIBER) at Georgia Tech, one of the seventeen national resource centers of excellence in international business funded by the U.S. Department of Education.

Dr. Mukherjee is the Editor-in-Chief of the International Journal of Business and Economic Development journal from July 2017. This journal is published from the United Kingdom and is indexed by DOAJ, EBSCO Host, ProQuest, and Cabell's Directory. He is also on the Editorial Board of Eastern European Business and Economics, published from Europe. His papers regularly get accepted at prestigious international conferences like the International Atlantic Economic Conference, American Economic Association Annual Conference, and the Annual Conference of the Academy of International Business. Mukherjee also contributed to the capacity of a reviewer and Area Editor for journals like Economic Change and Restructuring, Journal of World Business, and International Journal of Emerging Markets



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

Dr. Jo-Ann Rolle is the Dean of the School of Business at Medgar Evers College. Dean Rolle has extensive executive leadership experience in higher education, corporate and federal government operations. In 2015 she was awarded recognition by the Network Journal as one of the 25 influential African American women in Business. Dean Rolle's background includes working in multiple Federal agencies, academic institutions, IBM, and consulting. In academic institutions, she has been responsible for academic leadership, academic programs, and student affairs. She has launched multiple undergraduate and graduate degree programs. She has taught courses in economics and entrepreneurship. Her skill set includes higher education administration; developing and leveraging strategic partnerships; innovation creation; small business development; disadvantaged business development; and staff development.

At Medgar Evers College, under the leadership and support of President Rudy Crew, and Provost Augustine Okereke, Dean Rolle launched the Entrepreneurship & Experiential Learning lab (EEL) in the fall of 2015. Since the EEL launch, Medgar Evers College teams have studied entrepreneurship in ten countries; published over 10 papers; initiated four international agreements and in 2016 coached the first woman to win the CUNY-wide SmartPitch competition. Dean Rolle is sought after internationally as a keynote speaker on entrepreneurship and economic development.

Prof. David M J Graves
Nottingham Trent University, Centre for International
Law Enforcement, UK



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

During his time within the Police service David was the Manager of one of only three UK National Police Fraud Management Courses accredited by Teesside University Business School. Since Leaving the Police Service David has taught law subjects at Warwick University Law School and a wide range of Managerial Skills at Coventry City University Management School. David has both developed and taught academic programmes on the subject of Corporate Governance at Magna Carta College, Oxford. David has previously held the position of lecturer of Law and Corporate Governance at the international Policing and Justice Institute, University of Derby. Since setting up his own company 'dg Anti-Fraud Consultants Ltd' David has been commissioned to assist the Polish, Turkish and Lithuania Governments' fight against organised crime. He has presented training and delivered papers on Government reform strategies, Corporate Governance, Money Laundering, Organised Crime Issues, Corruption, VAT Fraud and runs bespoke delegate inter-active workshops to the Polish Police, Customs Officers, Border Guards and Prosecution officials at different venues in Poland. These programmes have gained European recognition and have been extended to cover Turkey and Lithuania. Missions of this nature in these developing countries continue to be in high demand by the sponsoring authority The European Commission in Brussels.

David is currently developing a Master's programme for Fraud Investigation and Management for Nottingham Trent University. This programme will be available to attend both here in the UK and Internationally from January 2020. David also reviews working papers for the Oxford University Press in the field of Policing: A Journal of Policy and Practice. David holds a Masters of Art Degree in Fraud Investigation and Management and is a Fellow Founding member of the Institute of Leadership and Management, a Chartered Manager and Fellow of Chartered Management Institute, appointed Chancellor and a Fellow and member of the Board of Governors of the African Business School UK Division and a member of the Association of Certified Fraud Examiners.



Prof. Juan Carlos Botello
Faculty of International Commerce of the Universidad
Popular Autónoma del Estado de Puebla, Mexico

Dr. Juan Carlos Botello is a Full Professor in the Faculty of International Commerce of the Universidad Popular Autónoma del Estado de Puebla where he also obtained his Doctorate (Summa Cum Laude) in Direction of International Business. Dr. BOTELLO also holds two master's Degrees – one from the Universidad Oberta de Catalunya, Spain and the other from the Universidad Popular Autónoma del Estado de Puebla, Mexico, in International Business. In addition to his present position as Full Professor at the UPAEP, he has also held distinguished professorships in Mexico at the Universidad Madero, the Universidad Vasco de Quiroga and the Instituto de Estudios Universitarios. Prior to entering academia, he had a distinguished international professional career as an executive with Wal-Mart, Inc., the Mexican Petroleum Institute, and the Mexican Import-Export Bank. The honors conveyed upon Dr. Botello include that of Co-recipient of the National Exportation Prize awarded personally by Mexico's President Vicente Fox and The Export Merit Prize of the State of Puebla, Mexico.

His prolific research output has been focused principally on computer-assisted learning, e-government and, most recently to great acclaim, on "The New Determinant Creation Theory as a Way to Attract Direct Foreign Investment". His numerous academic articles in The Business and Management Review, the JCTA and the JCC, have been very widely cited.

He has presented academic papers at internationally acclaimed congresses on several continents including, last but not least: at Cambridge University.

Dr. Prof. Gairik, Das
Indian Institute of Social Welfare & Business Management
(IISWBM), Kolkata, India



Presently Professor, Head of Department, Master in Retail Management and Head of Business Management Projects and Management Development Programmes at Indian Institute of Social Welfare & Business Management (IISWBM), Kolkata, and also Head of Post Graduate Diploma Big Data Analytics (In collaboration with Inurture). Founder head of retail management programme at IISWBM. Headed the department for 6 years and again made Head of Department Master in Retail Management from January 2017. Earlier was head of Travel and Tourism Management at IISWBM.

Also, Principal investigator in projects related to WBSRLM, Govt of West Bengal, OBC Reservation Impact Analysis, Department of Higher Education, Govt. of West Bengal, Minority Affairs and Madrasah Education Department, Govt of West Bengal Department of Consumer Affairs, Govt. of West Bengal. Principal Consultant of MGNREGS, Govt. Of West Bengal, Coordinator in projects with Department of Tourism, Govt of West Bengal, Department of Agriculture, Govt Of West Bengal, Indian Railway and Catering and Tourism Corporation. Consultant to Vedanta Foundation (belonging to the world-wide Vedanta Group). Principal Investigator for Project: Assessment of Children's Psycho- Social – Economic status at Bethel Home, Barobisha for Helping Hand Welfare Society. Presently working on a research proposal on Minority Craftsmen in West Bengal under Department of Minority Affairs and Madrasa Education Department. As an external expert, just completed the technical bid evaluation of selected advertising agencies for promotional campaign of Jute and Jute products for National Jute Board, Govt. of India. Also lead the final selection team at National Jute Board. Presently Principle consultant of two major assessment study on Capability Maturity models for a top PSU in India.



Dr Jennifer Bowerman
MacEwan University, Canada

Dr. Jennifer Bowerman was born in England where she obtained her BSc in Sociology, later a Master's degree from the University of Saskatchewan, and, after many years working in government organizations specializing in human rights, employment standards and safety services, she obtained a Doctorate in Management from Southern Cross University with a

focus on Action Learning. For the past 12 years, she has taught undergraduate and graduate classes in subjects such as organizational culture, leadership, and learning, organizational behaviour, and international business in Switzerland and Edmonton, Alberta. Always a strong challenger to the organizational status quo, Jennifer is currently assisting a colleague on a major action learning change project in the UK impacting an entire government service as it faces monumental change. Jennifer has been strongly influenced by her recent business and educational trips to Brazil, the Czech Republic, and Europe. She is an accomplished speaker. Her most recent presentations include "Developing Future Employees for New and Emerging Constructs of Business: Are Current Educational Models of Teaching Business up to the Task?" in Oxford England in June of 2016, and "Action Learning Questions: Making Sense of Organizational Chaos" in Prague in November of 2016. She is the Editor of Leadership in Health Services, as well as on the Editorial Review Board of the Journal of Business and Retail Management Research.

Prof. Warren Matthews

Professor of Economics, Belhaven University, USA



Warren Matthews is Professor of Economics at Belhaven University. He has served on the faculty of LeTourneau University, Houston Baptist University, Lone Star College-Kingwood, and Texas A&M University. He served as Chair of the Economics Department and Dean of Liberal Arts. Prior to teaching, Warren Matthews served in economics analysis positions in Washington, D. C. He conducted economic forecasting and industry analysis at the Mortgage Bankers Association, military personnel and logistics analysis at the Center for Naval Analyses, and economic analysis at the Central Intelligence Agency.

His Ph. D. in economics was awarded by Texas A&M University.



Prof. (Dr.) R. Srinivasan
JBIMS, University of Mumbai, India

Dr. Srinivasan. R. Iyengar is currently an Associate Professor in the area of Strategic Management and Marketing at Jannalal Bajaj Institute of Management Studies (JBIMS), department of Management Studies, Mumbai University and visiting faculty at IIM Indore and Sambalpur. He holds in PhD degree in Management from Mumbai University. His areas of interests, inter alia, Strategic Management, International Business, Retail Shoppers` behaviour. He has more than 20 years of experience in corporate and academics. He is a member on the Advisory Board of Journal of Business Retail and Marketing Business Management (JBRMR), Journal of Development Research (JDR). He is editor in chief of Journal of Indian Retail (JIR). He has received many awards in recognition of his academic excellence from Higher Education Forum, Rajiv Gandhi award from Indian Solidarity Counsel. He has also authored five textbooks, few are Mall Management, Strategic Retail Management and Cases in Retail Management. He is consulted by few organisations in the area of strategy as an independent director.

Professor Fabrizio Pezzani

Department of Policy Analysis and Public Management
University' Bocconi, Italy



He is a senior faculty member of the SDA Bocconi Public Management and Policy Department. He has taught at the Universities of Parma and Trento. He has been a visiting professor at the Harvard Business School and the Harvard School of Public Health. He is a member of the Commission on the Reorganization of Control Systems in the Department of Public Administration. Member of the Accademia Italiana di Economia Aziendale and the Società Italiana di Storia della Ragioneria. Member of the national scientific committee of Legautonomie. Member of the scientific committee of the European Centre for Public Affairs, Brussels. Member of the Board for the Cari-Parma Foundation. Public accountant and auditor. Member of the editorial board for the journal, Azienda Pubblica ed "Economia & Management".



Prof. Salil K. Sen
*Rurbanization Consultant, Visiting Professor Management
Development Institute of Singapore*

Rurbanization Consultant, Sustainability Researcher with the value proposition W W E _ Own = "We Own" & Visiting Professor (Intermittent) at MDIS Singapore; IIM Shillong India; SUMAS Geneva Switzerland; IMT-BS Evry France; RMUTT Bangkok Thailand, where, W W E _ Own is Water Waste Energy Ownership for Sustainability; "We Own" is proactive entrepreneurial spirit of "Ownership" among policymakers - financiers - insurers - community. Subjects: Business & Sustainability; Strategy, Corporate Societal Responsibility; Ethics of W W E; Geo-spatial Statistics. Delivery: the "living lab" format footprint: 17 countries plus. Career narrative is blend: (i) corporate (ii) multi-lateral developmental institutions (iii) institutes of higher learning

GENERAL INFORMATION

1. **Presentation Timing:** A full paper is normally allocated approximately 12 minutes for presentation followed by 3 minutes for questions from the audience. The track chair will keep an eye on the time and will alert you when time is beginning to run short. Please note that we actively encourage constructive questions from the audience. Your co-operation in bringing your presentation to a close within the time specified is essential to the smooth running of the conference and to be fair to other presenters.
2. **Presentation:** The CBER requests that PowerPoint presentations and links for the pre-recorded video clips be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present to info@cberuk.com. It is also a sensible precaution to make sure that you hold a copy of your presentation with you. Any presentation that has not been submitted on time will not be pre-loaded and remain the responsibility of the presenter. Please note that the presentation will be shared via the Zoom screen share option by the presenter.
3. **Q & A Session:** After each session, a live Q & A session will start, and this will be moderated by the Session Chair. This session is limited to only 15 minutes. Therefore, the limited numbers of questions will be accepted. All participants are requested to submit questions by using the *Chat* option during the presentation before the Q & A session starts. When you send the question (s) please ensure to indicate the name of the presenter, slide number (if any) and the questions.
4. **Breaks:** Due to the nature of the conference, as it is taking place virtually, we must take a short break after each session for 15 minutes. During this break please stand up and stretch, get something to drink and refresh yourself.
5. **Punctuality:** As this is a virtual conference please ensure that you join your session promptly and are aware of the order of speakers from the conference proceedings. Please allow extra time to join online and wait for the session start.
6. **Conference Tracks:** The CBER works assiduously to organize papers to fit in with the relevant tracks. There are occasions when individual authors request that papers be moved to fit in with flights etc. Please note that whilst the CBER will do its level best to accommodate individual needs, it must be mindful of ensuring that the conference as a whole is balanced and appropriately structured.
7. **Your Name and Name of the Affiliation:** All participants are requested to type their name and the name of the Institution when they join Zoom conference so that we will be able to recognize you immediately.
8. **Conference Proceedings:** The conference proceedings- "The Business & Management Review" is open access proceedings which means that all content is freely available without charge to the user or his/her institution. Users are allowed to read, download, copy, distribute, print, search, or link to the full texts of the articles in the conference proceedings without asking prior permission from the publisher or the author. CBER is committed to publishing all full-text articles that were accepted for the conference. However, all abstracts are included in the conference "**programme & abstract proceedings.**"
9. **Use of Bibliographic Reference:** Please use the following bibliographic reference: *5th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE). Proceedings of the CBER-International Conference, 10-12th December 2020, Virtual Conference.*
10. **Photography:** Screenshots will be taken for various sessions, and such screenshot may be used in post-conference publicity and on future marketing materials. A link will be sent to all participants once these photos are uploaded.

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

CBER- 2020 ICGEEE CONFERENCE HASHTAG

#ICGEEE20

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5th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)

10-12th December 2020

VIRTUAL CONFERENCE

SCHEDULE FOR THE CONFERENCE 2020

DAY-1

THURSDAY, 10th DECEMBER 2020

9.00 am -9.15 am

Registration (Excluding USA & North American Countries who will register after 13.00 pm London Time)

SESSION 1: INAUGURAL SESSION

9.15 am-10.30 am (Break & Virtual Networking: 10.30 am-10.45 am)

Session Chair: **Mark T Jones LLM**, Centre for Innovative Leadership Navigation (CILN), UK

9.15 am-9.25 am: Opening Address & Introduction

Mark T. Jones LLM, Centre for Innovative Leadership Navigation, UK

9.25 am-9.35 am: Message of Welcome

Dr. P R Datta, Executive Chair, Centre for Business & Economic Research (CBER), UK

9.40 am -10.05: KEYNOTE ADDRESS

Prof. Chris Bellamy, Professor Chris Bellamy, Professor Emeritus of Maritime Security, University of Greenwich, Editor-in-Chief International Journal of Maritime Crime and Security

Title: Black Death by sea, but room for hope: the impact of the 2020 Covid-19 pandemic on the blue economy and globalisation

Brief Synopsis

Some 90 percent of the world's trade by volume is carried by sea, and the maritime dimension has been a key – perhaps the key – driver in the phenomenon known as 'globalisation'. Globalisation, and the consequent massive transmission of disease, played a major role in the transmission of the Covid-19 pandemic. Ironically, therefore, it has also been a casualty of it. Cheap and omnipresent global travel has been largely curtailed, and with it the conduct of global business, although revolutionary – or rapidly and massively accelerated – growth in the use of virtual media has compensated to an incredible and unforeseen extent. This virtual conference is one example.

The greatest known pandemic was the 1345-1351 *Persinia Pestis* outbreak, later known as the Black Death, which may have killed a third of Europe's people and a similar proportion worldwide. The various mutations originated from a bacterium, not a virus like Covid-19, and nowadays could be treated relatively easily with antibiotics. It came to Europe from Central Asia by sea, which led, after a century, to the in catenation of the term 'quarantine', from the Italian for 'forty days'.

Covid-19 has followed a not dissimilar path. It seems to have originated in China and spread via global communications – primarily air – to Europe, the Americas and beyond.

The maritime sector has proved at once uniquely vulnerable but also, in some sectors, surprisingly resilient. The most vulnerable sector has been the cruise ship industry, which had shown the fastest growth of any sector of the tourism industry for 25 years. Cruise operators reacted very swiftly after the World Health Organisation's declaration of a global health emergency in March and cruise operators suspended services. The summer of 2020 saw the eerie spectacle of massive cruise ships moored with skeleton crews off major destinations, because the ports were unable to accommodate them all. Cruise ships also played a part, in the initial transmission of the virus, most notably in the case of the *Ruby Princess* which was allowed to dock and disembark passengers in Australia in March. A case was brought suggesting this was a breach of maritime law. In summer 2020 the cost to the global cruise industry had already been estimated at USD 25 billion.

The second most vulnerable sector has been major warships. The most prominent case is probably the aircraft carrier *USS Theodore Roosevelt* with a crew - flight crew and seafarers – or more than 5,000. Covid-19 spread like wildfire and she docked in Guam. The Captain wanted to disembark his crew to contain the spread on board, but the authorities initially refused. They eventually relented but not until the Captain had been dismissed. However, both cruise liners and major warships have key advantages in dealing with Covid-19 and similar outbreaks. First, they all have excellent medical personnel and medical facilities

on board. In the case of warships, they are designed to cope with casualties from war. On board both, discipline can be and is exercised.

Other merchant shipping has been far less affected. Modern merchant ships have relatively small crews – typically around 20 – and maritime trade has been relatively unaffected. A good comparison is with the 2010 eruptions of the Eyjafjallajökull volcano in Iceland which closed airspace across western and northern Europe over an initial period of six days in April 2010. About 20 countries closed their airspace to commercial jet traffic and it affected approximately 10 million travellers. However, no-one ran out of fuel or food because 90 percent of everything came by sea. Covid-19's relative effect has been similar: airlines ceasing operation but merchant sea traffic largely unaffected. The big impact has been on seafarers themselves, who have been denied entry to ports and leisure and recreation facilities therein.

The cruise industry, navies and the merchant marine are all working hard to recover their positions, including the provision of dedicated medical and quarantine facilities on board. Given the cost of the typical major ship, the cost of such extra facilities should not prove disproportionate.

10.05 am -10.30 am: KEYNOTE ADDRESS

Prof. (Dr.) R. Srinivasan, JBIMS, University of Mumbai, India

Title: Digitization and its impact on Business Model

Brief synopsis

The concept of BM is defined as the business logic to create and capture value for both consumers and businesses. In other words, it refers to the way a single organization or a network of firms collaborates at strategic and operational levels to bring products and/or services (bundles) to the market. Sharing economy, a rising pattern in consumption behaviour that is based on accessing and reusing the products to utilize idle capacity, present significant threats for emerging as well as incumbent business. As a consequence, companies have to focus not only on product or process innovation. By innovating operational business models and processes, companies can reinvent themselves in an ever-changing and complex market. BMI is identified as a search for creative and new solutions to problems and needs. For businesses to become more competitive and improving their performance, they must constantly develop new products as well as strategies. Business Model innovation have reshaped many industries and redistributed billions of dollars of value

Keywords: Competitiveness, Reinventing Business Model, Digitalization, Sharing Economy, Smart products

SESSION 2 (PANEL SESSION)

10.45am-11.45 pm

Session: Marketing & Branding

Session Chair: Prof (Dr) Gairik Das, IISWBM, India

10.45 am - 11.45 pm

PRESENTATIONS

- I *Risk as a moderator for the relationship between perceived value and intention to switch suppliers in the context of Romanian SMEs*
Mircea-Andrei Scridon, Babeş-Bolyai University, Faculty of Economics and Business Administration, Napoca, Romania
- II *Distinctive marketing strategies of different industries in India*
Rahul Gupta Choudhury, International Management Institute (IMI) Bhubaneswar, Odisha, India
- III *A means end approach to domestic lead tourism marketing in emerging tourism destinations*
Estone Musakabantu Muyobo; Evangelia Fragouli, University of Dundee, Dundee, UK
- IV *Coexistence of wildlife with modern tourism; On the context of Bangladesh*
Sultana Sharmin; Islam Majharul; Arabi Zahin SK, Daffodil International University, Department of Tourism and Hospitality Management, Bangladesh

SESSION 3 (PANEL SESSION)
11.45 pm-13.00 pm (Lunch Break: 13.00-14.00)
Session: Teaching and Learning for Lifelong Learning Sector
Session Chair: Prof (Dr) Srinivasan Iyengar, JBIMS, University of Mumbai, India

11.45 pm - 13.00 pm

PRESENTATIONS

- I *Potential determinants of students' academic success in private tertiary education in South Africa*
Riley Carpenter; Tracy Kraus, College of Accounting, University of Cape Town, South Africa
- II *Students' perceptions on the effectiveness of product placements: A case study of a private higher education institution in Durban*
Aaron Koopman; Sadhasivan Perumal; Kressantha Perumal; Mervyn Williamson, University of KwaZulu-Natal, Westville Campus, South Africa
- III *Perceived organisational justice among academic employees at a selected higher learning institution*
Nethavhani Andani; Maluka, Harriet Rivalani, University of Limpopo, South Africa
- IV *Repurposing the teaching and learning theories for Covid-19 e-tutoring scenario*
Sarat C Das, Bucks New University, UK

SESSION 4 (PLENERY SESSION)
14.00 pm-15.45 pm (Break: 15.45 pm -16.00 pm)
Session: Globalisation and International Trade
Session Chair: Prof. Deepraj Mukherjee, Kent State University, USA

14.00 pm -14.25 pm: KEYNOTE ADDRESS

Prof. Warren Matthews, Belhaven University USA

Title: Globalization, Entrepreneurship and Emerging Economies

14.25 pm -14.50 pm: KEYNOTE ADDRESS

Prof. Fabrizio Pezzani, University of Bocconi, Italy

Title: An altruistic creative love" as a point of departure to facing a sociocultural crisis": the creative role of craftsmanship

Brief Synopsis

On the other hand, the dominance of a single model of thought and value has drastically reduced creative thought, which is formed when people are not shackled by fixed rules, instead managing to give full rein to their critical thought and intuition. Sigmund Freud would have defined this as the free association of ideas, representing the fruit of a meeting between different cultures and histories that, without dogma and any kind of prejudice, leaves room for intuition, which occurs in what are apparently the most unimaginable moments.

Intuition is the basis for the idea of beauty, moral rules, religious values, and has led to an enormous number of discoveries in all fields of knowledge. How many times do we see quoted the discoveries of Archimedes, Galileo, Newton, Poincaré, Fleming, Pasteur, Einstein, Heisenberg, and many others, associating their intuition with links between observable facts and natural events

PRESENTATIONS

- I *Multinational Tax Avoidance: An application of controlled foreign companies and royalty payments within South African legislation*
Nicholas Brown; Shaun Parsons; Riley Carpenter, College of Accounting, University of Cape Town, South Africa
- II *China's Engagements on the African Continent: Interrogating its True Mission and Objectives on the Continent*
John Mamokhere, University of Limpopo, South Africa

- III *Factors Influencing Audit Fees and Audit Quality in Bangladesh: A Literature Review*
Siriyama Kanthi Herath; Tanvir Mahmud, School of Business, Clark Atlanta University, USA
- IV *Keep your Clients close, and your Suppliers closer': Institutional partnerships for activising Solar energy Entrepreneurship in rural India*
Boidurjo Mukhopadhyay, Westminster International University in Tashkent, Uzbekistan

SESSION 5 (SPECIAL SESSION)

16.00 pm -16.45pm

Session: Virtual Book Launch**Session Chair: Prof. Jo Ann Rolle**, Dean, Business School, Medgar Evers College, CUNY, USA**Virtual Book launch****Title of the Book:** We're Doomed! Brexit Revisited**Authors:** Dr. P. R. Datta; Anindya Das Gupta; Mark T. Jones**Publisher:** Centre for Business & Economic Research (CBER), UK**Released date:** 26th September 2020**Brief synopsis about the book**

We're Doomed! - Brexit Revisited seeks to provide a rather different take on one of the most discussed topics of recent years. Drawing on a selection of diary entries, Facebook posts and short articles by three contributors it provides a series of snapshots of events before and after the UK's EU Referendum of 2016. It offers a range of calls for action as well as personal reflections that together provide an unusual route into a subject that continues to polarise opinion. Here is a book that whilst seemingly random in its composition offers some fresh perspectives that may surprise, shock, and annoy depending on your point of view. Personal, pragmatic and at times quite perceptive what is to be found here may appear a hotchpotch to some, but to others there are shafts of real insight and understanding often absent when people explore and discuss Brexit.

Writing the Book: Inspirational story by Mark T Jones**My favourite issue:** Dr P. R. Datta**Reflecting the issue of Brexit:** Anindya Dasgupta**My personal reflection on the book:** Prof. David Graves, Nottingham Trent University, Centre for International Law Enforcement, UK**Few words about the Book:** Dr Jo-Ann Rolle, Dean Business School, Medgar Evers College of City University of New York, USA**The way I see the book:** Nityananda Chakravarty, Senior Economist, Asian Development Bank, Bangladesh

Ask the authors (Questions & Answers with the authors)

SESSION 6 (PLENARY SESSION)

16.45 pm -17.30pm

Session: Keynote Addresses and Closing Remarks**Session Chair:** Mark T Jones, Centre for Innovative Leadership Navigation, UK16.45 pm -17.10 pm: **KEYNOTE ADDRESS****Dr Jo-Ann Rolle**, Dean Business School, Medgar Evers College of City University of New York, USA**Title:** *How to Meet Opportunity with Adaptability?***Brief synopsis**

In our work, we posit that innovative entrepreneurship, especially in underserved communities will be the new post COVID realities. We are working with a global group of academicians and practitioners who are producing for early publication next year, evidence of an evolving transformation of entrepreneurial innovation in underserved communities which we believe will trigger conversations for a new and better future for all. I will share a few preliminary observations from that body of work as well as others on the need to embrace the coming transformation of opportunity creation through agile adaptability.

Our contributors in our forthcoming book, "The Future of Work & Entrepreneurship for the Underserved", write from the perspective of countries in US, Kenya, India, Pakistan, Chile, Philippines, Bangladesh, Japan, Viet Nam, Nigeria, and Mexico.

Section 1 Education and the Changing Dynamics for the Underserved- how will we learn, relearn, and unlearn?

Section 2 Technology & Innovation for the Future of Work and Entrepreneurship-what new skill sets are required for this new workplaces and businesses?

Section 3 *Small Business Development for the Future of Work and Entrepreneurship- How do we retool the new workforce?*

Section 4 *Diversity of Labor Markets: Creating Inclusivity for the Underserved- What strategies will ensure inclusivity and achievement of SDGs for the underserved?*

Section 5 *Summary and Recommendations-What roadmap, policies and pathways will enhance the future of work and entrepreneurship that is tailored to align with underserved communities in different regions?*

17.10 pm -17.20 pm: **Q & A session**

5.20pm CLOSING REMARKS FOR THE 1st DAY CONFERENCE

DAY 2
FRIDAY, 11 DECEMBER 2020

9.30 am -9.45 am

Registration (Excluding USA & North American Countries who will register after 13.00 pm London Time)

9.45 am-10.00 am

OPENING ADDRESS FOR DAY 2

SESSION 7 (PLANERY SESSION)

10.00 am -11.30am (Break & Virtual Networking: 11.30 am -11.45 am)

Session: Keynote addresses

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

10.00am -10.20 am: KEYNOTE ADDRESS

Prof (Dr) Gairik Das, Indian Institute of Social Welfare & Business Management, Kolkata, India

Title: Re-imagining Entrepreneurship: A ray of hope in the post-pandemic era

10.25 am -10.45 am: KEYNOTE ADDRESS

Prof. David Graves, Nottingham Trent University, Centre for International Law Enforcement, UK

Title: Maritime Crime - The hidden effects on Global Business due to barriers of Jurisdiction

10.50 am -11.10 am: KEYNOTE ADDRESS

Mark T Jones, Centre for Innovative Leadership Navigation (CILN), UK

Title: The Dangers of an "Us and Them" Mentality

Brief synopsis

In companies, organisations, and institutions a situation often exists of a seeming 'peaceful coexistence', one in which rival ideologies or mindsets exist. In normal circumstances (if there ever is such a thing) this means that there is no resort to violence. That said, attitudes are polarised and with this comes mutual distrust, suspicion, and unwillingness to reach out and cooperate, and thus a position of static coexistence prevails. Imagine if we can a situation where we engender different outlooks and standpoints and recognise the value of trying to appreciate why others see things in the way that they do, to such a degree that it results in mutual understanding, reduced fear and tentative approaches towards collaboration in areas of common interest. Whilst differences would remain it would be possible to recognise a move towards that known as progressive coexistence.

In the world of international relations states and alliances seem to operate as if peaceful coexistence is merely a period of delusion, at best the prelude to times when there might be the need for physical violence. Time, energy, and precious resources are expended in preparing for conflict, or in some cases actively engineering it. Just imagine if a similar determination was applied from moving from static coexistence to progressive coexistence.

It is regrettable that we see university departments and faculties that are pitched against one another for funding streams; company bonus schemes are often designed to foster intense competition that can and invariably does develop into bitter rivalry. With echoes of the Nineteenth Century a payment by results culture erodes any appetite for knowledge sharing and engenders in management a divide and rule outlook that is not only deeply unhealthy, but counterproductive. Cultures are poisoned and

outlooks becomes blinkered. Everywhere we look we see evidence of static coexistence that is blunted and corrupted by a paranoia that feeds on fanciful notions of what 'they' may be up to. Something is clearly amiss.

Sadly, some are firmly of the belief that we live in a dog eat dog world. Many corporate, institutional leaders and political leaders appear to have imbibed the strictures of Sun Tzu's *The Art of War* and be intent on using Niccolò Machiavelli's *The Prince* as their guide to life. Thus, it is paramount that we endeavour to liberate ourselves from that which causes a damaging and dangerous myopia. How might we do things differently? Is there a different and better way? If so, what are we doing to avoid the dangers of an "us and them" mentality?"

11.10 am -11.30 am: KEYNOTE ADDRESS

Prof. Salil K. Sen, Rurbanization Consultant, Visiting Professor Management Development Institute of Singapore

Title: Decovidization thru' Rurbanization: repurposes leadership, decouples protectionism

Brief synopsis

Waste or debris is at the intersection of Rurbanization, Decovidization and Repurposing Leadership. Decovidization is an opportunity to decouple protectionism. This paper ideates as Rurbanization. Transformation is the enabler, that is driving the entrepreneurship conversation, given the gloom of Covid in developed, developing, aspiring emerging economies. There is tangible non-chalance to waste and debris. Waste nonchalance reveals a clear debris mania manifested by city-clutter. The lifestyle momentum, both in rural and urban settings, need to harness triple bottom line negative impacts, namely, carbon, climate, congestion. Grassroots-up entrepreneurial propulsion would transform the triple-bottom line negativity to positive-value creating sustainable entrepreneurship trajectory. Entrepreneurship, whether in urban or rural habitats, are iniquitous, uneven, sporadic. This is the embedded innovative entrepreneurial opportunity for a bottom-of-the-pyramid transform. Urban needs to reinvent as rurban, and rural needs to blend into Rurban. The Rurban repurposing would befit the intersection of entrepreneurship, sustainability, and urbanism. Focus is on place-based variability to explore the suitability of locale-specific sustainable entrepreneurship. Pollution, clutter, community health erosion, climate jeopardy, disaster exacerbation, and need to decovidate, presents the opportunity for a sustainable entrepreneurship outcome.

Keywords: repurposes leadership; decouples protectionism; Decovidization thru' Rurbanization; Internet of things

SESSION 8 (PANEL SESSION)

11.45 am -13.00 pm (BREAK: 13.00 pm -14.00 pm)

Track: Finance, Accounting & organisational Structure

Session Chair: Seugnet Bronkhorst, University of Johannesburg, South Africa

PRESENTATIONS

- I *The implications, applications, and benefits of emerging technologies in audit*
Riley Carpenter; Dale McGregor, College of Accounting, University of Cape Town, South Africa
- II *Effect of value-added services on transactional behaviour*
Zoleka Mthembu; Seugnet Bronkhorst, University of Johannesburg, South Africa
- III *Potential threats for the auditing profession, audit firms and audit processes inherent in using emerging technology*
Dale McGregor; Riley Carpenter, College of Accounting, University of Cape Town, South Africa
- IV *Sustaining entrepreneurship in an era of Industry 4.0 and lingering Pandemic*
Sarat C Das, Bucks New University, UK
- V *Factors influencing staff motivation in organized retail sector in Kolkata, India*
Gairik Das; Sohini Dutta, IISWBM, Kolkata, India

SESSION 9 (PLENARY SESSION)**14.00pm-15.30 pm (BREAK: 15.30 pm -15.45 pm)****Session: Entrepreneurship in Emerging & Developing Economies****Session Chair: Prof. (Dr) Jacqui Kisato, Kenyatta University, Nairobi, Kenya****14.00 pm -14.25 pm: KEYNOTE ADDRESS****Pro. (Dr) Deepraj Mukherjee, Kent State University, USA***Title: Belt and Road Initiative: Its Implications in South Asia***Brief synopsis**

An effective operation of the Belt and Road Initiative in South Asia will require cooperation between China and the South Asian countries with which they will be trading. China has a strong, dedicated labour force that excels in labour-intensive manufacturing. This has made China an ideal trading partner for countries in which the labour force does not excel in labour-intensive manufacturing, or in which high wages and good working conditions are demanded. But trading with developing countries will require China and its trading partners to see mutual benefit. The challenge is that it adds competition to both the supply and demand sides of the economies in this region.

PRESENTATIONS

- I *Microfinance banks and growth of micro, small and medium enterprises in emerging economies: Evidence from Nigeria*
Akinadewo, Israel S., Department of Management & Accounting, Obafemi Awolowo University, Osun State, Nigeria
- II *Leading without controlling: Initial access points for development of entrepreneurial communities in frontier markets*
Dart Daniel; Bjurman Bergman Johan; Reeves Michael; Hithnawi Imam, DEC Projects, 6121 Sunset Boulevard, LA, CA, 90028, USA
- III *Investigating the factors affecting the internet of things (IOT) adoption model -an exploratory study in Egypt*
Ghada Zaky; Ayman Shawky; Mohamed Abdelsalam Ragheb, Arab Academy for Science, Technology & Maritime Transport, Egypt
- IV *Appraisal of the problems affecting microfinance banks in emerging economies and the mitigating factors: Nigeria's experience*
Akinadewo, Israel S., Ebenezer Y. Akinkoye; O. O. Olasanmi, Department of Management & Accounting, Obafemi Awolowo University, Osun State, Nigeria
- V *Revitalization of urban areas through business and tourism improvement districts (BIDs/TIDs) in Albania*
Ermira Repaj, Department of Management, Faculty of Economy, University of Tirana, Albania

SESSION 10 (PLENARY SESSION)**15.45 pm -17.30 pm****Session: HRM issues in Emerging Economies****Session Chair: Prof. Salil Sen, Management Development Institute of Singapore****15.45 pm -16.10 pm: KEYNOTE ADDRESS****Dr Jennifer Bowerman, MacEwan University, Canada****16.10 pm -16.35 pm: KEYNOTE ADDRESS****Prof. Juan Carlos Botello, Universidad Popular Autónoma del Estado de Puebla, Mexico***Title: COVID and Working at Home in Latin America***Brief synopsis**

The research presents relevant information on how the pandemic has affected the lives of workers in Latin America mainly because most were unprepared to work from home for a long period of time. Working at home also involves a long day-to-day coexistence at home with family members, which affects the way work is performed.

PRESENTATIONS

- I *Work-life balance policy and work-family conflict*
Wahda Rasyid; Asty Almaida; Insany Fitri Nurqamar, Department of Management, Hasanuddin University, Indonesia
- II *Reflections on emerging rights at work vis-à-vis COVID-19*
Mohammed Muqtadir, Start-up Founder, Mechanical Man Engineering Services Private Limited, Pasonda, Ghaziabad, U.P, India; **Bhumika Sharma**, Department of Laws, Himachal Pradesh University, India
- III *Preliminary review of a handbook of future of work and entrepreneurship for the underserved*
JoAnn Rolle, School of Business, Medgar Evers College, City University of New York; **Jacqui Kisato**, Kenyatta University, Nairobi, Kenya; **Charles Kebaya**, Machakos University, Kenya
- IV *Does recruitment and selection process determine employee's productivity in multinational enterprises: empirical evidence from Nigeria*
Solomon Adejare Babarinde, Department of Business Administration and Marketing, Redeemer's University, Ede, Osun State, Nigeria
- V The interaction of employee trust & ethical decision making
Evangelia Fragouli, University of Dundee, Dundee, UK
- VI *The effect of e-learning on education process enhancement & in-house customers' satisfaction (an experimental design)*
Amani Younes Merzeban, Arab Academy for Science, Technology & Maritime Transport, Egypt; **Ismail M. El-Sayed**, Nile University, Egypt, **Mohamed Abdelsalam Ragheb**, Arab Academy for Science, Technology & Maritime Transport, Egypt

SESSION 11

17.30 pm – 18.00 pm

Session: CLOSING SESSION AND FEEDBACK**Session Chair: Mark T Jones**, Centre for Innovative Leadership Navigation, UK**17.15 pm: CLOSING REMARKS****Mark T Jones**, Centre for Innovative Leadership Navigation (CILN), UK**Dr Jo-Ann Role**, Dean, Business School, Medgar Evers College, City University of New York, USA**Dr. P.R. Datta**, Executive Chair, Centre for Business & Economic Research, UK**Feedback from the audience****Conference Closes**

We wish you all the best.

**5th International Conference on Globalisation, Entrepreneurship and Emerging Economies
10-12th December 2020, Virtual Conference**

List of Participant & Institution Represented

Author's Name	Institution, Country
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Maluka, Harriet Rivalani	University of Limpopo, South Africa
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Mohamed Abdelsalam Ragheb	Arab Academy for Science, Technology & Maritime Transport, Egypt
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O. O. Olasanmi	Obafemi Awolowo University, Osun State, Nigeria
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Tanvir Mahmud	Clark Atlanta University, USA
Tracy Kraus	University of Cape Town, South Africa
Wahda Rasyid	Hasanuddin University, Indonesia
Warren Matthews	Belhaven University USA
Zoleka Mthembu	University of Johannesburg, South Africa

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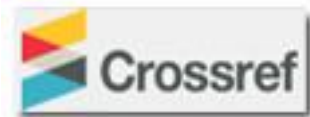
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