



19TH ACADEMY OF GLOBAL BUSINESS RESEARCH AND PRACTICE (AGBRP)

*"Sustainability: Perspectives of Policy, Business,
Technology, AI, and Education"*

January 8-10, 2025, JW Marriott Marina, Dubai

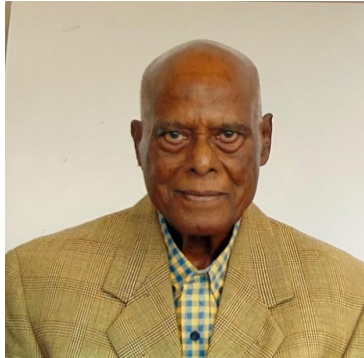


CONFERENCE PROGRAM

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**Greetings from the President,
Academy of Global Business Research and Practice**



Dear Esteemed Participants and Delegates,

It is with great pleasure and pride that I welcome you to the 19th Academy of Global Business Research and Practice (AGBRP) Conference. This year's conference marks yet another milestone in our mission to foster meaningful dialogue, collaboration, and innovation in the global business community.

With over 100 participants from 26 countries and 60 thought-provoking research papers, this conference exemplifies the power of diverse perspectives in addressing the complex challenges and opportunities of an interconnected world. Each of you brings unique insights and expertise that enrich our collective understanding of global business trends, strategies, and practices. As we convene in the vibrant city of Dubai, I encourage you to engage deeply in the sessions, share your perspectives, and explore opportunities for collaboration. Together, we can contribute to the advancement of knowledge and practice in international business, ultimately driving progress in academic and professional domains.

I extend my heartfelt gratitude to the organizing committee, distinguished keynote speakers, and all participants whose dedication and hard work have made this event possible. Your commitment ensures that the AGBRP Conference continues to be a platform for excellence and impact. Let us make this conference a memorable and inspiring experience for everyone involved. Thank you for joining us on this transformative journey.

Warm regards,
Prof. C. Jayachandran
President, Academy of Global Business Research and Practice (AGBRP)
Professor of Marketing & International Business
Feliciano School of Business, Montclair State University, NJ 07043 USA

Greeting from the Principal Chair & Vice President- Administration and Programs, Academy of Global Business Research and Practice



It is with immense pride and anticipation that we convene the 19th Academy of Global Business Research and Practice (AGBRP) Conference in Dubai, a vibrant nexus of innovation, diversity, and opportunity. This year's theme, "*Sustainability: Perspectives of Policy, Business, Technology, AI, and Education*," underscores our collective commitment to addressing the most pressing challenges of our time. With over 100 participants from 26 countries presenting around 60 thought-provoking papers, this conference serves as a vital platform for fostering dialogue, collaboration, and impactful solutions.

Our discussions will encompass the transformative role of artificial intelligence, the urgency of mitigating climate change, and the imperatives of sustainable business and education. As underscored by the recent white paper by the World Economic Forum, achieving a net-zero future requires unprecedented international cooperation, innovative policy frameworks, and the rapid scaling of renewable technologies. Together, through these discussions, we aim to inspire actionable strategies that address these global challenges while driving inclusive economic growth.

As the Principal Chair and Vice President of AGBRP, I extend my deepest gratitude to our distinguished keynote speakers, editors, esteemed participants, sponsors, whose collective efforts have made this gathering possible. I invite you to immerse yourselves in the diverse perspectives and rich exchanges that define the AGBRP Conference. Together, let us not only envision but actively contribute to a sustainable and equitable future.

Warm regards,

Prof. Gouher Ahmed

Principal Chair, 19th AGBRP Conference, & Vice President AGBRP

Professor of Strategic Leadership and International Business

School of Business, Skyline University College, UAE

AGBRP Executive Committee

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AGBRP President

Professor, Department of Marketing, Feliciano School of Business
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AGBRP Vice President - Administration and Programs

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FOM University of Applied Sciences, Nuernberg, Germany.

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Logos Business School (LBS), Pan-Atlantic University, Nigeria

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School of Marketing – Curtin Business School, Curtin University, Perth WA, Australia

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University, Tirupathi, India.

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Indian Institute of Management 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, Bengaluru, India

Dr. Vasanthi Peter, Course Leader, Master of Professional Accounting,
Business & Finance Degree Programs, Holmesglen, Australia

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

CONFERENCE COMMITTEE

Conference Principal Chair

Dr. Gouher Ahmed, Vice President, Administration and Programs, AGBRP;
Professor of Strategic Leadership & International Business, School of Business, Skyline
University College, UAE Email: gouherahmed@agbrp.world

Conference Co-Chairs (*Ex Officio*)

Dr. Sivakumar Venkataramany, Burton D. Morgan Chair Professor of Business Enterprise,
Dauch College of Business & Economics, Ashland University, OH,
USA. Email: svenkata@ashland.edu

Dr. Silvio Cardinali, Vice President, AGBRP; Department of Management, Università
Politecnica Delle Marche, Ancona, Italy. Email: s.cardinali@staff.univpm.it

Dr. Mario H. Ogasavara, Professor of International Business, ESPM, (Escola Superior de
Propagandae Marketing), Sao Paulo, Brazil. Email: mario.ogasavara@espm.br

Dr. Rajeshwari Narendran, Professor and Director, NTPC School of Business, Noida,
India. E-mail: director@nsb.ac.in

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, California,
USA.,USA. Email: arvinder.loomba@sjsu.edu

CHIEF GUEST

Professor Tony Travaglione
Higher Education Advisor, Australia



Professor Tony Travaglione is an eminent academic leader with global expertise, having taught at prestigious institutions such as Stanford University and the University of California (Los Angeles). Over his illustrious career, he has held senior leadership positions at some of the world's leading universities, including serving as Dean of the Graduate School of Business at the University of Adelaide and Director of Research at the Workplace Research Centre at the University of Sydney. Prof. Travaglione served as Pro Vice-Chancellor for over a decade at Curtin University, the University of Newcastle, and the University of Wollongong. At Curtin, he played a pivotal role as part of the senior executive leadership team, driving the university's rapid rise in global rankings from 429 in 2013 to 212 in 2016. During his tenure, he also led the Curtin Business School to achieve AACSB accreditation and established the Curtin Law School. His exceptional leadership was recognized with the prestigious Paul G. Dunn Award for research leadership, the highest such accolade at Curtin University.

While at the University of Newcastle, Prof. Travaglione set the foundation for EQUIS accreditation and served as Interim Deputy Vice-Chancellor (Global Engagement and Partnerships), where he strengthened the university's international footprint. He also made significant contributions to the small business sector in Western Australia, serving as Treasurer for the Local Chambers of Commerce, a network representing over 800 small business owners.

Internationally, Prof. Travaglione served as a Board Member of the Newcastle Australia Institute of Higher Education in Singapore, during which the institution achieved Private Education Institution status and doubled its student population. Currently, Prof. Travaglione is Higher Education Advisor, Australia and holds a non-executive board director position at Aspire, a Melbourne-based company. His visionary leadership, dedication to academic excellence, and impactful contributions to higher education and business make him an inspiring figure and an esteemed Chief Guest at the 19th AGBRP Conference.

GUEST OF HONOR

Professor Samir Ranjan Chatterjee
Emeritus Professor, Curtin University, Australia



Professor Samir Ranjan Chatterjee is an esteemed academic with over four decades of global experience in management education, research, and training. As Emeritus Professor at Curtin University, Australia, he has significantly contributed to internationalization, pioneering the development of undergraduate and postgraduate programs in Singapore, Malaysia, Hong Kong, Vietnam, China, and other countries.

Professor Chatterjee has held influential roles, including as a United Nations Adviser in Mongolia, where he spearheaded capacity-building programs funded by the UNDP, Australian Government, and World Bank. His expertise spans executive education for senior public officials across Asia, focusing on leadership, policy development, and international trade.

An accomplished scholar, Professor Chatterjee has authored/co-authored 11 books, 35 book chapters, and nearly 200 refereed articles. His academic influence extends to serving on editorial advisory boards and as a doctoral examiner globally. Recognized with numerous accolades, including the Sir Ratan Tata Distinguished Visiting Fellowship at IIM Calcutta, he continues to shape thought leadership in business and economics.

As a mentor, visionary, and thought leader, Professor Chatterjee's contributions to management and global business development underscore his enduring legacy and impact on academia and policy.

KEYNOTE SPEAKER-1

Dr. Thumbay Moideen Founder and President, Thumbay Group



Dr. Thumbay Moideen is a visionary entrepreneur and dynamic leader, renowned as the Founder and President of Thumbay Group, a globally diversified conglomerate headquartered at DIFC, Dubai, UAE. Since its inception in 1997, Thumbay Group has expanded its operations to 20 sectors, spanning Education, Healthcare, Medical Research, Diagnostics, Retail Pharmacy, Hospitality, Real Estate, Media, Events, Medical Tourism, Technology, and more. Under Dr. Moideen's strategic leadership, the Group has become a hallmark of excellence and innovation in each of its industries.

Recognized as one of the Top Indian Business Leaders in the Arab World by Forbes Middle East in 2017, Dr. Moideen's achievements have been celebrated in numerous prestigious rankings, including the 50 Richest Indians in the GCC, Top 100 Indian Leaders in the UAE, and Top 100 Most Influential Indians in the Middle East. His accolades include several international and Indian awards that honor his outstanding contributions to business, education, and societal development.

A sought-after speaker, Dr. Moideen has shared his insights at conferences and seminars across America, Europe, the Middle East, and the Indian subcontinent. His ability to innovate and his commitment to excellence have solidified his reputation as a transformational leader, inspiring others with his determination to succeed and his relentless pursuit of progress.

Dr. Moideen's legacy is defined by his unwavering dedication to advancing industries, empowering communities, and shaping the future of global business through vision, innovation, and determination.

KEYNOTE SPEAKER-2

Professor Daniel E. Fox, CPA, JD
Dean, Dauch College of Business and Economics,
Ashland University, Ohio, USA



Professor Daniel E. Fox, CPA, JD, is the esteemed Dean of the Dauch College of Business and Economics at Ashland University, Ohio, USA. A distinguished academic and practitioner, Prof. Fox brings a wealth of expertise in accounting, finance, business law, and entrepreneurship. His multifaceted career combines years of academic leadership with hands-on professional experience in law and tax consulting, making him a prominent figure in business education.

In addition to his academic pursuits, Prof. Fox is deeply connected to sustainable practices, managing a 300-acre farm in the USA. His leadership emphasizes the integration of academic rigor with practical insights, fostering innovative learning environments for students and professionals alike.

A dedicated educator and strategic thinker, Prof. Fox's contributions to business education and his commitment to shaping future leaders have earned him widespread respect and recognition in the academic and professional communities.

KEYNOTE SPEAKER-3

Mr. L. K. Verma

Chairman, Dubai Renewable Energy Business Group, UAE

Founder & Managing Director, PowernSun, UAE



Mr. L. K. Verma is a distinguished entrepreneur and industry leader with over 30 years of professional experience spanning enterprise development, growth strategies, and renewable energy innovation. As the Founder and Managing Director of PowernSun, Orange Overseas, AREEMS and PvMarket, Mr. Verma has been instrumental in advancing renewable energy solutions globally. Under his visionary leadership, PowernSun has become a prominent player in the solar energy sector, achieving over 1.8 GW of solar component shipments across the Middle East, Central Asia, India, Africa, and Europe.

As Chairman of the Dubai Renewable Energy Business Group, operating under the Dubai Chamber of Commerce, Mr. Verma has been pivotal in promoting renewable energy adoption and solar digitalization. His mission to accelerate solar energy accessibility and reduce project turnaround times has inspired industry-wide innovation.

Mr. Verma's contributions have been recognized with multiple accolades, including 'The Middle East Solar Energy Leadership' award and the Pravasi Ratna award in 2018. Beyond his entrepreneurial achievements, he is a mentor and advisor to numerous ventures in India and the UAE, further extending his influence.

A thought leader and respected voice in the renewable energy sector, Mr. Verma frequently publishes white papers and speaks at global seminars and webinars. His dedication to sustainability and innovation continues to shape the future of renewable energy worldwide.

KEYNOTE SPEAKER-4

**Prof. Gurmeet Singh,
Deputy Vice-Chancellor and Vice President, Research and innovation,
The University of the South Pacific (USP) in Fiji**



Professor Gurmeet Singh is a distinguished academic and Deputy Vice-Chancellor (Research & Innovation) at The University of the South Pacific (USP), Fiji, where he also holds the additional responsibility of heading the School of Business & Management. With over 22 years of experience in teaching, research, consultancy, and executive training, Professor Singh has made substantial contributions to academia and industry alike.

Previously serving as Associate Dean (Research, Internationalization, and Postgraduate Affairs) in USP's Faculty of Business and Economics from 2009 to 2017, Professor Singh has been instrumental in advancing research and fostering global academic collaborations.

An accomplished marketing researcher, his expertise lies in exploring customer experience, consumer behavior, and psychology. His scholarly contributions are published in leading journals, shaping effective marketing strategies and customer-centric approaches. As a passionate advocate for innovative solutions, Professor Singh continues to drive impactful research at the intersection of marketing, psychology, and customer experience.

MEET THE EDITOR

Dr. Sudhir Rana,
Program Director and Associate Professor, College of Healthcare
Management & Economics, Gulf Medical University, UAE

Dr. Sudhir Rana is the Editor-in-Chief of the FIIB Business Review (SAGE Publishing), which boasts a Scopus CiteScore of 4.6 and an Impact Factor of 2.6. Additionally, he serves as Co-Editor-in-Chief of the South Asian Journal of Marketing (Emerald Publishing) and Series Editor for Advances in Emerging Markets and Business Operations (Taylor & Francis) and Review of Management Literature (Emerald Publishing).

MEET THE EDITOR

Prof. Arvinder P. S. Loomba
Professor of Operations and SCM, San José State University, CA, USA

Professor Arvinder P. S. Loomba is the Editor-in-Chief of the *Journal of Global Business Research and Practice (JGBRP)*, the official journal of AGBRP, USA.

MEET THE EDITOR

Dr. Moon Moon Haque is a Dean and Associate Professor at the Thumbay College of Management and AI in Healthcare, Gulf Medical University, Ajman, UAE.

Dr. Haque served as a Journal Editor of APJMR and other Journals as a Guest Editor.

SUPPORTING JOURNALS

FIIB Business Review (Scopus Q1- 7.2, WoS - 2.5, ABS & ABDC), Editor-in-Chief, Dr. Sudhir Rana, College of Healthcare Management & Economics, Gulf Medical University, UAE

Review of Management Literature (Scopus 3.5); Editor-in-Chief, Dr. Sudhir Rana, College of Healthcare Management & Economics, Gulf Medical University, UAE

Journal of Global Business Research and Practice, Editor-in-chief, Prof. Arvinder P. S. Loomba, San Jose State University, California, USA.
(A Journal of the Academy of Global Business Research and Practice, USA)

Skyline Business Journal, Editor-in-Chief, Prof. Gouher Ahmed, School of Business, Skyline University College, UAE

NOTE: All the submissions again will undergo the editorial policies and review process.

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ENVIRONMENT MANAGEMENT AND SUSTAINABILITY



Conference Tracks

Track: 1 Public Policy & National Strategies for Sustainable Development

Global Agenda: Sustainability of Natural Resources & Emphasis on Renewables; Global Warming (Climate Change) COP 28; Carbon Footprint; Country Differences in SDGs Performance;

National Priorities in a Volatile Geo-Political Context: Priorities Differ Among Developed and developing economies; Funding to meet SDGs targets; Fossil Fuels vs. Renewables; Targets for Carbon Emissions: Carbon Pricing, Carbon Taxation, Cap and Trade Systems; **CSR Programs:** Making CSR a Requirement to Engage in ESG & UNSDGs;

Affirmative Action Policies & Inclusive Development: Access to Quality Education, Employment; Increased Role of Women in Governance; Cash Transfers and Subsidized Food for BOP Population;

Track 2: Practitioner Track: Sustainable Business Practices & Strategies

Climate Change Adaptation; Green Technologies: Clean Production Processes; Zero Carbon; Water Management; Sustainable Reporting; Partnerships with Non-Profit Organizations; Responsible Sourcing; Closed-LOOP/ Supply Chain Management; Waste Management & Recycling; Conservation of Natural Resources; Energy Transitions; Sustainable Packaging; Digital Advertising; Social Media and Networks;

Track 3: Sustainable FDI, Global Supply Chain, International Trade & Logistics

Disruptions in Global Supply Chains; Global Value Chains; World Trade; Intra-Regional Trade; Shipping & Logistics; Preferential Trade Agreement Between UAE-India; UK in a Post -BREXIT Environment; Global Impact of China-USA Stalemate; Geo-Political Conflicts; Emerging Markets: BRICS, Global South; M&A, FDI, Technology Transfer, R&D & IPR;

Track 4: Corporate Sustainability: Governance, Strategy, CSR and ESG Reporting

Leadership Commitment to CSR, ESG & UNSDGs; Green Investing; ESG Reporting and Compliance in Multinational Markets; Conservation of Resources; Recycling & Waste Management; Corporate Reputation, Branding & Ethical Issues; Race, Ethnicity and Gender Issues in Workplace; Serving Subsistence and BOP Markets;

Track 5: Technological Innovations, AI & Data Analytics

Digital Innovations and Digital Tools for Sustainable Development;
Artificial Intelligence (AI), Open AI, Machine Learning and Societal Impact;
Big Data; Business Analytics; Data Protection & Privacy; Cybersecurity Risks;
3 D Printing, Automation, Robotics, Drones; Social Media, Gaming, Virtual Reality (VR);
Ethical AI & Responsible Innovations;

Track 6: Entrepreneurship, Circular Economy & Frugal Innovation (Jugaad)

Digital Start-Ups in Emerging Markets;
Role of Incubation, Mentoring, Venture capital, Crowd funding, etc.,
Higher Education, Technology Clusters, Networks & NGOs as Drivers of Entrepreneurship;
Women in Entrepreneurship; Social Entrepreneurship; Rural Entrepreneurship;
Digital Applications in Micro, Small, and Medium Enterprises;
Circular Economy & Waste Management solutions; Frugal Innovation (Jugaad);

Track 7: Responsible Higher Education; Societal Impact (AACSB)

Technology in Education; Curriculum, Research and Service with Societal Impact;
Issues of Quality, Standards & Accreditation;
Continuous Education; Open Universities; MOOCS;
HEI Community Engagement and Assessment of Societal Impact;
Societal Impact of Affirmative Action, Social mobility & Inclusive Development;
Partnerships for Experiential Learning, Internships & Placement;

Track 8: HRM in a Digitalized World of Work:

Investing in Continuous Education, Training and Retention of Workforce;
Cross-Country Mobility of STEM qualified Workforce;
Managing Digital Natives in Workplace: Millennials, and Gen Z;
Women in Workplace & Closing the Gender gap;
Managing Workforce in Virtual and Hybrid Organizations;
Executive Education & Training in Soft Skills, Professions & Occupations;

Track 9: Accounting, Finance, Taxation, Corruption & Transparency Issues

Banking, Capital Markets, Sovereign Wealth Funds & Islamic Finance;
Taxation, Carbon Tax, Tax Havens, Investment Subsidy & Free Trade Zones;
Micro Finance; Social Impact Investing;
Fintech; Cryptocurrency; Corruption;
Accounting; IFRS Sustainability Reporting and Disclosure;
Valuation of Intangibles, Intellectual Property, and Goodwill;
Triple Bottom Line Accounting;

Track 10: Marketing, Sales & Communication in a Digitalized World

Product Design, Packaging and Promotion with a Focus on Sustainability;
Value Creation: Customer Life time Value & CRM; Brand Loyalty;
Data Driven, Social Media, AI and Internet-Based, Cause-Based Marketing;
Digital Marketing (B2G, B2B, B2C); Omni Channels & Multilevel Platforms;
Service Marketing; Software as a Service (SaaS); Streaming Services;
Social Marketing; Green Marketing; Macro Marketing;

Track 11: Food Security and Sustainable Agriculture

Food Production Systems; Indigenous Knowledge; Organic farming;
Food Loss (Farm to Fork) Production, Processing & Distribution;
Food Subsidy; Consumption, Calories and Nutrition;
Small & Micro Farms; Farmers' Markets; Price Guarantee Schemes;
ROI & Risks in Farming; Contract Farming, Aggregators & Co-ops;

Track 12: Public Health, Healthcare and Pharmaceuticals;

Right to Health; Health Literacy and Preventive Health Behaviour;
Quality of Public Health in Cities and Rural Communities;
Garbage Disposal, Hygiene & Sanitation; Drinking Water;
Attitude towards Blood & Organ Donation, Smoking & Alcohol Abuse;
Pharmaceutical Packaging, Pricing and Distribution of Drugs;
Obesity, Diabetes, Senior Care; Telemedicine; Ethical Issues;

Track 13: Renewable Energy Transitions & Sustainability

Bio Fuels; Coal; OPEC;
Oil Exploration & Environmental Issues;
Renewable Energy;
EV enabled Transportation Systems;

Track 14: Sustainable Tourism, Leisure, Sports & Games

Inbound and Outbound Tourism: Eco-Adventure Tourism; Culture Tourism;
Medical Tourism; Sports Tourism,
Business Tourism; Cruise Tourism;
Factors Influencing Choice of Tourism Location/Place;

TIME	DAY 1: Wednesday 8 TH JANUARY 2025 PROGRAM AT A GLANCE				
0900-1000	REGISTRATION & OPENING RECEPTION (MIRA Entrance)				
1000-1130	SESSION 1	ROOM (MIRA)			
1000-1030	OPENING CEREMONY	Prayer, UAE National Anthem Welcome Remarks Prof. C. Jayachandran, AGBRP President, and from, Montclair University, USA Prof. Gouher Ahmed, AGBRP Vice President and from Skyline University College, UAE Chief Guest, Prof. Toney Travaglione, Higher Education Advisor, Australia Guest of Honor, Prof. Samir Chatterji, Emeritus Professor, Curtin University, Australia			
1030-1040	A UAE WELCOME	Ayyalah United Arab Emirates Traditional Dance			
1040-1105	KEYNOTE 1	Dr. Thumbay Moideen, Founder and President of Thumbay Group, An International Business Conglomerate, UAE			
1105-1130	KEYNOTE 2	Prof. Daniel E. Fox, CPA and JD., Dean, Dauch College of Business and Economics Ashland University, OH USA			
1130-1150	COFFEE BREAK (FOYER)				
1150-1245	SESSION 2	ROOM (MIRA)			
1150-1215	KEYNOTE 3	Mr. L K Verma, Chairman Dubai Renewable Energy Business Group Founder & Managing Director, PowerSun, Orange Overseas, Pvmarket & AREEMS			
1215-1240	KEYNOTE 4	Prof. Gurmeet Singh, Deputy Vice-Chancellor and Vice President, Research and innovation, The University of the South Pacific(USP) in Fiji			
1240-1245	All Delegates Group Photo				
1245-1345	LUNCH BREAK (JW Kitchen Restaurant)				
1345-1530	SESSION 3	ROOM (MIRA)			
	ROUNDTABLE 1: Innovative Renewable Energy Solutions: Accelerating Global Sustainability and Economic Transformation				
1345-1445	Panel Members: 1. Mr. Lokesh Verma, Chairman Dubai Renewable Energy Business Group Founder & Managing Director, PowerSun, Orange Overseas, Pvmarket & AREEMS. 2. Prof. Daniel E. Fox, Dean, Dauch College of Business and Economics Ashland University, OH USA 3.Dr. Shazia Hassan, Associate Professor, Scientist, Renewable Energy Systems Integration Expert, BITS Pilani, Dubai 4. Mr. Mohammed Muneer, Serial Entrepreneur, and CEO , Alhayyan Company LLC Riyadh, Saudi Arabia 5. Mr. Mohammad Hamid, Director, Power Services and Consulting, Riyadh, Saudi Arabia Moderator: Prof. Rajeshwari Narendran, Director, NTPC School of Business, Noida, India				
	ROUNDTABLE 2: "Shaping a Sustainable Future with AI: Insights from Emerging Scholars" Exploring the intersection of artificial intelligence and sustainability, emphasizing new research and practical applications.				
1445-1530	1. Mr. Ayush Kumar, ‘AI Driven Solutions for Sustainability and Global Progress’, Manipal Academy of Higher Education Dubai 2. Mr. Saisanjeev Reddy Pereddy, ‘Multiscale Dynamic interdependence across different regimes in financial markets’, Manipal Academy of Higher Education Dubai 3. Sreerama Murthy Raghammudi, ‘Machine learning for Carbon footprint and Sustainability Metrics’, BITS Pilani Dubai Chair: Prof. Aqila Rafiuddin, BITS Pilani Dubai & from Global Visiting Faculty Technological de Monterrey, Mexico				
1530-1550	COFFEE BREAK (FOYER)				
1550-1630	SESSION 4	ROOM (MIRA)			
	ROUNDTABLE 3: Journal Launch & Meet the Editor Session				
1550-1630	Journal Launch- <i>Journal of Global Business Research And Practice</i> , A Journal of AGBRP, USA. Panel Members: Prof. Arvinder Loomba, Editor-in-Chief, <i>Journal of Global Business Research And Practice</i> , USA Dr. Sudhir Rana, Editor-in-Chief of the <i>FIIB Business Review</i> (SAGE Publishing), Scopus Q1, Co-Editor-in-Chief of the <i>South Asian Journal of Marketing</i> (Emerald Publishing), Series Editor for <i>Advances in Emerging Markets and Business Operations</i> (Taylor & Francis) and <i>Review of Management Literature</i> (Emerald Publishing).				
1630-1800	SESSION 5: PAPERS	ROOM (MIRA)	ROOM (IZAR)		
		PAPER ID	PAPER ID		
1630-1645	Competitive Sessions	33	22		Chairs: Prof. Daniel E. Fox, (MIRA) Prof. Samir Chatterjee (IZAR)
1645-1700		53	45		
1700-1715		30	8		
1715-1730		56	48		
1730-1745		40	29		
1745-1800		Q & A	Q & A		

TIME	DAY 2: THURSDAY 9 TH JANUARY 2025. PROGRAM AT A GLANCE					
0900-0940	REGISTRATION & COFFEE	ROOM (IZAR)	ROOM (JABBAH)			
0940-1115	SESSION 6: PAPERS	ROOM (IZAR)	ROOM (JABBAH)			
0940-0945	Welcome Address	Prof. Devon Johnson	Dr. Silvio Cardinali			Chairs Prof. Daniel E. Fox (IZAR) Dr. Silvio Cardinali (JABBA)
		PAPER ID	PAPER ID			
0945-1000	Competitive Sessions	36	50			
1000-1015		37	49			
1015-1030		24	43			
1030-1045		55	47			
1045-1100		19	25			
1100-1115		Q & A	Q & A			
1115-1135	COFFEE BREAK (FOYER)					
1135-1305	SESSION 7: PAPERS	ROOM (IZAR) ONLINE MODE	ROOM (JABBAH)			
		PAPER ID	PAPER ID			Chairs Prof. Arvinder (IZAR) Dr. Silvio Cardinali (JABBA)
1135-1150	Competitive Sessions	9	35			
1150-1205		27	42			
1205-1220		28	31			
1220-1235		46	34			
1235-1250		10	39			
1250-1305		Q & A	Q & A			
1305-1405	LUNCH (JW Kitchen Restaurant)					
1405-1520	SESSION 8: PAPERS	ROOM (IZAR) ONLINE MODE	ROOM (JABBAH)			
		PAPER ID	PAPER ID			Chairs Prof. Issac Wanasika (Jabba) Prof. Devon Johnson (IZAR)
1405-1420	Competitive Sessions	17	57			
1420-1435		14	1			
1435-1450		18	Q&A			
1450-1505		23				
1505-1520		Q & A				
1520-1540	COFFEE BREAK (FOYER)					
1540-1800	SESSION 9: PAPERS	ROOM (IZAR) ONLINE MODE	ROOM (JABBAH)			
		PAPER ID				Chairs Dr. Charles Bryant. (IZAR) AGBRP Board Meeting (JABBA)
1540-1555	Competitive Sessions & AGBRP Board Meeting	26	AGBRP Board Meeting			
1555-1610		38				
1610-1625		51				
1625-1640		44				
1640-1655		Q & A				
1655-1730				3:40pm to 17:30 PM		
1730-1800	Valedictory Function	CERTIFICATES PRIZES AND AWARDS, (ROOM JABBA)				

TIME	DAY 3: Friday 10 TH JANUARY 2025. PROGRAM AT A GLANCE	
	FULL DAY	
0900-1700		Delegates self-driven networking and research collaborations.
End of the 19 th AGBRP Conference in Dubai		

CONFERENCE PROGRAM

TIME	DAY 1: WEDNESDAY 8 TH JANUARY 2025. PROGRAM			
1630-1800	SESSION :5:	ROOM (MIRA)	TRACK	CHAIR
1630-1645	Competitive Sessions	ID: 33	5	Prof. Daniel E. Fox
1645-1700		ID: 53	2	
1700-1715		ID: 30	7	
1715-1730		ID: 56	6	
1730-1745		ID: 40	6	
1745-1800		Q & A		

Paper ID:33	Isaac Wanasika (University of Northern Colorado, USA). <i>Balancing Strategy and Governance in AI Implementation.</i>
Paper ID:53	Samir Chatterjee (Curtin University, Australia). <i>Innovative Technologies and Sustainable Development: Bridging Strategy, Mindset, and Green Innovation.</i>
Paper ID:30	Juergen Bleicher (Duale Hochschule Baden-Wurttemberg VS, Germany), Emil Velinov (RISEBA University of Applied Sciences, Lativa) and Sunday Adebola (Keele University, UK). <i>Internationalisation of Selected European Business Schools and Blended Learning International Cooperation: Enhancing Student Engagement Through Responsible Education.</i>
Paper ID:56	Sivakumar Venkataramany (Ashland University, USA) and Jayachandran Chinnappa (Montclair State University, USA). <i>Pathways to Sustainability of Rural Communities: Perspectives from Developing Countries.</i>
Paper ID:40	Ghazal Zalkat (Halmstad university, Sweden) and Henrik Barth (Halmsatd university, Sweden). <i>The Evolving Motivations and Business Development of Female Immigrant Entrepreneurs in Sweden.</i>

TIME	DAY 1: WEDNESDAY 8 TH JANUARY 2025			
1630-1800	SESSION :5:	ROOM (IZAR)	TRACK	CHAIR
1630-1645	Competitive Sessions	ID:22	2	Prof. Samir Chatterjee
1645-1700		ID:45	1	
1700-1715		ID:8	6	
1715-1730		ID:48	10	
1730-1745		ID:29	2	
1745-1800		Q & A		

<i>Paper ID:22</i>	Saeed Shobeiri (Telug University, Canada). Desgining Transformational Products: Elaboration of Four Necessary Sub-Systems.
<i>Paper ID:45</i>	Maciej Pietrzykowski (Poznań University of Economics and Business, Poland). <i>Diversification of socio-economic development in Poland in the light of European cohesion policy and sustainable development goals.</i>
<i>Paper ID:8</i>	Mbulaheni Mavhungu (Tshwane University of Technology, South Africa). <i>The empirical effect of demographic characteristics on proactivity and subjective norms of undergraduate students.</i>
<i>Paper ID:48</i>	Laura Salciuviene (University of Birmingham, UK), Claudio De Mattos (University of Huddersfield, UK) and Nitin Sanghavi (University of Manchester, UK). <i>Investigating consumer decision-making: from fleeting trends to sustainable practices.</i>
<i>Paper ID:29</i>	Seyyedmilad Talebzadehhosseini (University of Northern Colorado, USA), Shammi Gandhi (University of Northern Colorado, USA) and Isaac Wanasika (University of Northern Colorado, USA). <i>The Role of Transitioning to Cleaner Production Processes in Green Product Development: A Study of the UAE, India, Qatar, and Saudi Arabia.</i>

TIME	DAY 2: THURSDAY 9 TH JANUARY 2025			
0945-1115	SESSION :6:	ROOM (IZAR)	TRACK	CHAIR
0945-1000	Competitive Sessions	ID:36	6	Prof. Daniel E. Fox
1000-1015		ID:37	5	
1015-1030		ID:58	9	
1030-1045		ID:55	13	
1045-1100		ID:19	11	
1100-1115		Q & A		
1115-1135	COFFEE BREAK (FOYER)			

<i>Paper ID:36</i>	Tiina Brandt (Haaga-Helia UAS, Finland) and Isaac Wanasika (Monfort College of Business, USA). <i>Impact of Team Cohesiveness, Creativity and Enhanced Psychological Capital on Entrepreneurial Intentions.</i>
<i>Paper ID:37</i>	Tiina Brandt (Haaga-Helia UAS, Finland), Isaac Wanasika (Monfort College of Business, USA) and Minna Logemann (The City Univ. of New York, Baruch College, USA). <i>Psychological Capital and Adaptation to AI.</i>
<i>Paper ID:58</i>	Sivakumar Venkataramany (Ashland University, USA) and Daniel Fox (Ashland University, USA). <i>Pitfalls of Unrealized Capital Gains Tax Policy.</i>
<i>Paper ID:55</i>	T. Michael Santomauro (Florida Tech, USA) and Charles Bryant (Florida Tech, USA). <i>Examining the Relationship Between a Firm's Knowledge Network Complexity and Integration: The Moderating Role of Knowledge Diversity.</i>
<i>Paper ID:19</i>	Rizwan Ahmad (University of Canterbury, Newzealand), Muhammad Umar (Lincoln University), Mesbahuddin Chowdhury (University of Canterbury, Newzealand) and John Vargo (University of Canterbury, Newzealand). <i>Navigating Food Safety Risks: A Quality-Driven Approach to Supply Chain Resilience.</i>

TIME	DAY 2: THURSDAY 9 TH JANUARY 2025. PROGRAM AT A GLANCE			
0945-1115	SESSION :6:	ROOM (JABBAH)	TRACK	CHAIR
0945-1000	Competitive Sessions	ID:50	10	Dr. Silvio Cardinali
1000-1015		ID:49	10	
1015-1030		ID:43	10	
1030-1045		ID:47	10	
1045-1100		ID:25	7	
1100-1115		Q & A		
1115-1135	COFFEE BREAK (FOYER)			

Paper ID:50	Deva Rangarajan (Department of Marketing, IESEG School of Management, France), Alessandro Romoli (UNINT - Università degli studi Internazionali di Roma, Italy), Silvio Cardinali (Università Politecnica delle Marche, Italy), Christian Stadlmann (University of Applied Sciences Upper Austria, Austria) and Simone Severini (University of Macerata - Faculty of Economic and Law, Italy). <i>Activities and Performance Gaps of Sales Agents: Insights from B2B Customer and Principal Interactions.</i>
Paper ID:49	Karina Burgdorff Jensen (University of Northern Denmark, Denmark), Charlotte Bruun (University of Northern Denmark, Denmark), Simone Severini (Università degli studi di Macerata, Italy), Silvio Cardinali (Politecnica delle Marche University, Italy), Christian Stadlmann (University of Applied Sciences Upper Austria, Austria), Andrea Holzinger (University of Applied Sciences Upper Austria, Austria), Pia Hautamäki (Tampere University of Applied Sciences, Finland), Maciej Pietrzykowski (Poznan University of Economics and Business, Poland) and Pauliina Airaksinen-Aminoff (Applied Research Center, Finland). <i>Inside Sales in the B2B Environment: Skills and Requirements.</i>
Paper ID:43	Karina Burgdorff Jensen (University College of Northern Denmark, Denmark). <i>Managing the Balance Between Wellbeing and Performance in Inside Sales.</i>
Paper ID:47	Emil Velinov (RISEBA University of Applied Sciences, Latvia), Irina Sennikova (RISEBA University of Applied Sciences, Latvia) and Vasko Vassilev (Transport University in Sofia-Todor Kableshkov, Bulgaria). <i>Seamless Integration: Exploring Omnichannel Marketing Communication Strategies in Emerging Markets.</i>
Paper ID:25	Maria Della Lucia (University of Trento, Italy), Giulia Dore (University of Trento, Italy) and Michele Tamma (Università Ca' Foscari, Italy). <i>Professional Development in Museum Education: Insights from a Multi-Case Analysis.</i>

TIME	DAY 2: THURSDAY 9 TH JANUARY 2025. PROGRAM AT A GLANCE			
1135-1405	SESSION :7:	ROOM (IZAR) ONLINE MODE	TRACK	CHAIR
1135-1150	Competitive Sessions	ID:9	10	Prof. Arvinder Loomba
1150-1205		ID:27	10	
1205-1220		ID:28	7	
1220-1235		ID:46	9	
1235-1250		ID:10	1	
1250-1305		Q & A		
1305-1405	LUNCH (JW Ketchen Restaurant)			

Paper ID:9	Natalie Chen (Cambridge Centre for International Research, USA). <i>Tesla's Marketing and Branding Strategy Analysis.</i>
Paper ID:27	Geeti Sharma (IPEM Group of Institutions, Ghaziabad, India) and Aastha Sawhney (IPEM Group of Institutions, Ghaziabad, India). <i>Exploring the Role of Social Media Content Framework for Digital Marketing Strategy: An Empirical Study of Indian Banks.</i>
Paper ID:28	Manuel Alfredo Ortiz-Barrera (University of Guadalajara, Mexico) and Jose Sanchez-Gutierrez (University of Guadalajara, Mexico). <i>Tacit Knowledge and Competitiveness in Mexican Higher Education Institutions (HEI).</i>
Paper ID:46	Jorge Santos Filho (Universidade Presbiteriana Mackenzie, Brazil) and Mario Ogasavara (Escola Superior de Propaganda e Marketing (ESPM), Brazil). <i>Exchange Risk and Foreign Direct Investment in Public-Private Partnership Infrastructure Projects: A Mixed-Methods Approach in Developing Economies.</i>
Paper ID:10	Marcia Lebambo (Tshwane University of Technology, South Africa). <i>An Analysis of South Africa's Entrepreneurship Policy Environment in Fostering Youth Entrepreneurship Development.</i>

TIME	DAY 2: THURSDAY 9 TH JANUARY 2025. PROGRAM AT A GLANCE			
1135-1405	SESSION :7:	ROOM (JABBA)	TRACK	CHAIR
1135-1150	Competitive Sessions	ID:35	10	Dr. Silvio Cardinali
1150-1205		ID:42	10	
1205-1220		ID:31	10	
1220-1235		ID:34	10	
1235-1250		ID:39	7	
1250-1305		Q & A		
1305-1405	LUNCH (J W Ketchen Restaurant)			

<i>Paper ID:35</i>	Susanne Jankovic (University of Applied Sciences Upper Austria, Austria) and Christian Stadlmann (University of Applied Sciences Upper Austria, Austria). <i>Activities and Competences of Network-Marketers in the Digital Age.</i>
<i>Paper ID:42</i>	Simone Severini (University of Macerata, Italy) and Alessandro Romoli (University of International Studies of Rome, Italy). <i>The Happy Seller: How Job Satisfaction Bridges Life Happiness and Sales Success.</i>
<i>Paper ID:31</i>	Anja Schiller (Interhyp Gruppe, Germany) and Piotr Kwiatek (University of Applied Sciences Upper Austria, Austria). <i>Embracing the Digital Wave: Navigating Emotional Dynamics in B2B Relationship-Building.</i>
<i>Paper ID:34</i>	Grażyna Golik-Górecka (University of Lodz, Faculty of Management, Poland). <i>Technological paradigm and sales funnel analytics.</i>
<i>Paper ID:39</i>	Anton Edtmeier (FHOO, Austria, Austria). <i>Digital education ecosystem to empower transnational harmonized qualification in the IWT education.</i>

TIME	DAY 2: THURSDAY 9 TH JANUARY 2025. PROGRAM AT A GLANCE			
1405-1535	SESSION :8:	ROOM (IZAR) ONLINE MODE	TRACK	CHAIR
1405-1420	Competitive Sessions	ID:17	6	Prof. Devon Johnson
1420-1435		ID:14	4	
1435-1450		ID:18	9	
1450-1505		ID:23	14	
1505-1520		Q & A		
1535-1555	COFFEE BREAK (FOYER)			

<i>Paper ID:17</i>	Takao Fujiwara (Toyohashi University of Technology, Japan). <i>R&D investment of Insolvent Biotech Firms in Coronavirus Shock.</i>
<i>Paper ID:14</i>	I Sridhar (Indian Institute of Management Indore) and Neha Singh (Utkal University Odisha, India). <i>A Study on Sustainability Practices in MSME Sector in India – Policy Imperatives.</i>
<i>Paper ID:18</i>	Dheeraj Shringi (Career Point University, Kota, India). <i>A Philosophical Discourse on Metaphysics and Ethics of Finance-Management from Thiruvakural of Thiruvalluvar.</i>
<i>Paper ID:23</i>	Rana Muhammad Umar (University of Trento, Italy) and Maria Della Lucia (University of Trento, Italy). <i>Guiding the Way: How Tour Guides Elevate the Museum Visitor Experience.</i>

TIME	DAY 2: THURSDAY 9 TH JANUARY 2025. PROGRAM AT A GLANCE			
1405-1520	SESSION :8:	ROOM (JABBAH)	TRACK	CHAIR
1405-1420	Competitive Sessions	ID:57	9	Prof. Issac Wanasika
1420-1435		ID: 1	1	
1435-1450		Q & A		
1450-1505				
1520-1540	COFFEE BREAK (FOYER)			

Paper ID:57	Sivakumar Venkataramany (Ashland University, USA). <i>Financial Distress Prediction Analysis for Banks using CAMEL Factors.</i>
Paper ID:1	Gouher Ahmed (Skyline University College, UAE), Calvin Lee (CQ University, Australia), C. Jayachandran (Montclair State University, USA), Naseem Abidi (Skyline University College, UAE). <i>Geopolitics of Cold War 2.0 and Collaborative Strategies in the Indo-Pacific of AUKUS Pillar I and Pillar II Nations in Key Industries and Technologies.</i>

TIME	DAY 2: THURSDAY 9 TH JANUARY 2025. PROGRAM AT A GLANCE			
1540-1655	SESSION :9:	ROOM (IZAR) ONLINE MODE	TRACK	CHAIR
1540-1555	Competitive Sessions	ID:26	3	Dr. Charles Bryant
1555-1610		ID:38	2	
1610-1625		ID:51	3	
1625-1640		ID:44	4	
1640-1655		Q & A		

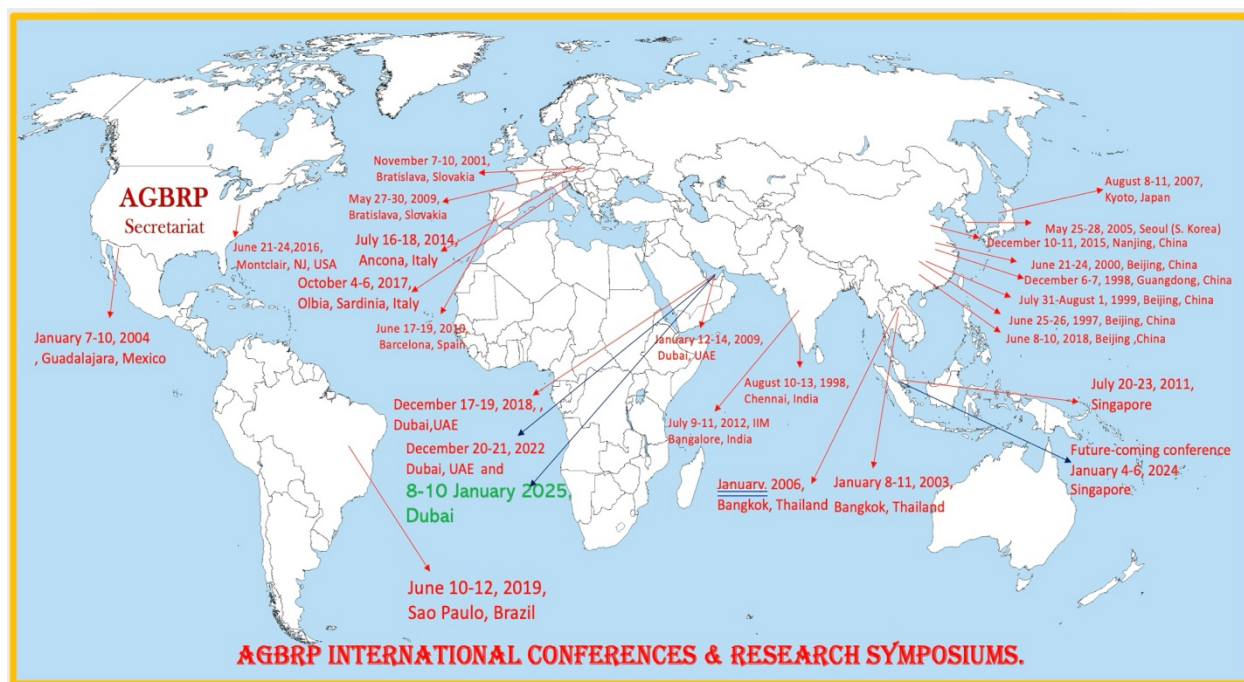
<i>Paper ID:26</i>	Aastha Sawhney (IPEM Group of Institutions, Ghaziabad, India) and Geeti Sharma (IPEM Group of Institutions, Ghaziabad, India). <i>Analysing the Transition to Localized Supply Chains Amid Geopolitical Tensions and Global Disruptions: Insights from India.</i>
<i>Paper ID:38</i>	Triet Pham (Cambridge Centre for International Research, Vietnam). <i>Competing with multinationals: The interplay of partnerships, local knowledge, and financial resources in shaping competitive advantage.</i>
<i>Paper ID:51</i>	Jorge Pelayo-Maciel (Universidad de Guadalajara, Mexico) and Manuel Alfredo Ortiz-Barrera (Universidad de Guadalajara, Mexico). <i>The Interaction between Human Development, Trade Openness and Economic Growth: A Study in Emerging Countries.</i>
<i>Paper ID:44</i>	Renata Luiza De Castilho Rossoni (Escola Superior de Propaganda e Marketing – ESPM, Brazil) and Manolita Correia Lima (Escola Superior de Propaganda e Marketing – ESPM, Brazil). <i>IDEAL TYPES OF ENVIRONMENTAL DISCLOSURE: AN ANALYSIS FROM THE PERSPECTIVE OF NGOs.</i>



ACADEMY OF GLOBAL BUSINESS RESEARCH AND PRACTICE (1995-2025)

The Academy of Global Business Research and Practice (AGBRP) is a not for profit organization registered in NJ USA, dedicated to promote academic research and scholarship that would facilitate effective teaching and student learning. While the academics are deeply committed to educate the millennials with the knowledge and the skills needed for careers and entrepreneurial forays it is equally important to establish an accessible ecosystem, and facilitate continuous education, mentoring and guidance. The AACSB vision highlights the world's thirst for education, economic development, and quality of life and in view of this transformative change it "called on the academics to address the needs of the students they educate and the industries they serve." It further emphasizes the imperative need for the academics and organizations from across industries and sectors to collaborate and engage each other more closely than ever before to co-educate and co-create ideas for common good.

Today there is an increased emphasis on engaging CSR programs and non-profit sector in critical areas in education, health, water, food and nutrition, entrepreneurship, environment and sustainability issues across communities. Since these programs also comply with the UN sponsored Millennium Development Goals the academic entities like the AGBRP have an opportunity to network and co-develop research studies, case studies, conferences, training programs, and other outreach activities that will have a positive impact on communities.



Driven by such trends the AGBRP propose to engage with a global network of academics from across disciplines, executives from business and industry, policy makers, consultants and NGOs interested in education, healthcare, food and nutrition, entrepreneurship, and sustainability issues. To make it more inclusive and accessible the AGBRP membership will be free. The international conferences, research symposiums and other events will be co-designed and co-organized in cooperation with academic institutions and other organizations, and the events will be delivered using the traditional, hybrid and or online formats.

Using a similar model, we have successfully organized 18 major international conferences and 7 research symposiums under the banner of the Society for Global Business and Economic Development (SGBED). Following SGBED initiatives, the Academy will continue to organize research conferences and events, publish original research papers and case studies in peer-reviewed journals with a column dedicated to practitioner perspectives. The AGBRP publications will be licensed under the creative commons and facilitate open access.

Distinguished Keynote Speakers

Notable Government Leaders

Notable speakers at the AGBRP conferences over the years include China: The Vice- Premier Hon. Li Lanqing, Madame Wu Yi, Ministry of Foreign Trade and Economic Cooperation, Hon. Chen Yuan, Dy. Governor of Peoples' Bank of China, Hon. Wang Guangxian, Dy. Governor of Guizhou Province; India: Her Excellency Justice Fathima Beevi, Governor of Tamil Nadu, The Tamil Nadu Hon. K. Anbazhagan, Minister of Education, The US Consulate General Ms. Michele J. Sison, Slovakia; The Charge D'Affairs of the USA in Slovakia, Mr. Douglas C. Hengel, Hon. Ivan Miklos, Deputy Prime Minister of Slovakia for Economic Affairs, Hon. Lumomir Fogas, Deputy Prime Minister of Slovakia for Legislation and Maria Kadlecikova, Deputy Prime Minister of Slovakia for European Integration.

Nobel Laureates & Leaders from Academia

Former President of Montclair State University Dr. Irvin Reid, and President Dr. Susan A. Cole have delivered keynote at different conferences in China, Mexico, Bratislava and Bangkok; Dr. Edmund Phelps, Nobel Laureate in Economics delivered a keynote in Bangkok; and Dr. Ferid Murad, Nobel Laureate gave a keynote on science and development in Mexico. Dr. Peter Buckley, former President, Academy of International Business (AIB) delivered in keynote in Beijing; Dr. Howard Thomas, former AACSB President and Dean of the Singapore Management University, Provost & Professor Dr. Raj. Srivastava and Dr. G. Visvanathan, Chancellor, VIT University delivered a keynote in Singapore.

Notable Business Leaders

Dr. Raja Metra of World Bank, Mr. Max Qu, Chairman & CEO of HI Sun Technology Ltd, Mr. Steven Carroll, China Group Controller of Motorola, Mr. Bill Bowers, VP & Controller of Motorola, Mr. Peter O'Connor, CEO, Asia Pacific Region for CIGNA International, Dr. Michael Zip, MD, Henkel Investment CO. Ltd, Mr. David Ahlstrom, VP, Ericsson (China) Company Ltd, Mr. Andy Lai, Greater China Marketing Director for HP, Mr. John Parker, Chairman, American

Business Council, and Mr. Ron Sommers, CEO, Mangalore Power Co, Mr. Samir Hasina, Chairman of the Board of Directors of Slovnoft, Mr. Jozef Uhrik, General Manager of Volkswagen, Mr. Stefanec, President, Coca-Cola Beverages, Mr. Marian Nemec, President, National Bank and Mr. Ludomir Slahor, President, EXIMBank were invited to deliver keynote in Beijing, Chennai, Bangkok, Seoul, Kyoto and Bratislava.

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LOCATION MAP



J W Marriott Marina Location

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Sharjah International Airport (SHJ) to JW Marriott Marina Hotel 59 Kms (Taxi)

Dubai International Airport (DXB) to JW Marriott Marina Hotel 34 Kms, (Taxi)

Abu Dhabi International Airport (AUH) to JW Marriott Marina Hotel 94 Kms (Taxi)

Dubai Airport to JW Marriott Marina Hotel/ Marina Mall (Metro Train)

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