17th International Conference of the Academy of Global Business Research and Practice

Managing Business and Economic Recovery: Perspectives in Theory and Practice

December 20-22, 2022

Dubai, United Arab Emirates (UAE)

Beijing 12PM| Dubai 8:00 AM | Delhi 9:30 AM | London 4:00 AM | New York 11PM| Sydney 3:00PM

Table of Contents

Welcome from President, AGBRP	03
Welcome from Vice-President Adminstration & Programs	04
Key Note Speakers	5-7
Program	8-11
Conference Co-Chairs, Executive Committee, Board Members	12-15
List of Supporting Journals/Book Series	17
Meet the Editor Session	18
Detail Coference Program/Schedule	20-36
Location Map	38
Off-Line Sessions	Day 1 & 2
On-Line Session	Day 1 & 2

Greetings from President - Academy of Global Business Research and Practice

It is a proud moment for me to greet every one of you, including all the keynote speakers, panelists and other guests who have accepted our invitation to join the 17th Academy of Global Business Research and Practice (AGBRP) held at Metropolitan Hotel, Dubai, December 20 - 22, 2022. For the past nearly three decades, the SGBED now AGBRP had evolved as a matured organization and successfully implemented sixteen major conferences and seven research symposiums; thousands of academics have used the AGBRP platform to advance their research and international networks that last in their life time. The 17th Academy of Global Business Research and Practice is developed based on our past experience and hope you will enjoy the program, develop new friendships and take time to explore the places of interest in United Arab Emirates.

Thank you.

Prof. C. Jayachandran, President, AGBRP
Professor of Marketing & International Business
Feliciano School of Business, Montclair State University, NJ 07043

Greetings from Vice President - Administration and Programs, Conference Co-Chair

The challenges and disruptions faced by businesses, societies and the global economy today require an economic recovery, which had to deal with massive government debts and a broken global trading and investment system. The current digital transformation provides immense business opportunities but with many challenges.

This international conference is the best platform for academicians, researchers, corporate executives, government officials, entrepreneurs and students to deliberate strategies to manage business by leveraging the opportunities and overcoming the challenges successfully. The conference has received overwhelming response of around 100 papers from more than 34 countries. During the conference, more than 200 participants will deliberate on various contemporary issues, including digital technology & human capital, skills and employment, business policy & strategy for inclusive growth & development, marketing, advertising, branding, sales, CRM & consumer behaviour, FINTECH, innovation and transformation in financial services, International trade & FDI, banking, taxation & accounting, Entrepreneurial ecosystems, start-ups & venture capital, CSR & sustainability development goals (SDGs). The outcome of the conference is expected to bring innovative ideas and perspective for managing business and economic recovery in the challenging world. In sum, the deliberations will highlight the most urgent economic and social challenges as the world emerges from the COVID-19 crisis and explored a range of response options to build back on a much broader, more inclusive basis.

I thank, Prof. C. Jayachandran, AGBRP President, AGBRP Executive Committee and Board Members and to other colleagues for their consistent support for organizing this 17th AGBRP international Conference.

I welcome to all distinguished participants and guests, and wish them a happy stay in Dubai and a fruitful deliberation in this international conference.

Warm regards.

Prof. Gouher Ahmed
Vice President Administration and Programs, Conference Co-Chair & Host Coordinator and, Professor of Strategic Leadership and International Business, School of Business, Skyline University College, UAE

Key Note Speaker

Dr. Thumbay Moideen

Dr. Thumbay Moideen is recognized in UAE and beyond for his pioneering role in the fields of Higher Education and Healthcare. He is the Founder and President of Thumbay Group - a diversified international conglomerate in Dubai of over 20 diversified sectors. He is among the Top Indian Business Leaders in the Arab World by Forbes Middle East, and among the 50 Richest Indians in the GCC. He is one of the Top 100 Indian Leaders in the UAE, Top 100 Companies making an impact in the Arab World, Top 100 most influential Indians in the Middle East etc. Dr. Moideen has been invited to speak at various international conferences all over the world including, USA, UK, France, Germany, South Africa, Malaysia, Singapore, Japan, China, Mauritius, Egypt, India, Oman, Bahrain, Hungary and United Arab Emirates to share his experiences as entrepreneur and innovator specifically in the health and education sectors. Dr. Thumbay Moideen has been featured in leading publications like Forbes Middle East Magazine, and Arabian Business – ITP Publishing Group, UAE. Dr. Thumbay Moideen was conferred with the prestigious Honorary Fellowship of International Medical Sciences Academy (IMSA) and an honorary Doctorate by the Amity University.

Keynote Speaker

Prof. (Dr.) Jesús Cuauhtémoc Téllez Gaytán

Prof. (Dr.) Jesús Cuauhtémoc Téllez Gaytán, Mexican Citizen, Professor of Finance in the Department of Accounting and Finance, School of Business, Tecnologico de Monterrey, Mexico (47th Ranked Business School in the world). He is also a Research Member at the FAIR Center for Financial Access, Inclusion and Research. He Holds a PhD in Financial Sciences with major in Risk Management, and Post-Doctorate from the University of Texas at San Antonio, USA. His research interest includes, financial risk management, financial markets, energy economics and behavioral finance.

Key Note Speaker

Mr. Talal Rafi

Mr. Talal Rafi is Global Consultant for Deloitte on Climate and Sustainability. He is a member of the Expert Network of the World Economic Forum. He also Co-Chairs the Global Plastic Innovation Network action group of the World Economic Forum. Expert at the Chatham House London on formulating recommendations for the G7 and G20 on gender equality post-COVID-19. Mr. Talal Rafi is World Bank Consultant for AHEAD Project. His work has been published by World Bank, IMF, Asian Development Bank, World Economic Forum, UNFCCC (United Nations Framework Convention on Climate Change), London School of Economics and Forbes. An Entrepreneur, and co-founder of the Sri Lanka's first co-working spaces companies, Hubpoint.

17th International Conference of the Academy of Global Business Research and Practice

Managing Business and Economic Recovery: Perspectives in Theory and Practice

December 20-22, 2022 | Blended Mode | Metropolitan Hotel Dubai

Program | Day-1 | December 20, 2022

Beijing 12PM| Dubai 8:00 AM | Delhi 9:30 AM | London 4:00 AM | New York 11PM| Sydney 3:00PM

Dubai Time	Registration & Networking	Delegates/Participants/Guests
	SESSION: I Al Shindagah Ballroom	
Moderator		**Miss. Numa Gouher** (MBBS Student) Mohammed Bin Rashid University of Medicine and Health Sciences, Dubai
8:00am-9:00 am	**Registration /Networking**	
	Prayer	
9:00 am - 9:30 pm	**Welcome and Introduction**	**Prof. C. Jayachandran,** President of the Academy of Global Business Research and Practice, NJ, USA Professor of Marketing and International Business, Feliciano School of Business, Montclair State University, USA **Prof. Fabio Musso,** Vice President Società Italiana di Management (SIMA), Italy; Vice Rector for Knowledge Transfer and Public Engagement, Carlo Bo University of Urbino, Italy **Prof. Gouher Ahmed,** Co-Chair, 17th International Conference of the AGBRP Vice President-Administration and Programs, Academy of Global Business Research and Practice, NJ, USA; Skyline University College, UAE; Advisor to Government of Dubai, EIAC, Dubai. Dubai Congress Brand Ambassador-Dubai Economy and Tourism. **Prof. Tony Travaglione,** Chief Executive Officer and Board Director at Newcastle Australia Institute of Higher Education Pte Ltd. Singapore; Formerly, Pro-Vice-Chancellor of Curtin University and the University of Newcastle, Australia; Professor of Stanford University, USA and the University of California at Los Angeles, USA; President of the Australian Business Deans Council (ABDC), Australia.
9:30 am - 9:45 am	**Al-Ayala** **UAE National Dance**	Al Ayala is one of the most traditional dances of Dubai and the UAE, demonstrating Emirati values and heritage, and it was added to UNESCO's Representative List of the Intangible Cultural Heritage of Humanity in 2014. ***Courtesy, Government of Dubai, UAE***
9:45 am - 10:15 am	**Keynote Speaker** **Al Shindagah Ballroom**	**Prof. Jesus Cuauhtemoc Tellez Gaytan,** School of Business, Tecnologico de Monterrey, Mexico. (47th Ranked Business School in the World) and from Fair Centre for Financial Access Inclusion and Research, Mexico. Founder of Triskelion Investment Fund, Mexico. **Title:** "The Role of Digital Transformation in an Economic Recovery Era: A Sustainability Perspective"
10:15 am -10:30 am	**Meet and Greet/ Group Photos** (1) Journal of Global Business Research and Practice (AGBRP New Journal Announcement/Inauguration) (2) Group Photo with Keynote Speakers, Chief Guests, Executive Committee, AGBRP Board Members, Editors from Session IV (3) Group Photo with all Delegates	
10:30 am - 11:00 am	**TEA BREAK** Al Shindagah Ballroom Lobby	

SESSION: II			
11:00 am -12:30 pm	**Al Shindagah Ballroom** **Theme:** Digital Technology & Human Capital, Skills and Employment	**Al Manara & Al Thanya** **Meeting Room** **Theme:** Business Policy & Strategy for Inclusive Growth & Development	
12:30 pm - 1:00 pm	**Keynote Speaker** **Al Shindagah Ballroom**	**Dr. Thumbay Moideen,** Founder and President of Thumbay Group - a diversified international conglomerate in Dubai of over 20 diversified sectors. Among the Top Indian Business Leaders in The Arab World by Forbes Middle East. Among the 50 Richest Indians in the GCC. Top 100 Indian Leaders in the UAE, Top 100 Companies making an impact in the Arab World, Top 100 Most Influential Indians in the Middle East etc.	
1:00 pm -2:00 pm	**LUNCH** Al Safa Restaurant		
SESSION: III			
2:00 pm -3:30 pm	**Al Shindagah Ballroom (A)** **Theme:** Innovation and Transformation in Financial Services	**Shindagah Ballroom (B)** **Theme:** International Trade & FDI, Banking, Taxation & Accounting	**Al Manara & Al Thanya** **Meeting Room** **Theme:** Entrepreneurial Ecosystems, Startups & Venture Capital
3:30 pm-3:45 pm	**TEA BREAK** Al Shindagah Ballroom Lobby		
SESSION: IV [ONLINE]			
3:45 pm -5:15 pm	**Room - 1** **Theme:** Digital Technology & Human Capital, Skills and Employment	**Room - 2** **Theme:** Business Policy & Strategy for Inclusive Growth & Development	**Room - 3** **Theme:** Marketing, Advertising, Branding, Sales, CRM & Consumer Behaviour
	Room - 4 **Theme:** Innovation and Transformation in Financial Services	**Room - 5** **Theme:** International Trade & FDI, Banking, Taxation & Accounting	**Room - 6** **Theme:** Entrepreneurial Ecosystems, Start-ups & Venture Capital
5:30PM-6:45PM	**ACADEMY OF GLOBAL BUSINESS RESEARCH AND PRACTICE- BOARD MEETING (AGBRP)** **All Delegates are invited to attend the meeting and become member of AGBRP** **Chair: Prof. Sivakumar Venkataramany, USA** **Venue: Metropolitan Hotel, Al Shindagah Ballroom**		
7:00 pm -10:45 pm	**Private Yacht Cruise Gala Dinner, Dubai Marina** **Conference Registered Paid Participants gather in Lobby of Metropolitan Hotel Dubai at 6:50 pm** **Bus will leave for Dubai Marina at 7:00 pm** **Bus will arrive to Metropolitan Hotel at 10:45 pm** **End of Day 1**		

Program | Day-2 | Online-Mode | December 21, 2022 |

Beijing 12PM| Dubai 8:00 AM | Delhi 9:30 AM | London 4:00 AM | New York 11PM| Sydney 3:00PM

UAE Time 8:00 am - 8:45 am	**Networking/Registration**	**All Delegates**
SESSION: V		
Moderators		**Mr. Akash Mathews,** FIIB Business School, Delhi, India **Miss. Numa Gouher** (MBBS Student), Mohammed Bin Rashid University of Medicine and Health Sciences, Dubai
8:45 am - 9:00 am	**Welcome and Introduction**	**Dr. Silvio Cardinali** Vice President, Academy of Global Business Research and Practice. **Dr. Devon Johnson** Vice President-Finance, Academy of Global Business Research and Practice. **Prof. Gouher Ahmed,** Vice President-Administration and Programs, Academy of Global Business Research and Practice, NJ, USA; Skyline University College, UAE
09:00 am-9:30 am	**Keynote Speaker**	**Mr. Talal Rafi** is Global Consultant for Deloitte on Climate and Sustainability. He is a member of the Expert Network of the World Economic Forum. He also Co-Chairs the Global Plastic Innovation Network action group of the World Economic Forum. Expert at the Chatham House London on formulating recommendations for the G7 and G20 on gender equality post-COVID-19. World Bank Consultant for AHEAD Project. His work has been published by World Bank, IMF, Asian Development Bank, World Economic Forum, UNFCC (United Nations), London School of Economics and Forbes. An Entrepreneur, and co-founder of one of Sri Lanka's first co-working spaces companies, Hubpoint.
9:30: am - 9:45am	**Entrepreneur**	**Mr. Shriyans Bhandari,** Entrepreneur and Innovator, Founder of Greensole. He has spoken at various environmental and entrepreneurship forums including the ones at Harvard Kennedy School, Babson College, MIT and Warton. His Venture Greensole has received appreciation letters from President Barak Obama and Sir Ratan Tata. He has been featured in Forbes, Bloomberg, Vogue and BBC among others.
9: 45 am - 10:00 am	**Entrepreneur**	**Ms. Shilpi Dua,** CEO and Co-founder of Hexpressions, Social Entrepreneur, Green Construction, Recycled Material, Product Service Designer. She earned MSC in Product Service System Design from Politecnico di Milano, Italy and MTech in Industrial Design.
SESSION VI		
10:00 am- 11:00 am	**Theme: Meet the Editor Session** **On-Line Mode** **Prof. Sudhir Rana,** is a Program Director at CoHME, Gulf Medical University, UAE. Chaired Doctorate Program at Fortune Institute of International Business, India. Editor-in-Chief, *FIIB Business Review*, Senior Editor, *International Journal of Emerging Markets*, *South Asian Journal of Marketing*, Series Editor of ROML (Emerald) and AEMBO (Taylor and Francis), Series Editor, *Review of Management Literature* (Emerald), Series Editor, *Advances in Emerging Markets and Business Operations* (Routledge, Taylor and Francis). **Prof. Piyush Sharma,** is a Professor of Marketing at the School of Marketing, Curtin University, Australia, he has more than thirty years' of experience in industry and academics. He serves as a member of the Australian Research Council (ARC) College of Experts and Associate Editor (Marketing) for *Journal of Business Research.* He is also a member of the Editorial Review Boards for *Journal of International Business Studies, Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Business Research, Journal of Knowledge Management, European Journal of Marketing, Journal of Service Theory and Practice, Journal of Services Marketing, International Journal of Emerging Markets, Journal of Creative Communications, and Journal of Indian Business Research.* **Prof. Arvinder Loomba** is a Professor of Operations and SCM at San José State University, California, USA. He is certified as a PMP. Prof. Loomba served as the Fulbright Specialist Roster for the 5-year term, Lucas Research Fellow. He has considerable global experience in project consulting and corporate training for multinationals firms throughout USA and in China, Korea, India, and Japan. He serves as editor, and publishes extensively in academic journals, Prof. Loomba is Editor-in-Chief for *Journal of Global Business Research and Practice,* A *Journal of Academy of Global Business Research and Practice* (AGBRP). **Moderator** **Dr. Moon Moon Haque,** Acting Dean and Associate Professor of Health Economics, Program Director, Executive Master in Healthcare Management and Economics (EMHME), Gulf Medical University, UAE. He has considerable global experience in project consulting and corporate training in North America and Asia. He was the Editor of *Asia-Pacific Journal of Management Research and Innovation*, Sage Publishers. Earned PhD from Fogelman College of Business & Economics, The University of Memphis, TN, USA

11:00 am - 11: 30 am	**TEA BREAK** **Lobby**		
SESSION: VI			
11:30am -1:00 pm	**OFF Line Session** **Al Manara & Al Thanya Meeting Room** **Theme:** Marketing, Advertising, Branding, Sales, CRM & Consumer Behaviour	**On Line Session** **Theme:** Digital Technology & Human Capital, Skills and Employment	**On Line Session** **Theme:** Business Policy & Strategy for Inclusive Growth & Development
	Theme: Marketing, Advertising, Branding, Sales, CRM & Consumer behaviour	**Theme:** Entrepreneurial Ecosystems, Start-ups & Venture Capital	**Theme:** CSR & Sustainability Development Goals (SDGs)
1:00 pm- 2:15 pm	**LUNCH BREAK** Al Safa Restaurant		
SESSION: VII			
2:15 pm- 3.00 pm	**Hybrid Mode** **Awards and Closing Ceremony/Best Paper Awards in each Domain** ***Committee meets at Al Thanya Meeting Room***		
3:00 pm - 3:30 pm	**TEA BREAK** Lobby		
5.00 pm to 9.30 pm	**Visit to Global Village, Dubai** **Delegates gather in Lobby of Metropolitan Hotel Dubai at 4:50 pm** **Bus will leave for Global Village at 5.00 pm** **Bus will arrive to Metropolitan Hotel at 10:00 pm** **Dinner NOT included** **End of Day 2**		

Program | Day-3 | December 22, 2022

Delegates research work collaboration/networking on their own

Free Bus Service arrangement for Delegates staying at Metropolitan Hotel to Shopping Malls

CONFERENCE CO-CHAIRS

- Dr. Gouher Ahmed, Vice President-Administration and Programs-AGBRP & Conference Co-Chair & Host Coordinator, Professor of Strategic Leadership and International Business, Skyline University College, UAE. Email: gouherahmed@agbrp.world

- Dr. Silvio Cardinali, Vice President-AGBRP, *Università Politecnica Delle Marche, Ancona, Italy.*Email: s.cardinali@staff.univpm.it

- Dr. Sivakumar Venkataramany, AGBRP Chair: Board Members, Dauch College of Business & Economics,Ashland University,USA. Email: svenkata@ashland.edu

- Dr. Rajeshwari Narendran, ML Sukhadia University & IIM-U, Udaipur, Rajasthan, India. Email: rajeshwari.narendran@gmail.com

- Dr. Mario H. Ogasavara, ESPM, (Escola Superior de Propaganda e Marketing), Sao Paulo, Brazil. Email: mario.ogasavara@espm.br

- Dr. Luis Ernesto Ocampo Figueroa, Universidad de Guadalajara, Zapopan, Jalisco, México. Email: Ocampo.f@eucea.udg.mx

- Dr. Jesús C. Téllez Gaytán, Tecnológico de Monterrey, Campus San Luis Potosí, Mexico. Email: cuauhtemoc.tellez@tec.mx

- Dr. Neil McGregor, Newcastle Australia Institute of Higher Education, Singapore (a campus of the University of Newcastle, Australia). Email: Neil.McGregor@newcastle.edu.au

CONFERENCE EXECUTIVE COMMITTEE

- Dr. C. Jayachandran, President-AGBRP, Professor, Department of Marketing, Montclair State University, NJ, USA.

- Dr. Silvio Cardinali, Vice President, AGBRP, Associate Professor, Department of Management, Università Politecnica delle Marche, *Università Politecnica Delle Marche,* Ancona (AN), Italy.

- Dr. Gouher Ahmed, Vice President of Administration and Programs-AGBRP, Professor of Strategic Leadership and International Business, Skyline University College, UAE.

- Dr. Devon Johnson, Vice President of Finance-AGBRP, Associate Professor, Department of Marketing, Montclair State University, NJ, USA.

BOARD MEMBERS

- Chair: Dr. Sivakumar Venkataramany, Burton D. Morgan Chair Professor of Business Enterprise, Dauch College of Business and Economics, Ashland University, OH, USA.
- Vice-Chair: Dr. Isaac Wanasika, Chair & Professor of Strategy, Management Department, Monfort College of Business, University of Northern Colorado, Greely, CO, USA.
- Dr. Jose Sanchez, Chair of Marketing & International Business Department, University of Guadalajara, Zapopan, Jalisco,Mexico.
- Dr. Johan de Jager, Research Professor, Tshwane University of Technology, Pretoria, SA.
- Dr. Naseem Abidi, Professor & Dean of School of Business, Skyline University College, UAE.
- Dr. Mario Henrique Ogasavara, Professor in International Business Strategy and Innovation, ESPM (Escola Superior de Propaganda e Marketing), Sao Paulo, Brazil.
- Dr. Omer Topaloglu, Associate Professor of Marketing, Silberman School of Business, Fairleigh, Dickinson University, Teaneck, NJ, USA.
- Dr. Philip LeBel, Professor Emeritus, Montclair State University, NJ, USA.
- Dr. Rajeshwari Narendran, Professor of Management, ML Sukhadia University, Ahmedabad, India.
- Dr. Samir Chatterjee, Emeritus Professor, Curtin University, Australia.
- Dr. Sherriff Luke, Professor of Marketing, Emlyon Business School, France.
- Dr. Tony Travaglione, CEO, Newcastle University, (Singapore & Australia).
- Dr. Peter Starchon, Faculty of Management, Comenius University Bratislava, Slovak Republic
- Dr. Zuzana Kovacicova, Faculty of Management, Comenius University Bratislava, Slovak Republic
- Dr. Takao Fujiwara, Professor Emeritus, Education & Study Base Center, Toyohashi, University of Technology, Hibarigaoka, Tenpaku, Toyohashi, Aichi, Japan.
- Dr. Vishnuprasad Nagadevara, Professor Emeritus, IIM-B, India.

ADVISORY MEMBERS

- Chair: Dr. Nitin Sanghavi, Emeritus Prof. of Marketing, Manchester Business School, UK.; Distinguish Professor, Flame University, India; Great Lakes Management Institute, India.

- Dr. Anu Puusa, Professor of Management, Faculty of Social Sciences and Business Studies, UEF Business School, Joensuu campus, University of Eastern Finland.

- Dr. Arvinder P.S. Loomba, Professor of Project, Operations, SCM, and Medical Product Development Management, School of Global Innovation & Leadership, Lucas College and Graduate School of Business, San José State University, San Jose, CA, USA.

- Dr. Harald Kupfer, Professor and Scientific Director of Studies, FOM University of Applied Sciences, Nuernberg, Germany.

- Dr. Ogechi Adeola, Associate Professor, Lagos Business School, Pan-Atlantic University, Nigeria.

- Dr. Piyush Sharma, Professor of Marketing, School of Marketing – Curtin Business School, Curtin University, Perth WA, Australia.

- Dr. Raghunatha Reddy, Professor, Department of Management Studies, Sri Venkateswara University, Tirupathi, India.

- Dr. Sankarshan Basu, Prof. of Accounting and Finance, IIM Bangalore, India.

- Dr. Shankar Chelliah, Associate Professor, International Business, School of Management, Universiti Sains Malaysia, Pulau Pinang, Malaysia.

- Dr. Vasanthi Srinivasan, Professor of Management, Indian Institute of Management Bangalore, India.

- Dr. Vasanthi Peter, Course Leader, Master of Professional Accounting, Business & Finance, Holmesglen, VIC 3148, Australia

- Dr. Vasant Raval, Emeritus Professor of Accounting, Heider College of Business, Creighton University, Omaha, Nebraska, USA.

HOST ORGANIZING COMMITTEE MEMBERS

- Dr. C. Paramaiah, Skyline University College, United Arab Emirates
- Prof. Shanmugan Joghee, Skyline University College, United Arab Emirates
- Prof. Rajeshwari Narendran, ML Sukhadia University, India
- Prof. Haitham M. AlZoubi, Skyline University College, United Arab Emirates
- Prof. Naseem Abidi, Skyline University College, United Arab Emirates
- Dr. M. Rafiuddin, BITS Pilani Dubai Campus, United Arab Emirates
- Mr. Akash Mathews, FIIB Business School, Delhi, India
- Miss. Numa Gouher, Mohammed Bin Rashid University of Medicine and Health Sciences, Dubai, United Arab Emirates
- Mr. Mohammad Rasheed Khalid, Skyline University College, United Arab Emirates
- Dr. Moon Moon, Gulf Medical University, United Arab Emirates
- Dr. Shohab Sikander Desai, United Arab Emirates
- Dr. Nazia Sultana, Osmania University, India

Participating Journals/Book Series:

1. Industrial Marketing Management, (SI) (Elsevier, SSCI, Scopus Q1) "Papers presented in the B2B track during this conference would be eligible for submission to the special issue of Industrial Marketing Management (IMM) titled Navigating Inter-Cultural Experiences [NICE] in B2B Relationships guest edited by Russel Kingshott and Piyush Sharma, Curtin University, Australia.

2. FIIB Business Review (Sage Publishing, Scopus Q2) [Editor-in-Chief: Sudhir Rana]

3. International Journal of Emerging Markets (Emerald, Scopus Q2 and ABDC) [Senior Editor: Sudhir Rana]

4. South Asian Journal of Marketing (Emerald Publishing) [Co-Editor-in-Chief; Sudhir Rana]
5. International Journal of Economic Behavior (Carlo Bo University of Urbino, Italy)

6. Review of Management Literature (Book Series: Emerald Publishing, Scopus) [Series Editor: Sudhir Rana]

7. Emerging Issues & Trends in India's Organizational Dimension (Book Series: World Scientific Publishers) [Editors: Vipin Gupta, Samir Chatterjee, and Alka Maurya]

8. Advances in Emerging Markets and Business Operations, Routledge, (Book Series: Taylor & Francis, Scopus) [Series Editor: Sudhir Rana]

9. Marketing Perspectives on Phygitalization, (Edited Book, Apple Academic Press) [Editors: Dr. Sudhir Rana, Dr. Priya Jindal, Dr. Indrajit Ghosal, Prof. Arpan Anand]

10. Designing Sustainable Supply Chains to Achieve a Circular Economy (Book Series: IGI Global) [Series Editor: Siti Norida Wahab and Y. Ramakrishna].
11. Conference Proceedings

Meet the Editor Session

Prof. Sudhir Rana, is a Program Director at CoHME, Gulf Medical University, UAE. Chaired Doctorate Program at Fortune Institute of International Business, India. Editor-in-Chief, FIIB Business Review, Senior Editor, International Journal of Emerging Markets, South Asian Journal of Marketing, Series Editor of ROML (Emerald) and AEMBO (Taylor and Francis), Series Editor, Review of Management Literature (Emerald), Series Editor, Advances in Emerging Markets and Business Operations (Routledge, Taylor and Francis).

Prof. Piyush Sharma, is a Professor of Marketing at the School of Marketing, Curtin University, Australia, he has more than thirty years' of experience in industry and academics. He serves as a member of the Australian Research Council (ARC) College of Experts and Associate Editor (Marketing) for Journal of Business Research. He is also a member of the Editorial Review Boards for Journal of International Business Studies, Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Business Research, Journal of Knowledge Management, European Journal of Marketing, Journal of Service Theory and Practice, Journal of Services Marketing, International Journal of Emerging Markets, Journal of Creative Communications, and Journal of Indian Business Research.

Prof. Arvinder Loomba is a Professor of Operations and SCM at San José State University, California, USA. He is certified as a PMP. Prof. Loomba served as the Fulbright Specialist Roster for the 5-year term, Lucas Research Fellow. He has considerable global experience in project consulting and corporate training for multinationals firms throughout USA and in China, Korea, India, and Japan. He serves as editor, and publishes extensively in academic journals, Prof. Loomba is Editor-in-Chief for Journal of Global Business Research and Practice, A Journal of Academy of Global Business Research and Practice (AGBRP).

Moderator

Dr. Moon Moon Haque, Acting Dean and Associate Professor of Health Economics, Program Director, Executive Master in Healthcare Management and Economics (EMHME), Gulf Medical University, UAE. He has considerable global experience in project consulting and corporate training in North America and Asia. He was the Editor of Asia-Pacific Journal of Management Research and Innovation, Sage Publishers. Earned PhD from Fogelman College of Business & Economics, The University of Memphis, TN, USA.

Reviewers

S. No.	Name	Affiliation
1	Dr. C. Jayachandran	Montclair State University
2	Dr. Sudhir Rana	Gulf Medical University, UAE
3	Dr. Arvinder Loomba	San José State University, California, USA
4	Dr. Moon Moon Haque	Gulf Medical University, UAE
5	Dr. Silvio Cardinali	Università Politecnica Delle Marche, Ancona (AN), Italy
6	Dr. Gouher Ahmed	Skyline University College, UAE
7	Dr. Naseem Abidi	Skyline University College, UAE
8	Dr. Devon Johnson	Montclair State University, NJ, USA.
9	Dr. Mohammad Inairat	Skyline University College, Sharjah
10	Dr. Sivakumar Venkataramany	Ashland University, USA
11.	Dr. C Paramaiah	Skyline University College, Sharjah, UAE
12	Dr. Sudhakar Kota	Skyline University College, Sharjah, UAE
13	Dr. Gauri Farah Naaz	Dr. Baba Shaheb Ambekar Marathwada Univesity, India
14	Dr. Saneem Fatima	Dr. Maulana Azad National Urdu University, India
15	Dr. Shanmugan Joghee	Skyline University College, Sharjah, UAE
16	Dr. Haitham M. Alzoubi	Skyline University College, Sharjah, UAE
17	Dr. Deepak Karla	Skyline University College, Sharjah, UAE
18	Dr. Aparna Bhonde	Maulana Azad College of Arts, Science & Commerce, India
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20	Dr. Jesus C. Tellez Gaytan	School of Business, Tecnologico de Monterrey, Mexico
21	Dr. Y. Ramakrishna	Skyline University College, Sharjah
22	Dr. Rajeshwari Narendran	MSU, Udaipur, India
23	Dr. Raghunadha Reddy	Sri Venkateswara University, India
24	Dr. Osman Gulseven	Sultan Qaboos University, Oman
25	Dr. Nitin Sanghavi	University of Manchester, UK
26	Dr. Sakkthivel A. M.	Kumaraguru College of Liberal Arts and Science, India
27	Dr. Etka Topaloglu	Fairleigh Dickinson University, USE
28	Dr. Dusan Soltes	Comenius University, Slovakia
29	Dr. Isaac Wanasika	University of Northern Colorado, Greely, CO, USA.
30	Dr. Jose Sanchez	University of Guadalajara, Zapopan, Jalisco,Mexico.
31	Dr. Mohammed Abdul Salam	Skyline University College, UAE
32	Dr. Kakul Agha	Skyline University College, UAE

CONFERENCE PROGRAM

Digital Technology & Human Capital, Skills and Employment

(Al-Shindagah Ballroom A | 11.00am to 12.30pm | 20th December, 2022)

Session Chair Dr. Arvinder P.S. Loomba, San José State University

Paper 1 (DXB233)	Top Management Team Diversity and Firm Performance in Digital Era: The moderating effect of Chief Digitalization Officer appointment. Dept. of Marketing and Management,Skoda Auto Vysoka Skola Dr. Emil Velinov
Paper 2 (DXB237)	The role and use of big data on creating organizational core competency and competitive advantage. Dr. Abe Harraf & Dr. Jay M.Lightfoot, University of Northern Colorado, USA)
Paper 3 (DXB249)	The Influence of Digital Technologies on Born Global Business Models. Prof.Fabio Musso, Carlo Bo University of Urbino Dr. Giorgia Masili, University of Rome Tor Vergata Dr. Alessio Travasi, Carlo Bo University of Urbino
Paper 4 (DXB277)	Workplace Environment and its Impact on Employees' job satisfaction in Premier Educational Institutions in the Temple Town, Tirupati. Ms. K. Greeshma & Prof. P. Raghunadha Reddy, Sri Venkateswara University
Paper 5 (DXB278)	Changes in HR management - remote working: experience from Covid-19 period. Dr. Helena Markova, Silesian University
Paper 6 (DXB293)	Working from home: How does it affect productivity as well as employee engagement, health and wellbeing? Edward Khan & Claudio De Mattos, University of Huddersfield
Paper 7 (DXB209)	Innovative Approaches for Healthcare Delivery During Covid-19. Dr. Arvinder P.S. Loomba, San José State University
Paper 8 (DXB253)	The Personalized Learning Ecosystem Bringing Engagement, Innovation and Impact into Your Classroom! Dr. Vish Iyer, Dr. Moe Manshad & Dr. Daniel Brannon, University of Northern Colorado

Business Policy & Strategy for Inclusive Growth & Development

(Al Manara & Al Thanya Meeting Room | 11.00am to 12.30pm | 20th December, 2022)
Session Chair - Dr. Intekhab (Ian) Alam, State University of New York
Prof. Isaac Wanasika, University of Northern Colorado

Paper 1 (DXB213)	***Assessing Cultural Shifts in the Emerging Markets.*** ***Dr. Intekhab (Ian) Alam, State University of New York, NY***
Paper 2 (DXB202)	Strategic Leadership and Cultural Differences in Communication:A Multi-Country Study. Prof. Isaac Wanasika, University of Northern Colorado, Monfort Business School Dr. Tiina Brandt, Haaga-Helia University of Applied Sciences, Helsinki Dr. Maarit Laiho, Turku University of Applied Sciences
Paper 3 (DXB225)	Does Defense Spending affect Economic Growth in GCC? Dr. Sami Al Kharusi & Ms. Safaa Al Hadhrami, Sultan Qaboos University, Oman Dr. Stella Ada Mbah & Dr. Osmond ChigozieAgu, Federal University, Oye- Ekiti, Ekiti State. Nigeria
Paper 4 (DXB246)	Business Strategy for Growth in the Context of Changes in Business Environment. Dr. Šárka Zapletalová, Silesian University in Opava
Paper 5 (DXB269)	Redefining Business Practices: An Empirical Study of Shifts in the Business Model of Micro, Small, and Medium-sized Enterprises. Dr. Ing. Pavel Adámek, Silesian University in Opava

FINTECH: Innovation and Transformation in Financial Services
(Al-Shindagah Ballroom A | 2.00pm to 3.30pm | 20th December, 2022)
Session Chair – Prof. Jesus C. Tellez, Tecnologico de Monterrey

Paper 1 (DXB212)	"Does US Economic Policy Uncertainty Spillover to UAE Stock Markets Volatility? Evidence from a TVP-VAR Connectedness Framework," Dr. Aktham Issa Almaghaireh, Dr. Jamaluddin Sailab, Dr. Adonai Zekarias, Dr. Nobiel Tesfaslassie, Dr. Sulaiman Alfzari & Dr. Al Azar Chala, UAE University, UAE
Paper 2 (DXB284)	Goldonomics: Is bitcoin the new Safe haven investment? Dr. Palak Jain, Amity University Dubai Dr. Zainab Ahmed, University of Science and Technology, Fujairah
Paper 3 (DXB280)	Analysis of Investors' Perception on Risk Management and Investment Decisions with Financial Derivatives. Dr. K.Srilakshmi & Prof.P.Raghunadha Reddy, Sri venkateswara University

International Trade & FDI, Banking, Taxation & Accounting
(Al-Shindagah Ballroom B | 2.00pm to 3.30pm | 20th December, 2022)
Session Chair – Dr. Neil McGregor & Dr. Osman Gulseven

Paper 1 (DXB228)	Global and Regional Trends In FDI and their Benefits But also Problems and Weaknesses. Dr. Dusan Soltes, Comenius University, Bratislava, Slovakia
Paper 2 (DXB242)	The Differential Effects of Dividends on Future Earnings Dr. Somnath Das, University of Illinois at Chicago Dr. PHILIPP D. SCHABERL, University of Northern Colorado Dr. PRADYOT K. SEN , University of Washington at Bothell
Paper 3 (DXB239)	Can WTO Membership Boost Intra-African Trade? Dr. Osman Gulseven, Dr. Sofiyat Adeola Salam & Dr. Amani Abdullah Alhadi, Sultan Qaboos University, Oman
Paper 4 (DXB250)	'Shocks', Lead Firm Responses and Global Production Network Effects: Analysis of the Upstream Oil Sector. Dr. Neil McGregor, University of Newcastle Australia Dr. Moritz Breul, Digitalisierung und Energie NRW
Paper 5 (DXB285)	Lessons For the Indian Banking Industry From The Bank Failures In The United States. Prof. Sivakumar Venkataramany, Ashland University
Paper 6 (DXB286)	Private Bank Lending to Small Business in China: An Analysis of Default Rates. Dr. Min Cao, University of Northern Colorado Dr. Jingyi Du, Legend Capital, Beijing Dr. Bharat Sarath , Rutgers University

Entrepreneurial Ecosystems, Startups & Venture Capital
(Al Manari & Al Thanya Meeting Room | 2.00pm to 3.30pm | 20th December, 2022)
Session Chair – Prof. P. Raghunadha Reddy

Paper 1 (DXB272)	Drive Towards Social Entrepreneurship Among the Management Students In South India. Mr. Baddala Srikar Reddy & Prof. P. Raghunadha Reddy, Sri Venkateswara University
Paper 2 (DXB256)	Contextualizing The Impact of Entrepreneurship Education And Training: Micro, Small, And Medium Sized Enterprises (Msmes) In the State Of Tamil Nadu, India. Prof. Sivakumar Venkataramany, Ashland University Prof. Chinnappa Jayachandran, Montclair State University
Paper 3 (DXB257)	Entrepreneurship Ecosystems in The Emerging Markets: An Empirical Study Of Brazil And India Compared To The United States. Prof. Sivakumar Venkataramany, Ashland University
Paper 4 (DXB294)	Contemporary Approaches in implementing Business-related Students Teams for Developing Entrepreneurial Skills across Business Schools Ing. Emil Velinov, Juergen Bleicher Czechia, Andrea Honal, Alexandra Toth Skoda Auto Vysoka Skola & DHBW-Germany,

Digital Technology & Human Capital, Skills and Employment
Online Mode - (Room 1 | 3.45pm to 5.15pm | 20th December, 2022)
Session Chair – Dr. Ch. Parmaiah, Skyline University College
Prof. Jose Sanchez – University of Guadalajara, Mexico

Paper 1 (DXB201)	Recognizing the essential dynamics of food waste behavior. Dr. Etka Topaloglu, Fairleigh Dickinson University Dr. Zeynep Calkan, IND Software, Turkey
Paper 2 (DXB205)	Teaching entrepreneurship in South African Universities: A lecturer's perspective. Dr. Marcia Lebambo, Ms. Khomotso Mogale, Ms. Annah Ramogale & Mr. Nkhumeleni Luruli, Tshwane University of Technology
Paper 3 (DXB244)	The competitiveness of Asynchronous education with TIC's in Superiors degree at University of Guadalajara, Mexico. Dr. Araceli Duran-Hernandez, Universidad de Guadalajara
Paper 4 (DXB218)	Bibliometric analysis of Cultural and Creative industries (CCIs) and COVID-19. Dr. Cinthya Karina Camacho Sotelo, Universidad de Guadalajara, México
Paper 5 (DXB273)	Biotech startup applying artificial intelligence in Bangalore. Prof. Takao Fujiwara, Institute of Liberal Arts and Sciences, Toyohashi University of Technology
Paper 6 (DXB221)	Early detection of Behavioral conflict in an employee and in-depth study on mental health first-aiders Ms. Leena Gehlot, Udaipur University, India

Business Policy & Strategy for Inclusive Growth & Development
Online Mode - (Room 2 | 3.45pm to 5.15pm | 20th December, 2022)
Session Chair – Prof. Nitin Sanghavi, University of Manchester
Prof. Naseem Abidi, Skyline Universtiy College

Paper 1 (DXB214)	Critical factors of knowledge management to boost the competitiveness of SMEs: The Automotive parts industry in Guadalajara, Mexico. Dr. Jose Sanchez-Gutierrez, University of Guadalajara, Mexico
Paper 2 (DXB216)	Corporate social responsibility and its relationship with the organizational performance of manufacturing companies in Gudalajara, Mexico. Dr. Paola Irene Mayorga-Salamanca, University of Guadalajara, Mexico
Paper 3 (DXB217)	Open Data implementation in Mexico, Central and South American region based on scientific production. Dr. Carlos Estrada Zamora, Universidad de Guadalajara, México
Paper 4 (DXB222)	Knowledge management and intellectual capital as gererators of competitive advantages in SMEs: Qualitative study. Dr. Antonio de Jesús Vizcaíno & Dr.José Sánchez-Gutiérrez, Universidad de Guadalajara Guadalajara, Jalisco, México Dr. Sergio Rolón Cisneros, Universidad de Colima, Colima, Colima, México
Paper 5 (DXB251)	The effect of congruity between 'the CEO mindset and the company's profile regarding responsible business strategy' and SDGs on challenging business decisions: choosing the right acquirer. Prof.Claudio De Mattos, University of Huddersfield, Prof. Laura Salciuviene, University of Birmingham, Prof. Nitin Sanghavi, University of Manchester
Paper 6 (DXB247)	Vitality Factors of Smes– A Holistic Approach. Dr.Sc. (Econ), Former Major of Nurmes Town, Dr. Vesa Routamaa & Dr. Asko Saatsi University of Vaasa

Marketing, Advertising, Branding, Sales, CRM & Consumer Behavior
Online Mode - (Room 3 | 3.45pm to 5.15pm | 20th December, 2022)
Session Chair – Prof. Shanmughan Joghee, Skyline University Colleg
Dr. Luiz Felipe de Almeida Correia

Paper 1 (DXB210)	The role of ProFem advertising strategies in the construction of new identities. Dr. Tania Marcela Hernández Rodríguez, Dr. Silvia Hernández Willoughby & Dr. Irma Janett Sepúlveda Ríos, Universidad de Guadalajara, Mexico
Paper 2 (DXB211)	Customer Engagement in branded mobile applications in a banking context in Mexico. Dr. Claudia Leticia Preciado-Ortiz, University of Guadalajara, Mexico
Paper 3 (DXB220)	Rock en tu idioma, the nostalgia of the lost youth. Dr. Juan Antonio Vargas Barraza, Universidad de Guadalajara, México
Paper 4 (DXB224)	Hallyu as a Country Image transformer and the impact on Product Image and Korean brand knowledge in Brazil. Dr. Luiz Felipe de Almeida Correia & Dr. Mario Henrique Ogasavara, ESPM, Brazil
Paper 5 (DXB230)	An Understanding of Napkin Recycling Behavior: The Role of Consumer Self-Identity, Generation, and Attitude. Dr. Michela Cesarina Mason, Miss. Gioele ZamparoDr. Salman Saleem & Mr. Rana Muhammad Umar, Department of Economics and Statistics – University of Udine
Paper 6 (DXB234)	The Dark Side of Branded Service Encounters: Why Consumers are Less Likely to Dismiss Service Failures When Employees are Brand-Congruent (vs Incongruent). Dr. Daniel Brannon, Dr. Muhanad Manshad & Dr. Vish Iyer, University of Northern Colorado, USA
Paper 7 (DXB254)	Exploring consumer usage of button- versus text-input live chat interfaces. Dr. Moe Manshad, Dr. Vish Iyer & Dr. Daniel Brannon, University of Northern Colorado

FINTECH: Innovation and Transformation in Financial Services
Online Mode - (Room 4 | 3.45pm to 5.15pm | 20th December, 2022)
Session Chair – Dr. Aqila Rafiuddin, Tecnologico de Monterrey
Prof. Gauri Farah Naaz, Dr. Babasaheb Ambedkar Marathwada University, India

Paper 1 (DXB235)	Understanding Consumer Reactions to Fintech AI Algorithms. Dr. Devon Johnson, Montclair State University Dr. Sungyong Chun, College of Business and Economics, Dankook University Dr. Sneha Pandey, FIIB, India
Paper 2 (DXB258)	An Analysis of investors preference towards Crypto currency in the light of Indian Government Regulations. Dr. Nikhat Parveen, Osmania University
Paper 3 (DXB261)	Investors preferences in equity crowed funding:Which companies are attractive at crowedfunding platforms. Dr. Berezinets Irina & Dr. Volkov Dmitry, Higher School of Economics, Moscow Dr. Ilina Yulia, St. Petersberg University
Paper 4 (DXB288)	Digital Transformation: The Nexus between Fintech and Financial inclusion Dr. Jesús Cuauhtémoc Téllez Gaytán & Dr. Aqila Rafiuddin, Tecnologico de Monterrey, Mexico. Prof. Gouher Ahmed, Skyline University College
CSR & Sustainability Development Goals (SDGs)	
Paper 5 (DXB219)	Economic freedom as a trigger for sustainable human development. Dr. Jorge Pelayo-Maciel, Universidad de Guadalajara, México
Paper 6 (DXB236)	How Do Sustainable Development Goals Impact On International Business? Case Of Raízen. Dr.Renata L C Rossoni, Dr. Diogo Barbosa Leite, Dr. Renata Benigna, Dr. Mario Henrique Ogasavara & Dr. Manolita Correia Lima, ESPM, Brazil

International Trade & FDI, Banking, Taxation & Accounting and CSR & Sustainability Development Goals (SDGs)
Online Mode - (Room 5 | 3.45pm to 5.15pm | 20th December, 2022)
Session Chair – Dr Aparna Saraf, Maulana Azad College of Arts, Science & Commerce
Dr. Tiina Brandt, Haaga-Helia University of Applied Sciences
Dr. Ch. Paramaiah, Skyline University College

Paper 1 (DXB241)	Triple Net Reporting. Prof. Sudhi Seshadri, MYRA School of Business
Paper 2 (DXB262)	Challenges faced by Indian Women while working from home during Covid-19 lockdown. Dr. Subhra Pattnaik & Dr. Mousumi Padhi, XIM University, India
Paper 3 (DXB276)	Impact of Foreign Exchange Exposure on Foreign Direct Investments in Public-Private Partnership Infrastructure Projects: The Brazilian Case. Prof. Jorge Ferreira dos Santos Filho & Prof. Mario Henrique Ogasavara, Escola Superior de Propaganda e Marketing – ESPM
Paper 4 (DXB283)	Credit Constraints, Collusion, and Multimarket Contact: Evidence from Colombian Exports. Dr. Nikita Lopatin, Ashland University Dr.Beverly Mendoza, Stephen F. Austin State University Dr. Jose Manuel Paz y Min˜o, Catholic University of Uruguay
Paper 5 (DXB255)	Understanding the influence of CSR on Employees – a sensemaking perspective. Dr.Thandar Oo & Dr. Claudio De Mattos, University of Huddersfield
Paper 6 (DXB271)	Emerging Technologies and Ethical Dilemmas. Dr. Isaac Wanasika, University of Northern Colorado, Monfort Business School, USA Dr. Tiina Brandt, Haaga-Helia University of Applied Sciences, Helsinki

Entrepreneurial Ecosystems, Startups & Venture Capital
Online Mode - (Room 6 | 3.45pm to 5.15pm | 20th December, 2022)
Session Chair – Prof. Akao Fujiwara, Toyohashi University of Technology
Dr. Y. Ramakrishna, Skyline University College

Paper 1 (DXB206)	A Critical Review of The Covid-19 Economic Relief Programme for Small Businesses In South Africa. Dr. Marcia Lebambo & Mr. Eben DuPlessis, Tshwane University of Technology
Paper 2 (DXB207)	Entrepreneurial Ecosystems in public and private universities: An international perspective with data collected during pandemic. Dr. Lizette Huezo-Ponce & Dr. Margarita Orozco-Gomez, Tecnologico de Monterrey Dr. Paola Isabel Rodriguez-Gutierrez, Universidad Autónoma de San Luis Potosí Dr. Ana Montes-Merino, Universidad de Jaén
Paper 3 (DXB268)	Research and development investment of senior star biotech startups at the valley of death. Prof. Akao Fujiwara, Toyohashi University of Technology
Paper 4 (DXB226&202)	Uncivil behavior and individual experiences at Finland. Dr. Tiina Brandt(202 & 226), Haaga-Helia University of Applied Sciences, Finland
Paper 5 (DXB227)	Redundancy Analysis to Uncover Gender Differences in Business Incubation: An Exploratory Approach. Dr. Kristin Burton, Purdue University Northwest Dr. Yefeng Wang & Dr. Rimi Zakaria, University of Wisconsin-Whitewater
Paper 6 (DXB229)	The Role of Perceived Quality of Academic Staff, Administrative Staff and University Facilities on Students Satisfaction in Higher Education Sectors in Tashkent, Uzbekistan. Miss. Dilfuza Ulugbaeva & Dr. Nilufar Khakimova, Westminster International University in Tashkent (WIUT)

Marketing, Advertising, Branding, Sales, CRM & Consumer behaviour Offline (Al Manari & Al Thanya Meeting Room | 11.30am to 1.00pm | 21st Dec. 2022)
Session Chair – Prof. Silvio Cardinali, Università Politecnica Delle Marche, Ancona

Paper 1 (DXB279)	Examining Consumer Purchase Behavior During The COVID-19 Pandemic: Determine Attitudes Towards Local Brands Reflecting the Differences in Consumer Generations. Dr. Lucia Vilcekova, Dr. Katarina Gubiniova, Dr. Gabriela Pajtinkova Bartakova & Dr. Peter Starchon, Comenius University in Bratislava
Paper 2 (DXB243)	The Evolving concept of sale enablement and the need of systematization Silvio Cardinali, Giulia Amadio, Alessandro Romoli, Severini Simon, *Università Politecnica Delle Marche,* Ancona (AN), Italy
Paper 3 (DXB290)	A Study of Factors Influencing the Market Valuation in the Indian Pharmaceutical Industry Ms. Shireen Rosario & C.A. Reginald Rosario College of Commerce & Business Administration, Dhofar University and Assarain Group of Companies

Digital Technology & Human Capital, Skills and Employment
Online Mode - (Room 1 | 11.30am to 1.00pm | 21st December, 2022)
Session Chair – Prof. Saneem Fatima, Dr. Maulana Azad National Urdu University
Dr. Mohammed Abdul Salam, Skyline University College

Paper 1 (DXB223)	"Assessment Centric Approach towards strategic framework for reducing employee turnover due to psychological communication barriers in Information Technology enabled services in India." Ms. Payal Thakur & Dr. Upasana Thakur, MLSU Udaipur
Paper 2 (DXB263)	Redefining Total Rewards and Performance Standards In The Hybrid Work World. Dr. Mousumi Padhi, XIM University, India
Paper 3 (DXB266)	Upskilling and re-skilling through training and development: Employee perception on implementation of digital technology in the telecommunication sector in Qatar. Ms. Alisa Alhaj Hossin, Ms. Dareen Mekdad & Dr. Juliet Gladies Jayasuria, University of Doha for Science and Technology, Doha, Qatar
Paper 3 (DXB267)	Factors influencing the behavioral intentions of user and provider to participate in peer-to-peer sharing economy: A Study on rideshare services in India. Dr. Shouvik Sanyal, Dhofar University
Paper 4 (DXB291)	Self-Regulation of Slippery Deadlines: The Role of Procrastination in Workplace Ms. Aysha Mohammed, Ms. Shubhra Patnaik, Dr. Kamala Devi Bhaskaran, Amity Univeristy, Dubai Tecnologico de Monterrey, Dr. Aqila Begum, Tecnologico de Monterrey, Mexico
Paper 5 (DXB292)	Sub-national Governments and their Financial Health in India Dr. Om Prakash Bohra, Dr. Rita Rakshit, JNU, New Delhi

Business Policy & Strategy for Inclusive Growth & Development
Online Mode - (Room 2 | 11.30am to 1.00pm | 21st December, 2022)
Session Chair – Dr. Rajeshwari Narendran, MSU
Dr. Kakul Agha, Skyline University College

Paper 1 (DXB245)	Impact of Organizational Culture aspects of Trust and Transparency on Business Performance Indicators. Mr. Sanjeev Dixit & Dr Subrat Sahu, Ganpat University, Ganpat Vidyanagar, Gujrat Dr. Rajeshwari Narendran, MSU, Udaipur
Paper 2 (DXB247)	Vitality Factors of Smes– A Holistic Approach. Dr.Sc. (Econ), Former Major of Nurmes Town, Dr. Vesa Routamaa & Dr. Asko Saatsi University of Vaasa
Paper 3 (DXB282)	The impact of SARS-COV-2. A Macro Review of the Challenges in Economic Sectors of United Arab Emirates. Dr. Ahmed Zain el Abedin & Dr. Jennifer Daffodils, University of Science and Technology, Fujira
Paper 4 (DXB203)	Exploring Leadership within a Gendered C Suite Framework in the UAE: An Oil and Gas Case Study Investigation. Mr. Ali Alhammadi, Abu Dhabi University

Marketing, Advertising, Branding, Sales, CRM & Consumer Behaviour
Online Mode - (Room 3 | 11.30am to 1.00pm | 21st December, 2022)
Session Chair – Dr. Barbara Kulaga, Polytechnic University of Marche
Dr Sakkthivel A.M, Kumaraguru College of Liberal Arts and Science

Paper 1 (DXB231)	Salience, fundamentals and mispricing Salience, fundamentals and mispricing. Dr. Xiaofang Li & Dr. Ming Men, School of International Trade and Economics, UIBE Dr. Daye Li, China university of political science and law Dr. Tianyang Li, Shanghai Jiao Tong University.
Paper2 (DXB252)	Consumers' Adoption of Molecular Chinese Medicine (MCM) in Macau: A Value-based approach. Dr. Hong Chi Kit & Dr. Alessandro Lampo, University of Saint Joseph
Paper 3 (DXB260)	Antecedents of Retail Merchandising; Empirical Evidence from United Arab Emirates. Dr. Shanmugan Joghee & Dr. C. Paramiah, Skyline University College
Paper 4 (DXB270)	Peer Pyramid: A Spectrum of Customer-Customer Interactions and Their Impacts on Customer Experience. Dr. Saeed Shobeiri, Teluq University, Montreal, QC Dr. Jean-Luc Bernard, University of Quebec at Trois-Rivières
Paper 5 (DXB275)	Recovery and reconstruction after a natural disaster, using a territorial marketing approach. Dr. Elena Cedrola, Dr. Marta Giovannetti & Dr. Grazia Li Pomi, University of Macerata Dr. Barbara Kulaga, Polytechnic University of Marche Dr. Anja Mlakar & Dr. Barbara Pavlakovič, University of Maribor Maribor
Paper 6 (DXB281)	The impact of faith on Muslim and Jew consumers. Dr. Fabrizio Baldassarre, Università di Bari Aldo Moro
Paper 7 (DXB204)	Determinants of Green Purchase intention through attitude towards green products with moderating role of education. Dr. Hafiz Fawad Ali, Punjab University
Paper 8 (DXB208)	Influence of Pre-Purchase Promotions and Post- Purchase Service Assurances over Consumer Buying Intentions: An exploratory study. Dr Sakkthivel A.M, Kumaraguru College of Liberal Arts and Science Dr. Gouher Ahmed, Skyline University College Dr. C. Jayachandranm Montclair State University, Dr. Naseem Abidi Skyline University College

Entrepreneurial Ecosystems, Startups & Venture Capital
Online Mode - (Room 4 | 11.30am to 1.00pm | 21st December, 2022)
Session Chair – Dr. Marcia Lebambo, Tshwane University of Technology
Dr. Haitham M. Alzoubi, Skyline University College

Paper 1 (DXB240)	Critical Review of The Covid-19 Economic Relief Programme for Small Businesses In South Africa. Dr. Marcia Lebambo & Mr. Eben DuPlessis, Tshwane University of Technology
Paper 2 (DXB248)	Start-up Ecosystems in China: the key elements of the entrepreneurial culture in Macau. Dr. Denis Zuev, CIES-ISCTE, Portugal and University of St. Joseph, Macau
Paper 3 (DXB259)	Mission Statement Components as A Fundament Of Quality Teaching And Learning In Business Schools. Dr. Paul Katuse, Skyline University College
Paper 4 (DXB264)	Producer Organizations: The Future of SHGs. Prof. Aparna Saraf, Maulana Azad College of Arts, Science & Commerce
Paper 5 (DXB265)	Empowering Of Farmers Through Agricultural Crop Insurance Schemes in India. Prof. Farah Naaz Gauri & Mr. Maske Pravin sitaram, Dr. Babasaheb Ambedkar Marathwada University
Paper 6 (DXB274)	Motivation to start a sustainable business among undergraduate students' in Oman: The mediating role of Entrepreneurship Education and Sustainable Entrepreneurship. Mr. Nitha Mary Siju, Amrita Vishwa Vidyapeetham, India; Muscat College Dr. Syeeda Shafiya & Ms. Omar Al Hashar, Muscat College
Paper 7 (DXB215)	Predictive Power of Self-Efficacy, Training Content on Job Performance: Moderating Role of Training Effectiveness. An empirical approach in Oman Higher education sector. Dr. Solomon Ozemoyah Ugheoke, Muscat College

CSR & Sustainability Development Goals (SDGs)
Online Mode - (Room 5 | 11.30am to 1.00pm | 21st December, 2022)
Session Chair – Dr. Karamat Ateeq, Skyline University College
Dr. I. Sridhar, Nayak Indian Institute of Management

Paper 1 (DXB232)	Sustainability in Higher Education: Evidence from India. Dr. Samudra Sen, School of Business, RV University
Paper 2 (DXB289)	Estimating Residential Water Demand in Lesotho and Policy Implications. Dr. C. Paramaiah, Dr. Shanmugan Joghee, Prof. Gouher Ahmed & Dr. Shohab Sikander, Skyline University College
Paper 3 (DXB238)	Family Business Groups & CSR – Corporate Governance in India. Dr. I. Sridhar & Dr. Akhaya Kumar Nayak Indian Institute of Management, Indore
Paper 4 (DXB287)	Carbon Emissions and The Nexus Between Energy Productivity And Sustainable Development. Dr. Karamat Ateeq, Skyline University College Prof. Gyanandra Sisodia, Ajman University Dr. Aqila Rafiuddin,Tecnologico de Monterrey, Mexico
Paper 5 (DXB295)	Sports Economy-A Model towards economic and Sustainable development Dr. M. Rafiuddin, Mr. Ahmed Ibrahim Ahmed Musabah and Dr. Shohab Sikander Desai BITS Pilani , Dubai, Dubai Spots Council

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METROPOLITAN HOTEL DUBAI

The hotel is located in Sheikh Zayed Road, Exit 41 Al Thanya Street, Dubai.
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Direct Contact Mr. Melwin Santillan, Assistant Director-Sales

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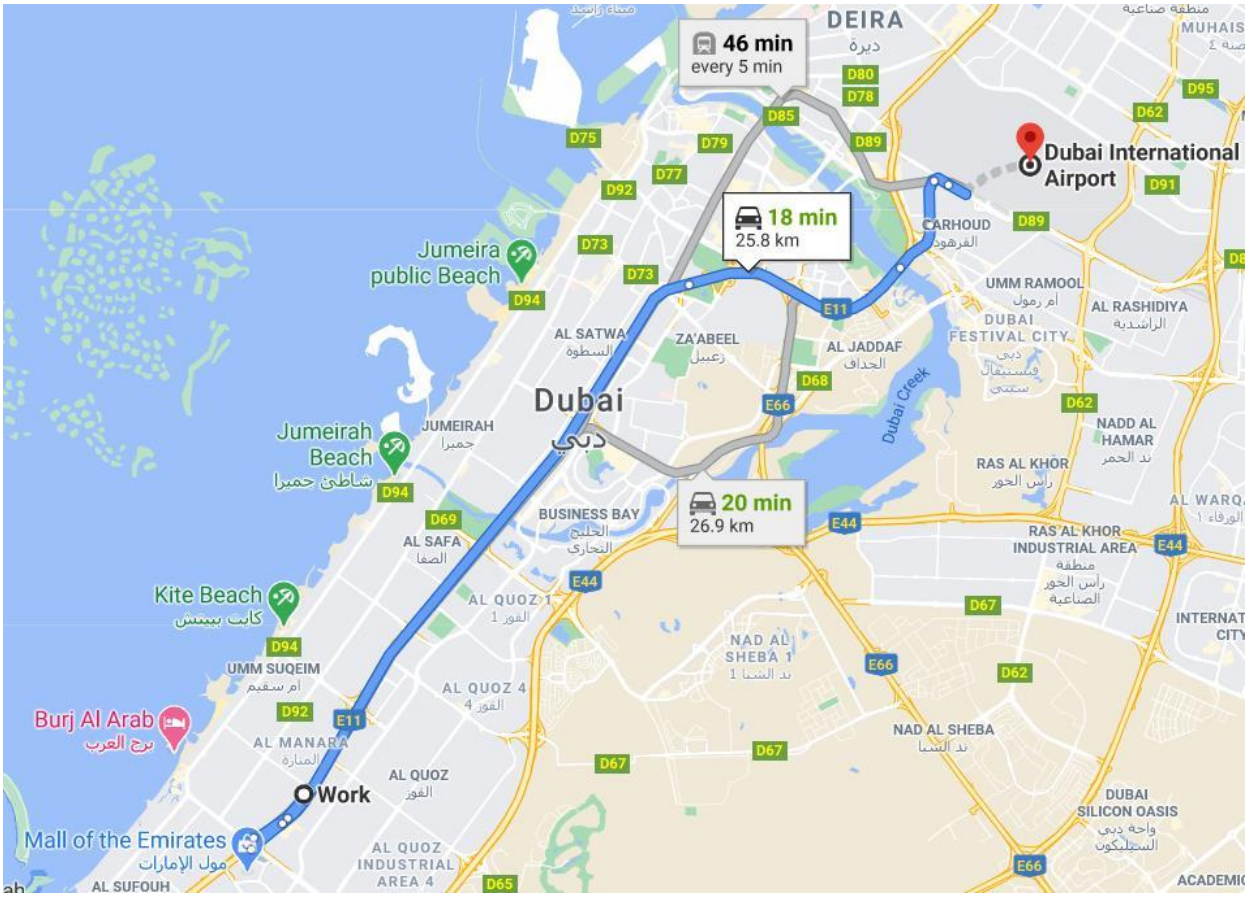
LOCATION MAP



- The hotel occupies one of Dubai's most central and sought-after locations alongside the Sheikh Zayed Road, making it an ideal location for visitors seeking contemporary comfort in the heart of the city.
- 3 minutes drive to the nearest metro station (Equiti Station)
- 5 minutes drive to Mall of The Emirates and Ski Dubai
- 5 minutes drive to Jumeirah Beach and Wild Wadi Water Park
- 10 minutes drive to Dubai Mall and Burj Khalifa
- 20 minutes drive to Atlantis, The Palm Jumeirah
- 20 minutes drive to Dubai International Airport
- 38 minutes drive to Sharjah International Airport
- 65 minutes drive to Abu Dhabi International Airport