

Paper Presentations (Updated Final Program)

Day 1: Thursday 4th January				
SESSION 1 1330-1445	ROOM LT4	ROOM LT1	ROOM B03/B04	ROOM B05/B06
	TRACK: 1&2 SESSION CHAIR: Karishma Jain	TRACK: 1&2 SESSION CHAIR: Julia Connell	TRACK: 1&2 SESSION CHAIR: Issac Wanasika	TRACK: 1&2 SESSION CHAIR: Arvinder Loomba
1330-1345	74 Sudhi Seshadri <i>Managing Decarbonisation Transition Rates</i> ONLINE	3 Soni Agrawal and Mukesh Biswas <i>Identifying Linkages among Corporate Social Responsibility, Environmental, Social and Governance, Human Resources and Performance: A Systematic Literature Review</i>	22 Thandar Oo and Claudio De Matos <i>Employees' Experience of Meaningfulness at work due to Internal Organizational Corporate Social Responsibility</i>	40 Brijesh Bhat and Rajeshwari Narendran <i>Policy and Regulatory Changes to Mitigate Impact of the European Carbon Border Adjustment Mechanism on the Indian Exporters (online)</i>
1345-1400	131 Urvashi Khandelwal <i>Internal Carbon Pricing and Firm Performance (online)</i>	36 Julia Connell and Peter Waring <i>Skill Shortages in Singapore: assessing the impact on Sustainability Goals</i>	67 Neelam Nakra and Vaneet Kashyap <i>Responsible Leadership and Organizational Sustainability Performance: Investigating the Mediating Role of Sustainable HRM</i>	91 Yu Xinzhi and Yasuyuki Nishigaki <i>Corporate Social Responsibility, Environmentally Conscious Consumers and the Effectiveness of Environmental Policies</i>
1400-1415	107 Joo-Seng Tan and George Bunjamin Gregorius <i>Sustainable Business Models in Green Start-ups: Analysis of Relationship Between Profitability and Impact</i>	15 Subas Dhakal, Alan Nankervis and John Burgess <i>Critical Labour and Skills Shortages and Sustainable Development in the Asia Pacific</i>	109 I Sridhar and Rakhi Kumari <i>Ethical Values for Corporate Governance (online)</i>	90 Kaushik Ranjan Bandyopadhyay and Kasturi Das <i>Potential Impact of the CBAM on Steel Decarbonization in India</i>
1415-1430	70 Karishma Jain and P S Tripathi <i>Social Sustainability and Its Impact on the Dimensions of Firm Performance: Evidence from Emerging Markets</i>	121 Helen Cheng and Stefan Zagelmeyer <i>Multinational enterprises' SDG engagement in relation to their core business</i>	98 Sameer Chaterjee <i>Embracing Green Work Culture: Managerial Frameworks in Achieving Sustainable Work Organizations in Asia</i>	116 Nian Zhang and Logaiswari Indiran <i>'Zero-Waste Cities' Initiatives and the Construction of China's Urban Circular Economy Innovation Hubs</i>
1430-1445	Q&A	Q&A	Q&A	Q&A

Day 1: Thursday 4 th January (CONT.)				
SESSION 2 1500-1630	ROOM LT4 TRACK: 1&2 SESSION CHAIR: Alessandro Lampo	ROOM LT1 TRACK: 1&2 SESSION CHAIR: Sivakumar Venkataramany	ROOM B03/B04 TRACK: 1&2 SESSION CHAIR: Lea Tschan SPONSORED BY CPA AUSTRALIA	ROOM B05/B06 TRACK: 1&2 SESSION CHAIR: Laura Salciuviene
1500-1515	92 Alessandro Lampo and Hou Tong Sun <i>The Moderating Effect of Food Neophilia on Consumers' Intention to Use Insects as Food</i>	106 Sivakumar Venkataramany and Chinnappajayachandran Jayachandran <i>Achieving Sustainable Development Goals (SDGs) through Collaboration in Rural Communities in India</i>	61 Andrew Lepone, Grace Lepone and Bei Dai <i>Equity Market Response to Carbon Neutrality: Evidence from China</i>	120 Thandar Oo and Claudio De Matos <i>Sensemaking Approach to Understand the Impact of Internal CSR on Employees: Food & Beverage Industry in Myanmar</i>
1515-1530	31 Cecilia Grieco, Alberto Morgante and Laura Michelini <i>New solutions for old issues: exploring business model innovation in food sharing platforms</i>	154 Gouher Ahmed and Calvin Chong Kun Lee <i>Geopolitics of Big Techs and GVCs: A Shift in Global Governance and Sustainability under the Cold War 2.0</i>	62 Grace Lepone and Anil Gautam <i>Individual Investor ESG Preference Under Stress</i>	82 Rachit Shrivastava and Sujit Kumar Dubey <i>The Emergence of Sustainable Production & Consumption Practices and Its influence on Purchase Intention of Consumer in Smart Retailing: The Mediating role of Perceived Usefulness and Brand Attachment</i>
1530-1545	111 Sitong Xian and Alessandro Lampo <i>The Role of the Country-of-Origin Effect in Driving Chinese EV Adoption: The Case of Portugal</i>	41 Bikram Kishore Behera <i>MANAGING SUSTAINABILITY TRANSITION AMONG SOCIAL ENTREPRENEURSHIP IN INDIA</i>	48 Lea Tschan and Ola Mahmoud <i>Green Finance and Inequality</i>	97 Laura Salciuviene, Isabella Bretherton, Claudio De Matos De Matos and Nitin Sanghavi <i>SUSTAINABLE TRANSITIONS AT WORK: EXPLORING THE IMPLICATIONS OF A SPANISH 4-DAY WORKING WEEK IN EMPLOYEE HAPPINESS AND PRODUCTIVITY</i>
1545-1600	32 Wei Hian Thomas Chong <i>The story of 2 Singapores and why the public policy on Electric Vehicles might not work</i>	104 Osman Gulseven, Ibtisam Al-Abri and Abdallah Akintola <i>Measuring Marine Sustainability in the Gulf Region via Ocean Health Indicators</i>	119 Miao He and Yilin Li <i>Do Auditors Care about "Greenwashing": Evidence from Textual Analysis on ESG Gap and Audit Fees</i>	46 Simoneta Patuglia and Nicola Leone <i>Measuring Companies' Sustainable Marketing Orientation in the Service Industry in Italy</i>
1600-1615	105 Kali Charan Sabat, Diganta Chakrabarti and Meera Baidur <i>A HUMAN ECOLOGY STUDY ON THE IMPACT OF ECOLOGICAL IDENTITY ON THE USE OF SUSTAINABLE TECHNOLOGY (online)</i>	142 Logaiswari Indiran, Chen Fu, Umar Haiyat Abdul Kohar, Wiyata Wiyata and Yanamandra Ramakrishna <i>Entrepreneurship Education: A Journey from Past to Future</i>	136 Darina Saxunova, Bernd Sauer, Hector Heiko and Joann Pinto <i>ESG CRITERIA IMPLEMENTATION AND ITS AFFECT ON TAX SYSTEM DEFORMATION PURSUING TO ACHIEVE THE TAX SYSTEM SUSTAINABILITY</i>	
1615-1630	Q&A	Q&A	Q&A	Q&A

Day 2: Friday 5 th January						
SESSION 3 1100-1230	ROOM LT4	ROOM LT1	ROOM B03	ROOM B04	ROOM B05	ROOM B06
	TRACK: 3 SESSION CHAIR: Arvinder Loomba (arvinder.loomba@sjsu.edu)	TRACK: 4 SESSION CHAIR: Devon Johnson (johnsonde@montclair.edu)	TRACK: 8 SESSION CHAIR: Lisa Ho (lisa.ho@newcastle.edu.au)	TRACK: 5 SESSION CHAIR: Hai Dang Ha	TRACK TBC SESSION CHAIR: Charles Lee (charles.cc.lee@newcastle.edu.au)	TRACK: TBC SESSION CHAIR: Sherriff T. K. Luk
1100-1115	10 Arvinder Loomba <i>Unshackling Labor in Corporate Supply Chains</i>	7 Abhinav Dixit and Ankita Dixit <i>Data Imbalance handling using ADASYN Algorithm in Manufacturing Industry for Mass Customization Process</i>	14 Thao Su Le Phuong <i>Neo-institutional factors influencing business models in the post Covid-19 pandemic: The case of Vietnam Airlines</i>	44 Tiina Brandt and Joona Mäntyvaara <i>Communication profile of transformational leaders – subordinates' perspective</i>	86 Jyoti Luhaniwal, Shivi Agarwal and Trilok Mathur <i>Hybrid Multi-Criteria Analysis Using GIS for Offshore Wind Farm Development in India</i>	143 Sherriff T. K. Luk <i>Cultivation of Brand Management Capabilities for SMEs: The Role of Brand Orientation and Organizational Learning</i>
1115-1130	35 Linh Truong and Sahar Validi <i>Supply Chain Mapping for Resilience, Visibility and Agility: What we have been missing toward Circular Economy?</i>	9 Rabiul Iliya, Aminu Ibrahim, Nura Isah, Ahmed Hassan, Sadanu Hamza Kabiru and Auwal Muhammad <i>The Role of Social Media on Fast Food Restaurant and Pizza Businesses in Jigawa State Nigeria</i>	122 Shamsun Arefin A Long-Term Trend Analysis in the Australian Air Freight Market to Adopt Resilient Strategies	17 Hai Dang Ha <i>The Role of Entrepreneurial Networks in the Relationship of the Institutional and the Enterprises' Performance for Women: The case study in Micro E-commerce Vietnam</i>	99 Chee Kit Ho, Charles Lee and Kingjet Tseng <i>The Metaverse: Impacts on the Built Environment - Indoor Environmental Quality, Health and Wellness.</i>	144 Yuerong Zhou and Jing Huang <i>Identity Construction Work of Chinese Migrant Workers: From Negotiating Dagongzhe Identity to Personal Identification (online)</i>
1130-1145	108 Neil McGregor and Anne Chong <i>Trade Fragmentation, Geopolitics and the Energy Transition: Evidence from Energy and Critical Minerals</i>	18 Ramakrishna Gollagari and Bereket Solomon <i>Innovation as a Catalyst for Organizational Performance: A Study on Ethiopian Civil Service Organizations</i>	53 Lisa Ho <i>Discovering New Business Solutions in a Post-Covid World: Insights from a Cancer Lab</i>	19 Colin Cheng <i>Customer involvement and social media in small and medium enterprises</i>	39 Brijesh Bhat <i>Executing Smart Metering Projects: Drift or Deliberate (online)</i>	146 Sivakumar Venkataramany and Samantha Coon <i>The Role of Higher Education in Promoting Sustainability: Evidence from the United States and Costa Rica</i>

Day 2: Friday 5 th January (CONT.)						
SESSION 3 1100-1230 (cont.)	ROOM LT4 TRACK: 3 SESSION CHAIR: Arvinder Loomba (arvinder.loomba@sjsu.edu)	ROOM LT1 TRACK: 4 SESSION CHAIR: Devon Johnson (johnsonde@montclair.edu)	ROOM B03 TRACK: 8 SESSION CHAIR: Lisa Ho (lisa.ho@newcastle.edu.au)	ROOM B04 TRACK: 5 SESSION CHAIR: Hai Dang Ha	ROOM B05 TRACK TBC SESSION CHAIR: Charles Lee (charles.lee@newcastle.edu.au)	ROOM B06 TRACK: TBC SESSION CHAIR: Sivakumar Venkataramany
1145-1200	114 Muhammad Umar and Mark Wilson <i>Understanding supply chain resilience through social capital (online)</i>	83 Weng Chi Lei and Boyang An <i>Impact of Education on Green Fintech Adoption in a Smart City: Evidence from the Newly Developed Sub-city Center of Beijing</i>	60 Mudit Shukla and Divya Tyagi <i>The influence of forced work from home amid the COVID-19 pandemic on employees' organizational commitment: A conceptual model</i>	8 Aditya Agrawal and Ashish Pandey <i>Development of a Valid and Reliable Scale for Enablers of Organizational Healing (online)</i>	23 Omer Topaloglu and Zeynep Calkan <i>When does Food Waste Matter the Most?</i>	148 Sivakumar Venkataramany and Diane Moretz <i>Reconfiguration of Real Estate Business: Sunset and Booming Growth of Shopping Malls in Industrialized Economies via-a-vis Developing Countries</i>
1200-1215	47 Chen Fu, Logaiswari Indiran and Umar Haiyat Abdul <i>Circular Economy Business Model: A literature Review</i>	135 Devon Johnson, Sungyong Chun and Sneha Pandey <i>Consumer Perceptions of Fairness with Fintech AI</i>				
1215-1230	Q&A	Q&A	Q&A	Q&A	Q&A	Q&A

Day 2: Friday 5 th January (CONT.)						
SESSION 4 1330-1445	ROOM LT4	ROOM LT1	ROOM B03	ROOM B04	ROOM B05	ROOM B06
	TRACK: 5 SESSION CHAIR: Marcia Lebambo	TRACK: 4 SESSION CHAIR: Devon Johnson (johnsonde@montclair.edu)	TRACK: 3 SESSION CHAIR: SESSION CHAIR: Silvio Cardinali (s.cardinali@univpm.it)	TRACK: 6 SESSION CHAIR: Sergey Yagolkovskiy	TRACK 5 & TBC SESSION CHAIR: Maria Della Lucia	TRACK: TBC SESSION CHAIR: Yit Yan Koh (yityan.koh@newcastle.edu.au)
1330-1345	126 Bikram Kishore Behera <i>Indian social enterprises as navigators of sustainability transitions: Case study of for-profit and not-for-profit social enterprises in India</i>	37 Jing Xu <i>Constructive voice in Chinese subsidiary innovation</i>	84 Swati Goyal, Shivi Agarwal and Trilok Mathur <i>A Novel Fuzzy DEA-Cross-Efficiency Method: A Case Study of State Road Transport Undertakings in India</i>	145 Jayakumar Raj <i>Challenges in Conducting Training Need Analysis - Faced by Small and Medium-sized Enterprises (SMEs) in Malaysia</i>	102 Chiang Liang Kok and Nicholas Tanjodi A <i>Novel IoT-based Automatic Water Changing System With Proposed Water Parameter Monitoring Technique</i>	151 Nidhi Bisla and Deepak Sangroya <i>MAPPING THE DOMAIN OF SMART TOURISM: BIBLIOMETRIC INSIGHTS AND LITERATURE REVIEW</i>
1345-1400	110 Joo-Seng Tan and Wenjiao Li <i>High Growth Startups & Entrepreneurial Networks</i>	5 Ahmed Hassan, Auwalu Ado and Rabiul Iliya <i>The Role of Technology in Enhancing Management Practices in Nigerian SMEs</i>	88 Shantnu Verma, Shivi Agarwal and Trilok Mathur <i>Extended Stochastic Assignment Model: A Data Envelopment Analysis Approach</i>	64 Sergey Yagolkovskiy <i>Managerial creativity vs. functional fixedness: How to avoid an impasse in problem solving</i>	128 Kwok L Shum and Tomoatsu Shibata <i>Lean organizing of start-up – an improvised platform-based experimentation Approach</i>	152 Gaurav Kabra <i>Factors Affecting Adoption of Design Thinking in Organizations: A Conceptual Framework</i>
1400-1415	26 Marcia Lebambo <i>30 YEARS OF DEMOCRATIC SOUTH AFRICA: A REVIEW OF THE COUNTRY'S ENTREPRENEURSHIP POLICIES AND DEVELOPMENT INSTITUTIONS</i>	42 Raja Sln, Nidheesh Joseph and Abhishek Totawar <i>ERP implementation towards digital transformation: insights from change management perspective (hybrid mode)</i>	117 Mmabatho Ellen Makamedi, Ephraim Monde Faku and Emmanuel Innocents Edoun <i>Strategies for managing supply chain management information system in South African municipalities</i>	71 Charvi Shukla <i>FACTORS THAT MAKE AN EXPATRIATE ASSIGNMENT SUCCESSFUL FROM AN HRM LENS IN THE NEW MILLENNIUM ERA (2000-2023): A SYSTEMATIC INTEGRATIVE REVIEW</i>	115 Maria Della Lucia, Giulia Dore and Rana Muhammad Umar <i>BRIDGING THEORY AND PRACTICE IN OPEN CULTURE MANAGEMENT: CHALLENGES AND STRATEGIES IN MUSEUMS</i>	153 Spit Dennis <i>Expanding the Global B2B Market through Relationship-Based Strategies – The Empowering Influence of People Currency</i>

Day 2: Friday 5 th January (CONT.)						
SESSION 4 1330-1445 (cont.)	ROOM LT4 TRACK: 5 SESSION CHAIR: Marcia Lebambo	ROOM LT1 TRACK: 4 SESSION CHAIR: Devon Johnson (johnsonde@montclair.edu)	ROOM B03 TRACK: 3 SESSION CHAIR: SESSION CHAIR: Silvio Cardinali (s.cardinali@univpm.it)	ROOM B04 TRACK: 6 SESSION CHAIR: Sergey Yagolkovskiy	ROOM B05 TRACK 5 & TBC SESSION CHAIR: Maria Della Lucia	ROOM B06 TRACK: TBC SESSION CHAIR: Yit Yan Koh (yityan.koh@newcastle.edu.au)
1415-1430	24 Mbulaheni Mavhungu <i>The impact of extrinsic factors on personal attitude to start a farming business: The moderating role of family business status</i>	72 Chayan Poddar, Syed Mohammad Akrama Ali Rizvi and Iqra Fatima <i>So ChatGPT Can Make Us Greener: Exploring Generative AI, Knowledge Management and Sustainability</i>	85 Trilok Mathur, Shivi Agarwal and Shantnu Verma <i>An Extended Transportation Model under Fuzzy Environment</i>	124 Tiina Brandt and Nina Rinne <i>The impact of psychological safety on psychological capital</i>	140 Sandhya Kalale Srinivas and Achutha Jois <i>Analysing behavioral aspects of women executives in analytical decision making in investment decisions</i>	73 Neha Arora <i>Analyzing Carbon Credit Price Determinants in the Indian Market: Insights from the Clean Development Mechanism</i>
1430-1445	Q&A	Q&A	Q&A	Q&A	Q&A	Q&A

Day 2: Friday 5 th January (CONT.)					
SESSION 5 1515-1630	ROOM LT4	ROOM LT1	ROOM B03/04	ROOM B05	ROOM B06
	TRACK: 8 SESSION CHAIR: Siddhartha Rastogi	TRACK: 4 SESSION CHAIR: Fabio Musso	TRACK: 5 SESSION CHAIR: Nazia Sultana (nazia.sultana@osmania.ac.in)	TRACK: 6 SESSION CHAIR: Peter Starchon (Peter.Starchon@fm.unia.sk)	TRACK TBC SESSION CHAIR: Osman Gulseven
1515-1530	4 Siddhartha Rastogi <i>A GRAVITY MODEL FOR ANALYZING AFRICAN NATION'S TRADE WITH INDIA</i>	58 Ruben Xing and Yang Li <i>Cognitive Misunderstandings and Theoretical Analysis on Big data</i>	89 Madhavachandra Kurup and Rejikumar G <i>Business Incubators: A Stakeholder Perspective of interactions that shape the assemblage</i>	33 Rajashik Roy Choudhury and Abhoy Kumar Ojha <i>What Should I Do Now?" A Career Construction Approach Linking Career Shocks and Protean Career</i>	1 Gouher Ahmed <i>Role of the UAE Government in Institutional Development: A Critical Assessment</i>
1530-1545	28 Livia Bot Domonkos, Marián Šuplata and René Pawera <i>Regional Development with NextGenerationEU and in EU projects implemented in Slovakia (online)</i>	66 Fabio Musso, Laura Bravi, Federica Murmura, Elisabeta Savelli and Alessio Travasi <i>The ageing of population and the challenges for social and health care: the senior co-housing model and the role of new technologies</i>	93 Takao Fujiwara <i>Research and Development Investment of Future-Star Present Negative-Profit Biotech Companies in Financial Crisis (online)</i>	34 Simran Kaur and Mandeep Kaur <i>Employee Optimism in Private Banking Sector: Positive Impact of Internal Marketing Dimensions</i>	130 Ying-Tzu Tsai and Kuan-Chiu Tseng <i>A Case Study of Public-Private Partnerships under Institutional Logic: A Focus on Residual Control Rights</i>
1545-1600	87 Shivi Agrawal, Swati Goyal and Trilok Mathur <i>Assessing productivity growth using Sequential Malmquist-Luenberger Index: An Approach for Fuzzy Environment</i>	147 Sivakumar Venkataramany <i>Sustainability of Banking and Global Financial Inclusion: A Case Study of Select Developing Countries</i>	77 Gabriel S Fregoso Jasso, Juan P Galván Ledezma and Antonio de Jesús Vizcaino <i>Industry overview and cluster identification in the competitive and economic regional development context</i>	76 Arun Joshi, Manoj Ghadge and Priya Bhagat <i>The EX-Factor in the post-pandemic era (online)</i>	94 Alessandro Lampo, Ansoumane Douy Diakite and Emil Chi Hang Ip <i>Adapting the Unified Theory of Acceptance and Use of Technology 2 (UTAUT-2) to the Acceptance of Public Policies</i>
1600-1615	21 Philippe Gugler and David Eschmann <i>Estimating the degree of globalization of enterprises: methodological concepts and empirical study</i>	6 Mukhtar Muhammad and Aminu Ibrahim <i>Management Styles, the Role of Office Manager and Organizational Effectiveness of private organizations in</i>	134 Charles Bryant <i>Creating a Thriving Entrepreneurial Ecosystem: The Impact of Human Capital and Corruption</i>	127 Simone Severini, Alessandro Romoli, Giulia Amadio and Silvio Cardinali <i>Sales Enablement in b2b context: An exploratory case study on implementation and key areas</i>	
1615-1630	Q&A	Q&A	Q&A	Q&A	Q&A

Day 3: Saturday 6 th January					
SESSION 6 1030-1200	ROOM LT4	ROOM LT1	ROOM B03/04	ROOM B05	ROOM B06
	TRACK: ONLINE SESSION CHAIR: Peik Foong Yeap	TRACK: 11 SESSION CHAIR: Silvio Cardinali (s.cardinali@univpm.it)	TRACK: 11 SESSION CHAIR: V. Sithira Vadivel	TRACK: 10 SESSION CHAIR: Lucia Vilcekova	TRACK: TBC SESSION CHAIR: Chiang Liang Kok
1030-1045	30 Anita R Singh and Nitin Pangarkar <i>Crossover WISE: A Novel Form of Social Enterprise (online)</i>	54 Pavithra S T, Raju T V and Sowmya D S <i>Higher Education in India: NEP 2020 - A Holistic Approach</i>	63 V. Sithira Vadivel <i>Design Thinking Process Towards Creative Teaching and Learning in Southeast Asia</i>	13 Lucky Gupta and Deepak Tomar <i>AN ANALYTICAL STUDY ON THE USE OF CONSUMER PSYCHOLOGY IN TRADITIONAL AND DIGITAL MARKETING TO MAKE PURCHASES OF GOODS</i>	125 Kenichi Kato <i>Self-learning human assistive autonomous system enabled by foundation models and robotics middleware framework</i>
1100-1115	65 Manuel Ortiz-Barrera and José Sánchez-Gutiérrez <i>UNVEILING THE CRUCIAL ROLE OF TACIT KNOWLEDGE IN SHAPING COMPETITION WITHIN MEXICAN HIGHER EDUCATION INSTITUTIONS (online)</i>	38 Raye Ng <i>Unpacking Generative Artificial Intelligence in Business Education (MBA): Demystifying learnings styles and approaches in Western and Eastern education in a multicultural MBA classroom</i>	113 Mavhungu Mbulaheni <i>Extrinsic Factors and Personal Attitude of Agricultural Students: The Moderation Role of Family Business Status</i>	25 Lucia Vilcekova, Katarina Gubiniova, Peter Starchon and Gabriela Pajtkova <i>Bartakova Consumer Rights and Consumer Behaviour in Slovakia: A Comprehensive Analysis of the Relationship and Implications</i>	80 Muhanad Manshad, Daniel Brannon and Vish Iyer <i>Facial-Sentiment Recognition in Chatbots: Navigating the Nexus of AI Innovation and Ethical Implications in the Age of Industry 4.0</i>
1115-1130	95 Jorge Pelayo-Maciel, Oscar Alejandro Espinoza-Mercado & Manuel Alfredo Ortiz-Barrera <i>Economic freedom and its influence on economic growth and human development in emerging countries (online)</i>	59 Subas Dhakal <i>Andragogies to Advance Business Education for Sustainable Development in an Era of Generative Artificial Intelligence: Challenges and Opportunities (online)</i>	68 Araceli Duran-Hernandez and Judith Mireya Cornejo-Macias <i>The increase in Procrastination due to the use of ICT and their consequences in upper degree at UdG. in Mexico</i>	16 Prof. Dr. Sakthivel Annamalai Manickam and Dr. Suganya Gurumoorthy <i>Narrative Review on the Relevance of Social Media Stars in Influencing Consumer Purchase Intentions (online)</i>	103 Chiang Liang Kok, Yit Yan Koh and Chin Wah Tay <i>A Novel machine learning based systems for gesture recognition</i>
1130-1145	96 Nibedita Saha, Nabanita Saha, Tomas Sáha, C. Jayachandran Jayachandran and Petr Sáha <i>Multi-Stakeholder Approach to Foster Sustainability in the Footwear Industry (online)</i>	112 Bella Butler <i>Impactful Collaboration in Learning and Teaching at a Global University: Building Innovation Teaching Capacity Across Borders (online)</i>			29 Johnson Madathil, Nithya M and Muhammed Niyas <i>Brand Activistic Videos on YouTube: The Role of Character Facial Emotions and LGBT</i>
1145-1200	Q&A	Q&A	Q&A	Q&A	Q&A

Day 3: Saturday 6 th January (CONT.)					
SESSION 7 1300-1415	ROOM LT4 ONLINE TRACK: MISC. SESSION CHAIR: Yit Yan Koh (yityan.koh@newcastle.edu.au)	ROOM LT1 TRACK: 11 SESSION CHAIR: Vish Iyer	ROOM B03/04 TRACK: 6 SESSION CHAIR: Ali Halawi	ROOM B05 TRACK: 9&10 SESSION CHAIR: Sakthivel A.M. (drsakkthi@gmail.com)	ROOM B06 TRACK: TBC SESSION CHAIR: Tiina Brandt (Tiina.brandt@haaga- helia.fi)
1300-1315	139 Farah Naaz Gauri and Maske Pravin Sitaram <i>Unemployment and its effect on Indian Economy</i>	141 Juergen Bleicher and Emil Velinov <i>Cultural Intelligence and Virtual Team Performance: Evidence from Blended Learning International Cooperation Project</i>	2 Ali Halawi and Razeena Rasheed <i>The effect of Human Resource Analytics on Employee Performance</i>	49 (& 50) Sandhya Kalale Srinivas and Achutha Jois <i>Analyzing behavioral aspects of women executives in analytical decision-making in investment decisions</i>	123 Joona Mäntyvaara and Tiina Brandt <i>B2B buyer-seller interaction and strategic use of AI</i>
1315-1330	149 Jesus Cuauhtemoc Tellez Gaytan, Aqila Rafiuddin Begum and Gouher Ahmed <i>How do Sustainable Investors respond to Monetary Policy Stances during Crisis and Tranquil Periods: A TVP-VAR Connectedness Approach</i>	81 Vish Iyer, Muhanad Manshad and Daniel Brannaon <i>Integrating AI Technology into Higher Education Classrooms- Purpose and Benefits</i>	12 Said Elbanna <i>Comprehensive implementation of workforce nationalization strategy</i>	55 Nuo Jiang, Ke Li, Huimin Wang and Kyungtag Lee <i>The Impact of Technostress on The Reduced Usage Intention of SNS: Focused on FoMO and Collectivism</i>	137 Chiang Liang Kok and Hnin Sie Nyein <i>Development of a universal battery charger</i>
1330-1345	150 Akhilesh Kumar, Hamza Naim, Mohammad Shahid, Gouher Ahmed and Aqila Rafiuddin Begum <i>Empirical Testing of Asset Pricing Models: A Study of Indian Stock Market</i>	118 Akhaya Kumar Nayak <i>Perceived Business Ethics Quotient among Indian Students</i>	132 Lubica Bajzikova & Dominika Miklasova <i>DIGITALIZATION OF HUMAN RESOURCES MANAGEMENT IN SMEs</i>	79 Daniel Brannon, Vish Iyer and Muhanad Manshad <i>The Unintended Consequences of Brand-Service Alignment: How Consumer Forgiveness Wanes in the Face of Congruent Service Failures</i>	133 Chiang Liang Kok, Saravanan Nadaisan and Yit Yan Koh <i>A Real-Time Operating System (RTOS) based Robotic Car</i>
1345-1400	75 Greeshma Kondalu and Raghunadha Reddy P <i>A Research on the Effects of Workplace Environment on Employees' Job Satisfaction in Private Business Universities of India</i>			100 Deepak Sangroya and Nidhi Bisla <i>Promoting Green Tourism: The Role of Value Orientation and Memorable Tourism Experience</i>	138 Chiang Liang Kok and Pradnya Kusuma Bagus <i>Sustainable Vertical Farming</i>
1400-1415	Q&A	Q&A	Q&A	Q&A	Q&A