

**ERPBS
2022**



**Middlesex
University
Dubai**

SIXTH INTERNATIONAL CONFERENCE ON

EMERGING RESEARCH PARADIGMS IN BUSINESS & SOCIAL SCIENCES

VIRTUAL

BOOK OF ABSTRACTS

MIDDLESEX UNIVERSITY DUBAI

FEBRUARY 24-26, 2022 | THU-SAT

CONFERENCE CHAIR

Dr. Sreejith Balasubramanian

CONFERENCE CO-CHAIRS

Dr. Lynda Hyland
Dr. Supriya Kaitheri
Dr. Nishtha Lamba

PROGRAMME COMMITTEE

Dr. Cody Paris
Dr. Ajit Karnik
Dr. Fehmida Hussain
Mr. Rory McConnon



ERPBS 2022 Day 1 Schedule – Thursday, 24th February 2022
9.30am – 5.30pm, Dubai - GMT + 4

Time	Event			Microsoft Teams
09:30 - 09:40	Registration/Login			Meeting Link
09:40 - 10:00	Delegates Welcome <i>Conference Chair - Dr. Sreejith Balasubramanian</i> Opening Address - Dr. Cedwyn Fernandes, Pro-Vice Chancellor, Middlesex University and Director, Middlesex University Dubai Conference Agenda <i>Conference Co-Chairs - Dr. Lynda Hyland, Dr. Supriya Kaitheri, and Dr. Nishtha Lamba</i>			
10:00 - 10:45	Keynote Address: “The Power of Multisystemic Resilience: Positive Development in Stressed Communities and Workplaces” – Prof. Michael Ungar, Professor of Social Work, Dalhousie University, Canada Research Chair in Child, Family and Community Resilience & Director, Resilience Research Centre			
10.45 - 11.30	Keynote Address: “Post COVID-19 Recovery and Resilience Building: Experience from the Greater Mekong Sub-region” – Mr. Suriyan Vichitlekarn, Executive Director of Mekong Institute (MI)			
11:30 - 11:45	Break			
	Parallel Tracks			
11:45-13:15	General Track 1 <i>Session Chair: Ajit Karnik</i>	Student Track Opening Session & Student Track 1- Information Technology and Computing (1/2) <i>Session Chair: Zaida Kodzoeva (BEng CSE Yr3)</i>	Special Track 8 - Transformative Marketing <i>Session Chair: Jeongsoo Han</i>	
	Meeting Link	Meeting Link	Meeting Link	
	Resilience to COVID-misinformation and implications for media literacy in the UAE - <i>Mohamed Ben Moussa and Ahmed Farouk</i> Research Trends in Poverty Alleviation within Social Entrepreneurship Literature - <i>Praveen Balakrishnan Nair and Daryl Loh Wei Meng</i> The Moderating Role of Perceived Risk between Determinants and Utilisation of Green Financing Scheme in Malaysia - <i>Abd Hadi Mustaffa, Noryati Ahmad and Nur Zahidah Bahrudin</i> ESG Investor preferences- Why do intentions not equal actions? - <i>Rashita Puthiya</i>	Welcome Address: Student Research Committee & Student Research Society Knowledgeably equipping on the ‘Present and Futuristic Aeon of AI-driven cyber attacks’; An Anticipation and Awareness - <i>Kyle Lucas and Chinnu George</i> Deft — Compile-Time Memory Safe Systems Programming Language - <i>Kartik Nair</i> Serverless Computing: Current trends, Evolution, Challenges and Open problems - <i>Onome Udjo</i>	Salient Perceptions of Luxury Marketing Amongst Residents in the United Arab Emirates - <i>Ajay D'Souza</i> Consumer response towards adoption of green practices by businesses in Kenya - <i>Susan Karumwa and Vijay Pujari</i> Influence of YouTube Travel Vlogs on the Indian Traveller's Perceptions of Destination - <i>Mahima Jose and Sreejith Balasubramian</i> What is the impact of COVID-19 on consumer purchase behavior for online grocery shopping in the United Arab Emirates (UAE)? - <i>Mohamed Wanas</i> Fortnite: The Rise of Virtual Events - <i>Aily Prasetyo</i>	

	<p>An exploration of travel behavior of local tourists within UAE during covid-19 - <i>Elma Rahman</i></p> <p>Posters</p> <p>What's the catch? The Dark Triad & Perception of Help in Socioeconomic context - <i>Kapoor, A., Khadeeja, M., Pradeep, N., Siddique, S., Syed, W., and Waseem, Z</i></p> <p>Investigating the Association Between The Dark Triad and the Perception and of Help Among Adult - <i>Chandrasekaran, S. V., Fanda, F. A., Kallakandy, S. L., Prem, A., Razak, A. A., Sharif, M, A.</i></p>	<p>A positive outlook on Internet Sovereignty: Global Perspective - <i>Jenessa Dsilva and Jacinta Dsilva</i></p>	<p>Examining the Factors Influencing Consumer Intention to Use Food Delivery Apps in the UAE - <i>Melissa D Almieda and Cody Paris</i></p> <p>Do we look 'good?' Characterizing the influence of brand ethical value on consumer ad avoidance behaviour - <i>Rhoderick Romano and Jeongsoo Han</i></p>
13:15 - 14:00	Break		
14:00 - 14:30	<p>Keynote Address: "The Learning-Driven Organisation Model: An Ecosystem for Growth and Sustainability in Turbulence World" - <i>Dr Alaa Garad, Portsmouth Business School, University of Portsmouth</i></p> <p>Meeting Link</p>		
14:30 - 15:00	<p>Keynote Address: "COVID-19: A Man-Made Gender Disaster? Learning gendered lessons from the pandemic" – <i>Prof. Sarah Bradshaw, Professor of Gender and Sustainable Development, Middlesex University London.</i></p> <p>Meeting Link</p>		
	Parallel Tracks		
15:00 - 16:00	<p>General Track 2</p> <p><i>Session Chair: Mohammad Meraaj</i></p> <p>Meeting Link</p>	<p>Student Track 2 - Psychology (1/2)</p> <p><i>Session Chairs: Anita Kashi and Mariam Melad</i></p> <p>Meeting Link</p>	<p>Special Track 6 – Wellness Office (Session 1)</p> <p><i>Session Chairs: Mariam Abonil and Lynda Hyland</i></p> <p>Meeting Link</p>
	<p>Disney characters as moral role models for "Resilience": Using Encanto and Coco as case studies - <i>Ruta Vaidya and Yousra Osman</i></p> <p>Do PESTLE factors impact the development of Non-oil manufacturing companies in Oman - <i>Ammani Ammal, Alanoud Al Jassasi and Sheikha Alghafri</i></p> <p>Dark Side of Branding: Negative Consumer Brand Relationship in the UAE - <i>Lubna Pathan</i></p>	<p>Psycho-Social Effects of Social Networking and Analysis of Factors Influencing Social Networking Usage Applying the Theory of Planned Behaviour: A Review of Literature - <i>Priyam Deorah</i></p> <p>Exploring the role of cooking in enhancing psychological well-being: A Qualitative Study - <i>Tanya Sadiza and Aneesha Verma</i></p> <p>Stifled Emotions of University Men: An IPA Study of Masculinity and Help-Seeking Behaviors for Depression - <i>Akanksha Kaushal and Humna Azhar</i></p> <p>Predictive Social Factors of Problematic Internet Usage - <i>Alita Anna Abraham and Lynda Hyland</i></p>	<p>15:00 – 16:00: Panel Discussion on "Today's wellness ecosystem: Professional perspectives on initiatives from inception to implementation"</p> <p>Panel Moderators: Mariam Abonil and Lynda Hyland</p> <p>Panel Members:</p> <p>Adam Griffin - Head of Occupational Therapy at Camali Clinic and YouTube Content Creator</p> <p>Aisling Keaveney - Head of Inclusion at Dubai Heights Academy with a special interest in supporting students of determination</p> <p>Dr. Joseph El-Khoury - Psychiatrist with a background in Conflict Medicine</p> <p>Waleed Shah - Photographer with a special interest in Body Image</p>

16:00 - 16:15	Break		
16:15 - 17:30	General Track 3 <i>Session Chair: Rashita Puthiya</i>	Student Track 3 - Media, Sustainable Development and Law <i>Session Chair: Adiba Firmansyah (MDX Law Alumni)</i>	Special Track 2 - Agile and Resilient Supply Chains (Session 1) <i>Session Chair: Sreejith Balasubramanian and Janya Chanchaichujit</i>
	Meeting Link	Meeting Link	Meeting Link
	Resilience in Education – Ireland, A Case Study - <i>Thomas Mc Donagh</i> How “Universal” is Universal Jurisdiction in Prosecuting International Crimes? - <i>Nadia Ahmad</i> Corporate Social Responsibility and Corporate Performance: The Mediating Role of Social Media - <i>Kennedy Modugu and Sabir Malik</i> The Effect of Scenario Planning on the Perception of Highly Uncertain and Extreme Alternatives to Business-as-Usual - <i>James Derbyshire, Belton Ian, Mandeep Dhami and Dilek Onkal</i> IOT Based Wellbeing Observation in COVID-19 Patients with regards to Home Quarantine - <i>Chinnu Mary George and Sharon Luke Babu</i>	Development of Visual Art as a Mass Participatory Medium in the 20th Century America - <i>Sandra Kumorowski</i> How to make a prototype teaching and learning podcast which can be empirically proven to be intrinsically worthwhile? <i>Stephen king</i> Indonesia Actions and Regulation Measures on Promoting Internet Today and Future for Positive Purposes as well as Maintaining the Moral Norms - <i>Nabila Vanza Hanavia</i> Application of the 3R Model in Reducing Plastic Waste: A case Study of University of Balamand Dubai - <i>Mohammad Enayeh, Khaled Khodr, Jacinta Dsilva, Theresa Massoud, Ribal Tamer, Rami Demachki and Saadeddine abouzahr</i>	Pre-& Post Covid Analysis on the factors affecting Ecommerce and B&M channel use for the Fashion Retail Sector in the GCC Countries - <i>Prakash Narayan Rao, Nitin Simha Vihari, Shazi Shah Jabeen and Sreejith Balasubramanian</i> Distributed ledger technology (DLT) for the UK's public procurement: a conceptual framework - <i>Salisu Alhaji Uba, Robert Fisher and Alan Riordan</i> The acceptance and adoption of supply chain technology among the staff in petrochemicals manufacturing companies - <i>Mohamad Norsazlan Salim, Veera Pandiyan Kaliani Sundram and Ariff Azly Muhammad</i> Closed-Loop Supply Chains Implementation and Its Impact on Organisational Performance: A Transition Towards Circular Economy - <i>Nor Azila Mohd Johari, Nazura Mohamed Sayuti and Ahmad Rais Mohamad Mokhtar</i> Examining the impact of shipping container shortages in SMEs - <i>Mahnoush Gharehdash</i> Linking knowledge management through the balanced scorecard: The mediating role of organizational learning case study from construction supply chain- <i>Warit Wipulanusat, Janya Chanchaichujit and Sreejith Balasubramanian</i> Queue Management System for Air Cargo Terminal Operations - <i>Wannee Srichoe, Janya Chanchaichujit, Panatda Kasikitwivat and Kiatthanapat Booriboon</i>

ERPBS 2022 Day 2 Schedule – Friday, 25th February 2022
9.30am – 5.30pm, Dubai - GMT + 4

Parallel Tracks			
9:30 - 10:30	General Track 4 <i>Session Chair: Judhi Prasetyo</i>	Student Track 4 - Business, Accounting and Finance (1/2) <i>Session Chair: Chinnu George</i>	Special Track 3 - Fostering the Sustainable Development Goals Through a Systems Thinking Approach (Session 1) <i>Session Chair: Rory McConnon</i>
	Meeting Link	Meeting Link	Meeting Link
	<p>The Impact of Company Country-of-Origin on the Perceptions of Religious and Cultural Symbols in Advertising for Turkish Consumers - <i>Ebru Genc</i></p> <p>Simulation of check-in queue model at Supadio Pontianak airport during covid-19 pandemic time - <i>Jonfort Sony Hasaoran Hutabarat, Gadang Ramantoko and Siska Noviaristanti</i></p> <p>A Combinational Study of Discriminative & Generative Adversarial Neural Network Models to Improve Deep Learning Results for Food Recognition - <i>Sherif El Abd</i></p> <p>Application of Blockchain Technology in Digital Forensics: A novel tool for the preservation of a Chain of Custody of forensically acquired online evidence - <i>Riccardo Tani and Fehmida Hussain</i></p>	<p>Redefining the Role of Airline Service Quality and Passenger Satisfaction in the Airline Industry - An Analysis of the AIRQUAL Model - <i>Muhammad Izwan Mohd Badrillah, Adibah Shuib and Shahrin Nasir</i></p> <p>Impact of Behavioural Finance on Indian Stock Returns: An Empirical Analysis using a Redefined CAPM model - <i>Athulya Haridas and Rashita Puthiya</i></p> <p>Determinants of Venture Capital Investments: Case of 32 OECD countries - <i>Owais Khan and Rashita Puthiya</i></p> <p>Impact of Pandemic Expectations on Virtual Work Adjustment and Expatriate Academic Job Performance: Empirical Evidence - <i>Rosemol Pappachan and Nitin Simha Vihari</i></p>	<p>9:30 – 10:30: Panel Discussion by Institute of Sustainable Development on “Fostering the Sustainable Development Goals Through a Systems Thinking Approach”</p> <p>Panel Moderators: Rory McConnon and Andrew Mackenzie</p> <p>Panel Members: Dr Sangeeta Sharma - Program manager - Corporate social responsibility, at Centre for responsible business - Dubai Chamber</p> <p>Katarina Hasbani - Partner and Global Director of Strategy and Advisory at AESG</p> <p>Shuvai A Mugadza - Country Manager at DHL Zimbabwe</p> <p>Mashaal Al Fardan - Assistant Manager – Group Sustainability & Impact at DP World</p>
Parallel Tracks			
10:30 - 12:00	General Track 5 <i>Session Chair: Supriya Kaitheri/Jacinta Dsilva</i>	Student Track 5 - Business, Accounting and Finance (2/2) <i>Session Chair: Vijaya Kumar</i>	Special Track 3 - Fostering Sustainable Development Goals Through Systems Thinking Approach (Session 2) <i>Session Chair: Rory McConnon</i>
	Meeting Link	Meeting Link	Meeting Link
	<p>Leadership during crisis and its effectiveness: Lessons from the COVID-19 pandemic - <i>Sreejith Balasubramanian and Cedwyn Fernandes</i></p> <p>An examination of the impacts of Blockchain enabled Smart Contracts in Film Production pipeline - <i>Amritha Subhayan Krishnan</i></p>	<p>Effect of CSR Communication on Self Identity and Self Esteem of Consumers - <i>Aanya Mehta</i></p> <p>Transposing Strategies: A Saga of Small Independent Retailers’ Success - <i>Rohit Kumar Verma, Rajeev P. V., Parisha Malu, Garima Singh and Nemala Naga Venkata Sai</i></p>	<p>Impact Investment and the Financing of Sustainable Development in the Developing World: A Theory of Change - <i>Jeremy B Williams</i></p> <p>Integration of UN Sustainable Development Goals within multiple pre-existing higher education programmes - a case analysis of a university in Dubai – <i>Stephen King</i></p>

	<p>The State of Democracy in Mauritius: Moving Beyond Discussions of Democratic Consolidation - <i>Adeelah Kodabux</i></p> <p>The Factors Contributing to flight delays which affects excellent service performance: From the air cargo operator employees’ perspectives - <i>Shahrin Nasir and Mohd Hafiz Zulfakar</i></p> <p>Evaluating Transportation Planning Practices in Support of Green Logistics Implementation - <i>Nur Farizan Tarudin, Muhammad Haidir Mohd Arip and Muhammad Akmal Asyraf Adlan</i></p> <p>Multicultural identity integration and pro-ecological attitudes: Mediational role of the global mindset and integrated values - <i>Magdalena Mosanya and Anna Kwiatkowska</i></p>	<p>A study of soft skills training programs and employability in B-schools of Kerala -<i>Pallavi Sujeev</i></p> <p>Emiratization Practices in Resourcing and Retention: Case of the insurance industry in the UAE - <i>Amna Khalifa Humaid Khalifa Alshamsi and Neelofer Mashood</i></p> <p>Implementation of Circular Economy in Malaysia’s Healthcare Industry: Challenges and Future Directions - <i>Nur Nadiyah Jaafar, Nazura Mohamed Sayuti and Ariff Azly Muhamed</i></p> <p>Trash into Treasure – An exploratory study into approaches towards food waste management in Dubai, UAE - <i>Ryan Stephenson</i></p>	<p>Sustainable Organic Food Systems in the United Arab Emirates - Current Research Status – <i>Rory McConnon</i></p> <p>The Sustainability Implications of Fast fashion: A Review-based Assessment - <i>Sony Sreejith and Mahnoush Gharehdash</i></p> <p>Sustainability – Is it time for marketing to grow a conscience? Exploring through theory, context, and methodology. - <i>Mahima Yadav and Ruchi Gupta</i></p> <p>Exploring Self-Concept, Resilience and Performance: An empirical investigation - <i>Deepanjana Varshney and Nirbhay K. Varshney</i></p>	
12:00 - 14:00	Break			
	Parallel Tracks			
14:00 - 15.30	Special Session – Organized by Media Department <i>Session Chair: David Tully</i>	Special Session - Organized by Centre for Innovation in Human Experience (CIH^x) <i>Session Chair: Sameer Kishore</i>	Special Track 3 - Fostering Sustainable Development Goals Through Systems Thinking Approach (Session 3) <i>Session Chair: Rory McConnon</i>	Special Track 9 – Technology in Education (Session 1) <i>Session Chair: Philip Anderson</i>
	Meeting Link	Meeting Link	Meeting Link	Meeting Link
	<p>14:30 – 15:30: Panel Discussion on “The Folk Horror Renaissance and The Shadow of Nigel Kneale: A Centenary Celebration”</p> <p>Panel Moderator: David Tully</p> <p>Panel Members: Kim Newman - Critic, author and broadcaster</p>	<p>14:00 – 15:30: Panel Session on “Humanising Technology: The Role of Policy, Law and Ethics in Technological Innovation”</p> <p>Panel Moderator: Dr Sameer Kishore</p> <p>Panel Members: Dr Fehmida Hussain - Head of Center for Innovation in Human Experience (CIH^x), Associate Professor at Middlesex University Dubai, UAE</p>	<p>Impact of Corporate Social Responsibility on the Performance of the Banking Sector: Case of United Arab Emirates - <i>Pallavi Kishore and Vijaya Kumar</i></p> <p>Examining the Short and Long-term Sustainable Impact of EXPO 2020: A Multi-stakeholder Perspective - <i>Ahmed Shaikhani, Habib Ahmed Mohamedali, Sesina Petros, Sheryan Shehzad, Zema Iqbal, Sony Sreejith, Mahnoush Gharehdash and Neelofar Mashood</i></p>	<p>14:30 – 15:30: Panel Discussion on "Unravelling the Fourth Industrial Revolution and its Impact on Academic Integrity" organized by Centre for Academic Integrity in the UAE and Middlesex University Dubai</p> <p>Panel Moderator: Dr Zeenath Khan</p> <p>Panel Members: Dr Shivadas Sivasubramiam - Head of Biomedical and Forensic School, University</p>

	<p>Jon Dear - Writer and critic on TV and film</p> <p>Maura McHugh – Writer of prose, comic books, plays, non-fiction and other media.</p> <p>Tracy Fahey - Author</p>	<p>Dr Tenia Kyriazi - Deputy Director Academic Operations at Middlesex University Dubai, UAE</p> <p>Dr Eduard Fosch - Villaronga - Assistant Professor at eLaw- Center for Law and Digital Technologies, University of Leiden, Netherlands</p> <p>Paul Kayrouz - Head of Fintech, Blockchain & Emerging Technologies at PwC Middle East</p> <p>Prof William Wong - Professor of Human-Computer Interaction and Head, Interaction Design Centre, Middlesex University London</p>	<p>Implementation of Gender Policies by the Private Sector in the UAE: Challenges and Opportunities - <i>Masha'el Al Fardan and Belisa Marochi</i></p> <p>Examination of Buying Involvement as a Moderator in Explaining Consumption Values and Consumer's Environmental Concerns while Purchasing Organic Food Products - <i>Abdul Majeed, Abdul Rasheed and Ishfaq Ahmed</i></p> <p>A critical assessment of the barriers and challenges of incorporating air pollution into products for Company X in the context of the United Arab Emirates - <i>Rana Hajirasouli</i></p> <p>Poster The Impact of Connectedness to Nature and Subjective Spiritualism on Body Appreciation - <i>M. Ahmed, N. Faisal, A. Krishnan, L. Meere, N. Rajapaksa, V. Rupchandani</i></p>	<p>of Derby, UK and Head of Ethical Advisory Working Group and Founding member of ENAI</p> <p>Dr Sonja Bjelobaba - Associate Professor, Uppsala University and Vice President, ENAI Board</p> <p>Dr Salim Razi - Director, Centre for Academic Integrity Vice Dean, Faculty of Education, Canakkale Onsekiz Mart University, Turkey and Board Member, ENAI</p> <p>Dr Teresa Thomas – Senior Lecturer in Biomedical Sciences, Institute of Clinical Sciences, University of Birmingham, UK</p> <p>Dr Irene Glendinning - Academic Manager for Student Experience, Coventry University, UK Founding member and former Vice President, ENAI QAA Academic Integrity Advisory Group Member</p> <p>Ms Rukaiya Shabbir Topiwala – 3rd Year Student, Middlesex University Dubai, and Student Board member at Centre for Academic Integrity in the UAE</p>
15:30 – 15:45	Break			
	Parallel Tracks			
15:45 – 17:15	<p>General Track 6 <i>Session Chair: Thomas Mc Donagh</i></p> <p>Meeting Link</p> <p>“Reconceptualising Resilience through Communities of Crisis and Praxis” - <i>Anastasia Christou</i></p>	<p>Student Track 6 - Information Technology and Computing (2/2) <i>Session Chair: Fehmida Hussain</i></p> <p>Meeting Link</p> <p>Reviewing Cyber Secure communications, National security and cyber policies in the society - <i>Abamanya Gary and Chinnu George</i></p>	<p>Special Track 1 – Trends in Data Analytics and Artificial Intelligence in Business Applications (Session 1) <i>Session Chair: Krishnadas Nanath</i></p> <p>Meeting Link</p> <p>An investigation of crowdsourcing methods in enhancing the machine learning approach for detecting online recruitment fraud - <i>Liting Olney & Krishnadas Nanath</i></p>	<p>Special Track 2 - Agile and Resilient Supply Chains (Session 2) <i>Session Chair: Sreejith Balasubramanian</i></p> <p>Meeting Link</p> <p>16:00 – 17:00: Panel Session on “The Role of Women Leaders in Building Resilient Supply Chains” organized by Centre for Supply Chain Excellence and Help Logistics</p>

	<p>“An Investigation into Online Support for Physical Education Teachers in the United Arab Emirates During the COVID-19 Pandemic” - <i>Martin Mackenzie</i></p> <p>Are Small Enterprises More Efficient Than Large Industries: Evidence from India - <i>Chetan Chitre</i></p> <p>Factors that Affects Youth Engagement in Nigeria’s Agribusiness sector - <i>Zainab Lawal Gwadabe, Sam Toong Hai, Fatima Usman Sabo and Maryam Lawan Gwadabe</i></p> <p>Psychological outcomes of objective and subjective perceptions of division of labour in household work - <i>Anita Shrivastava, Lynda Hyland and Ajit Karnik</i></p> <p>Smart Parking Detection using Edge Technology on Google Coral Dev Board - <i>Samayak Malhotra and Binoy George</i></p>	<p>Researching the impact of self-driving automobiles using cutting-edge technology on cities - <i>Azim Ali Asharaf and Chinnu George</i></p> <p>How the future of automobile industries can affect in vehicular driving for reducing collisions and the safety of the passengers - A Survey - <i>Muhammad Faisal Hadi and Chinnu Mary George</i></p> <p>BitbyBit- An Advanced File sharing system using Flask - <i>Safiulla Sharieff</i></p> <p>A Solution for secure data over a decentralized cloud computing platform based on Blockchain-based IoT system - <i>Anderson Nery Vilas Boas</i></p> <p>Finding A Suitable V2x Communication Protocol for Dubai - <i>Juliette Martinez</i></p> <p>Making/ enabling smart cities talk to each other through common communication protocol - <i>Dwi Taniel</i></p>	<p>One Interconnected World, One Central Healthcare Diagnostician? Artificial Intelligence, Encyclopedic Data, and Human Redundancy in Interdisciplinary Literary Analysis - <i>Konrad Gunesch</i></p> <p>From Surveillance to Customer Analytics – <i>Lajisha Latheef</i></p> <p>Predicting Future Mobility Changes from COVID Data - <i>Lois Johnson, Sudhakar Camilos, Dhanya Pottaraikal Mohandas, Rinsi Aboobacker, Fouzia Saleem and Sakeena Qasim</i></p> <p>Vaccination analytics in COVID19 - <i>Hathim M, Mher Patvakanyan, Abdelhamid Shaat, Ahmed Al Khammash and Husain Abdallah</i></p> <p>Perception and Practices of EdTech Platform: A Sentiment Analysis - <i>Rahul Janardan, Anshul Saxena, Benny J Godwin, Jobin J Jacob and Lakshmi Subramani</i></p>	<p>Panel Moderator: Dr Sreejith Balasubramanian</p> <p>Panel Members: Alia Gharaibeh - Regional Director - Middle East, HELP Logistics</p> <p>Dr Siti Norida Wahab - Department of Technology and Supply Chain Management Studies, Universiti Teknologi MARA, Malayisa</p> <p>Dr. Janya Chanchaichujit – Associate Professor, Supply Chain and Logistics, Prince of Songkla University, Thailand</p> <p>Bouran Najem - Head of Supply Chain, World Food Programme (WFP)</p>
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ERPBS 2022 Day 3 Schedule – Saturday, 26th February 2022
9.30am – 3.15pm, Dubai - GMT + 4

	Parallel Tracks			
9:30 – 11:00	Special Track 11 - Economics in the post-COVID era <i>Session Chair: Ajit Karnik</i>	Student Track 7 – Psychology (2/2) <i>Session Chair: Lynda Hyland and Magdalena Mosanya</i>	Special Track 7 - Impact-Based Research on Under-Represented Samples (Session 1) <i>Session Chair: Olga Khokhlova and Anita Kashi</i>	Special Track 9 – Technology in Education (Session 2) <i>Session Chair: Rashita Puthiya</i>
	Meeting Link	Meeting Link	Meeting Link	Meeting Link
	<p>The Resilience of Small States: Using the Geospatial Lens to Understand the 'Arab State System' - <i>Devika Sharma</i></p> <p>Profitability of Indian Banks: Examining the Impact of Income Diversification – <i>Ajit Karnik and Sudipa Majumdar</i></p> <p>Impact of Covid-19 Pandemic Crisis on Small and Medium Enterprises in UAE: An Empirical Study - <i>Sudono</i></p> <p>Impact of mergers on the Banking Sector in the UAE - <i>Ajit Karnik and Mariam Aslam</i></p> <p>Gender Diversity in the Boardroom: Case of UAE National Banks - <i>Neelofer Mashood, Pallavi Kishore and Vijaya Kumar</i></p>	<p>"I've seen it all": An IPA study among Health Care Professionals who deal with emergencies and trauma - <i>Somer Rodrigues</i></p> <p>Exploring Japanese multicultural coexistence policy and foreigner issues in the context of COVID-19 - <i>Yinhe Quan</i></p> <p>Student Perception of Teachers in Relation to Race and Educational Qualification - <i>Sameeha Siddiqui, Sruthi Ramesh, Zainab Dhilawala, Laiba Zaigham, Sareema Tamdeen and Alarico Zaminato</i></p> <p>Musical Training and Music Engagement: The Relationships with Working Memory and Stress. - <i>Sneha Sriram and Magdalena Mosanya</i></p> <p>Evaluating the Growth of a Virtual Influencer through Organic Social Media Tools - <i>Lovell Menezes</i></p> <p>Exploring the role of conformity and self-control in the well-being of middle-aged individuals from a collectivist culture: Narrative analysis - <i>Anusuya Subramanian and Magdalena Mosanya</i></p>	<p>Helpful or not? Mechanisms of prosociality in the Dark Triad - <i>Nikita Mehta, Arathy Puthillam and Hansika Kapoor</i></p> <p>Prevalence of Implicit Gender Stereotyping Across Generations (Millennials Vs Middle-Aged Individuals) through Story Visualization - <i>Fathima Linsha Basheer and Sonakshi Ruhela</i></p> <p>Anomalies in online data collection from two social media platforms - <i>Denise Andrzejewski</i></p> <p>The current course of pandemic - <i>Gunjan Khera and Fadwa Al Mughairbi</i></p> <p>'My hijab is me, I'm my hijab': Exploring Identity, Feminism and the Hijab using Interpretative Phenomenological Analysis - <i>Nouran Gehad Mamdouh Abouelrous and Aditi Bhatia</i></p> <p>Indonesia Digital Economy Measures that Influence Resilience During and After Covid-19 Pandemic - <i>Noor Iza</i></p>	<p>Monitoring Student Engagement in Distance Learning: An Action Research to Examine and Measure the Behavioral Engagement of Students - <i>Fehmida Hussain and Engie Bashir</i></p> <p>Applications for learners with dyslexia: A review of literature - <i>Aliyu Kirfi and Irfan Naufal Bin Umar</i></p> <p>Developing a Geospatial Education Web Game for Children - <i>Naufal Javier Iza</i></p> <p>From emergency remote teaching to purposeful online learning: Transformative change or another false start? - <i>Jeremy B Williams and Cj Davison</i></p> <p>Course Content Delivery, Student Engagement and Assessments during COVID 19: The Need for a TPACK Competency in Higher Education - <i>Vinod Pallath, Seena Biju, Blessy Prabha Valsaraj, Bhakti More and Valsaraj Payini</i></p> <p>Adapting to the Hybrid Learning Environment: The Evolution of Higher Education Tech Adoption During Covid-19 in the UAE - <i>Philip Anderson, Rashita Puthiya and Conchita Fonseca</i></p>
	Break			

	Parallel Tracks			
11:15 – 13:00	General Track 7 <i>Session Chair: Sony Sreejith</i>	Special Track 1 – Trends in Data Analytics and Artificial Intelligence in Business Applications (Session 2) <i>Session Chair: Krishnadas Nanath</i>	Special Track 7 - Impact-Based Research on Under-Represented Samples (Session 2) <i>Session Chair: Nishtha Lamba</i>	Special Track 6 – Wellness Office (Session 2) <i>Session Chair: Lynda Hyland and Mariam Abonil</i>
	Meeting Link	Meeting Link	Meeting Link	Meeting Link
	<p>Creating and Sustaining Inclusive practice in the Early Years' classroom using children's Literature: A Case Study of Dubai - <i>Louise Edensor</i></p> <p>How does the nursery ethos facilitate children's risk-taking in the outdoor play provision with special reference to staff attitudes and the environmental affordances? - <i>Mashaal Hooda</i></p> <p>Does an updated curriculum guarantee graduate employability? A multi-stakeholder investigation - <i>Sindu Prasad</i></p> <p>Unveiling the COVID-19 Impact on Student Well-Being in Malaysia. A Data Mining Approach - <i>Sharidatul Akma Abu Seman</i></p> <p>Poetic Decolonisation on Instagram - <i>Maheshpreet Narula</i></p> <p>Green Bonds in the Gulf - <i>Edward Bace</i></p> <p>Evolution of Physical Communication amidst the Covid 19 Pandemic - <i>Mukarram Ahmed</i></p>	<p>An empirical model to assess the education ranking using Data Analytics – <i>Keerthana Murugan & Supriya Kaitheri</i></p> <p>Sales and Operations Planning for Profitability Improvement through Analytics: A Systematic Literature Review - <i>Lamis Abutalib and Shereen Nassar</i></p> <p>Application of Machine Learning and Data Analytics Approach on Dubai Taxi Data v1.0 - <i>Abdul Mannan</i></p> <p>Determinants of Satisfaction Level towards E-hailing Services using Classification Machine Learning Algorithms - <i>Nur Atiqah and Rochin Demong</i></p> <p>Live dynamic used-car valuation predictions using Artificial Intelligence - <i>Ansu Anish and Krishnadas Nanath</i></p> <p>A bibliometric examination of research performance of UAE and GCC countries - <i>Shalini Ajayan and Sreejith Balasubramanian</i></p> <p>Using Applied Analytics to investigate the impact of Covid-19 on UK's socioeconomic factors and urban mobility - <i>Nithya Sundaram, Merlin Manesh, Prarthana Maheshwari and Saadiya Ambareen</i></p>	<p>Military rule in Myanmar: A case of pathocracy? - <i>Chris Mabey</i></p> <p>Elder Financial Abuse based on victim-perpetrator relationship as perceived by South Asian young adults: A mixed-methods study - <i>Fadhila Mohideen and Olga Khokhlova</i></p> <p>Distinct yet integrated: The relationship between multicultural identity configurations, personal identity motives and well-being of non-Western Third Culture Kids - <i>Magdalena Mosanya</i></p> <p>Meeting Link</p> <p>Workshop on special needs education (12 noon – 1 PM)</p> <p>The aim of this workshop is to support shadow teachers, teacher's assistants, and those who wish to learn more, in learning about policies and procedures in the UAE regarding 'People of Determination' and establishing a professional learning community in specialized and mainstream schools on how to identify and support students with varied learning needs in the classroom.</p> <p>Facilitators: <i>Angelique Van Tonder and Nishtha Lamba</i></p> <p>Meeting Link</p>	<p>Gen Z directing paradigms in the post Covid workplace: Leadership response to UAE's Great Resignation Era - <i>James Harris</i></p> <p>Nurturing employee well-being in the Covid Crisis: A case of UAE companies - <i>Neelofer Mashood</i></p> <p>A holistic wellbeing framework at the workplace - <i>Gamze Geray</i></p> <p>Wellness predictors of achievement - <i>Lynda Hyland, Mariam Abonil, Tenia Kyriazi, Sreejith Balasubramanian</i></p>

13:00 - 13:30	Break/Networking			
	Parallel Tracks			
13:30 – 14:45	Special Track 10 - The Significance of Innovation in Entrepreneurship <i>Session Chair: Jeongsoo Han</i>	Student Track 8 – Posters (Business and Psychology) <i>Session Chairs: Anita Kashi and Denise Andrzejewski</i>	Track 9 - Technology in Education (Session 3) <i>Session Chair: Philip Anderson</i>	Special Track 6 – Wellness Office (Session 3) <i>Session Chair: Lynda Hyland and Mariam Abonil</i>
	Meeting Link	Meeting Link	Meeting Link	Meeting Link
	<p>Consumers attitude towards sustainable packaging and willingness to pay premium price in the United Arab Emirates - <i>Neha Ruchandani and Vijay Pujari</i></p> <p>Entrepreneurship Innovation for the Disabled People and Strengthening Strategy of Digital Entrepreneurship Ecosystem in Yogyakarta City - <i>Yolanda Presiana Desi</i></p> <p>Business plan for 'Visualize': A Business Simulation Games app for Business students in the UAE - <i>Lamya Mahjabeen</i></p> <p>Examining the integration of marketing and supply chain functions with the application of innovative practices in private sector firms - <i>Kamran Tariq Bhat</i></p> <p>The impact of psychological empowerment towards mobile commerce acceptance among business owners (SMEs) in Selangor - <i>Narehan Hassan, Megat Muzzamir Megat Abu Bazar and Nur Athirah Sumardi</i></p>	<p>Picture-Perfect: The Moderating Role of Perceived Social Support in Perfectionistic Self-Presentation and Social Anxiety - <i>Liana Dsouza and Anita S. Kashi</i></p> <p>Impact of COVID-19 on Medical Caregivers: Exploring the Lived Experiences of Indian Nurses in the UAE - <i>Mily Alice Byju and Anita Shrivastava Kashi</i></p> <p>Profitability of General Insurance Companies in India: Micro and Macro Antecedents - <i>Soumya Sasidharan, Ranjith V K and Sunitha Prabhuram</i></p> <p>The Effect of COVID 19 on the Well-being and Academic Attainment of Emirati tertiary students - <i>Mouza Ahmed</i></p> <p>Social Trends in the United Arab Emirates - <i>Anood Mohammed</i></p>	<p>Secondary School Teachers' Views and Experiences of Pupils' Learning Using the Internet - <i>Marwa El-Gaby</i></p> <p>Technology in Education: Boosting Motivation and Building Resilience - <i>Jessica Saba, Jacinta Dsilva and Nadia Awaida</i></p> <p>Adapting the Community of Inquiry Framework into Elementary School Pedagogy - <i>Alison Burrows</i></p>	<p>Shall we dance? Recreational dance, wellbeing and productivity during Covid-19 - <i>Michela Vecchi, Patrick Elf, Charles Dennis, Akiko Ueno, Athina Dilmeri, and Luke Devereux</i></p> <p>A study to explore the various spiritual dimensions and their scientific and practical application towards holistic wellbeing at work, academic, and personal spaces - <i>Debapriya Sengupta Roy</i></p> <p>Significance in professional place and personal space for the altruistic academic, the efficient expert, and the rigorous relaxer: Work infused with meaning, and free time imbued with fulfilment - <i>Konrad Gunesch</i></p> <p>Well-being and the future of work: Discussion of initiative and strategies for women in workplaces - <i>Ruta Vaidya and Gayathri Haridas</i></p>

14:45 – 15:15	<p>Closing Ceremony</p> <p>Meeting Link</p> <p>Best Paper Awards (Student Track) Dr. Fehmida Hussain, Head of Computer Engineering and Informatics and Chair of Student Research Committee, Middlesex University Dubai</p> <p>Best Paper Awards (General Tracks & Special Tracks) Dr. Tenia Kyriazi, Deputy Director Academic Operations and Head of Law and Politics, Middlesex University Dubai</p> <p>Concluding Remarks and Wrap-up Dr. Cody Paris - Deputy Director Academic Planning & Research, Middlesex University Dubai</p>
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DAY
01

09:30-09:40

Registration/ Login

09:40-10:00

Delegates Welcome

**Conference Chair - Dr. Sreejith
Balasubramanian**

**Opening Address - Dr. Cedwyn Fernandes,
Pro-Vice Chancellor, Middlesex University and
Director, Middlesex University Dubai)**

Conference Agenda

**Conference Co-Chairs - Dr. Lynda Hyland, Dr.
Supriya Kaitheri, and Dr. Nishtha Lamba**



Session Time:
10:00-10:45

Keynote Address: “The Power of Multisystemic Resilience: Positive Development in Stressed Communities and Workplaces”

Prof. Michael Ungar, Professor of Social Work, Dalhousie University,
Canada Research Chair in Child, Family and Community Resilience &
Director, Resilience Research Centre

ABSTRACT

While earlier definitions of resilience emphasised individual traits and the invulnerability of those who coped well with adversity, resilience is now understood as a process, shifting the focus from personal responsibility for change to the interactions between people, their communities, workplaces and natural environments. The science of resilience helps explain how systems work effectively together to create the dynamic feedback loops that trigger each system's success or undermine the ability of co-occurring systems to function at all. In this presentation, Dr. Ungar will explore the factors that are both common and unique to different systems which make resilience more likely to occur. Moving from theory to practice, it will explore how individuals, families, businesses and communities can work together to create opportunities for people to navigate their way to the resources they need for well-being while making those resources available in ways that people experience as meaningful. Dr. Ungar will end with ideas for how communities can make resilience-promoting resources more available and accessible to everyone, celebrating a community's collective capacity to cope.



Session Time:
10:45-11:30

**Keynote Address: “Post COVID-19 Recovery and Resilience Building:
Experience from the Greater Mekong Sub- region”**

Mr. Suriyan Vichitlekarn, Executive Director of Mekong Institute (MI)

ABSTRACT

Prior to joining MI, Mr. Suriyan was Deputy Cluster Coordinator for Food and Agriculture of GIZ based in Thailand, and concurrently the spokesperson of the agriculture working group under the GIZ Sector Network for Natural Resources and Rural Development (SNRD) Asia and the Pacific. At GIZ Thailand, he was responsible for project steering and management as well as partnership development in the food and agriculture sectors. These include Nationally Appropriate Mitigation Actions (NAMA) in the Rice Sector in Thailand. During June 2014 to 2017, he was GIZ's Regional Project Director of the Better Rice Initiative Asia (BRIA), based in Bangkok. The result of which has led to a number of subsequent GIZ sustainable rice related initiatives currently implemented in major rice producing countries in Southeast Asia.

Mr. Suriyan worked with FAO Regional Office for Asia and the Pacific based in Bangkok as the Partnership Officer (2013-2014), and with ADB as the Manager of the Greater Mekong Subregion (GMS) Working Group on Agriculture (WGA) Regional Secretariat (2013). During 2008-2013, he worked at the ASEAN Secretariat based in Jakarta, Indonesia where he was the Head of Agriculture Industries and Natural Resources Division and the main author of ASEAN Integrated Food Security (AIFS) Framework. Before 2008, he held various policy and management responsibilities at the Southeast Asian Fisheries Development Center (SEAFDEC).

Mr. Suriyan, a Thai national, is a graduate of Faculty of Fisheries, Kasetsart University, Thailand. He studied a master degree program on Management of Agricultural Knowledge Systems (MAKS) at the Wageningen Agricultural University, the Netherlands.



Resilience to COVID-misinformation and implications for media literacy in the UAE

Mohamed Ben Moussa and Ahmed Farouk

ABSTRACT

The Internet-fuelled 'fake news' phenomenon has disrupted the information ecosystem to a level that scholars and commentators routinely warn that we are now living in the age of 'digital disorientation', 'alternative facts', and 'post-truth'. 'This has challenged the meaning of reality. This issue has become even more critical during the covid-19 pandemic where countries around the world have been striving to contain one of the most devastating health and economic crises in the modern era. Scholars and experts have warned against the pernicious impact of 'infodemics', or the "overabundance of information that makes it hard for people to find trustworthy sources and reliable guidance when they need it".

Recently, the concept of resilience has emerged as an important notion clarifying how people process and react to various forms of information disorders. In this body of research, many scholars have focused on "structural factors related to different political, media, and economic environments". Other scholars have, on the other hand, interpreted resilience in terms of socio-psychological factors that shape individuals' response to misinformation, defining it as a process involving the empowerment, engagement, and education of individual users (Fernandez & Alani, 2018). So far, however, few studies have attempted to examine resilience as a phenomenon rooted in both macro and micro factors. The fact that most studies have examined this issue exclusively in the context of Western countries makes the need for understanding this phenomenon in other cultural environments even more urgent.

This paper examines resilience to misinformation among youth in the UAE. It conceives resilience as a complex process involving individual and societal factors that allow people to overcome adversity resulting from information disorder. Resilience in this sense involves "a transactional dynamic process of person-environment exchanges" that can be shaped "by diversity including ethnicity, race, gender, age, sexual orientation, economic status, religious affiliations". This allows to account for diverse factors shaping how young people negotiate meaning interpretations as they deal with news and information under covid-19 conditions. The present study specifically the extent to which trust in mainstream media and government institutions affect youth's resilience against covid-19 misinformation in the UAE. It explores the complex role of digital news literacy and other demographic and cultural variables affecting youth's attitudes towards covid-19 misinformation in the UAE. The mixed method approach through the use of survey and focus group approaches provides novel insights into the dynamic process of resilience among youth in the context of the UAE.



GENERAL TRACK 1

Session Chair:
Ajit Karnik

Session Time:
11:45-13:15

Research Trends in Poverty Alleviation within Social Entrepreneurship Literature

Praveen Balakrishnan Nair and Daryl Loh Wei Meng

ABSTRACT

Background & Aims: Social Enterprises (SE) has been increasingly recognized as a potential solution for alleviation of poverty, lately. Social enterprises are hybrid organisations that are driven by an explicit social objective to aid marginalised and excluded communities while doing so in a way that secures profits for financial sustainability. Poverty is described as both the lack of resources for basic living and deprivation of social and civil liberties. It has been a pervasive issue in societies for the longest time but due to rapid progress in both technology and commerce, global poverty rates have been declining by more than half since the 2000's. However, with the recent onset of the COVID-19 pandemic, global poverty rates have shot up significantly, threatening to reverse the progress made and plunge many back into poverty once more. Social Enterprises are commonly known for being able to generate employment opportunities for the poor while addressing other facets of poverty like housing, social exclusion, healthcare, and education. This paper intends to conduct a systematic literature review to appraise the research landscape of social enterprise and poverty alleviation literature. Specifically, this paper aims to identify the key research areas, theoretical approaches, and research gaps that underlie the field of social enterprise and poverty alleviation literature.

Design/methodology/approach: Design of this paper assumed a systematic review approach to orderly guide the review process. PRISMA framework has been used. A preliminary reading of existing articles on the topic was done in order to develop a critical listing of relevant keywords. The keywords were then used to search for articles in two major databases: Scopus, Web of Science. To refine the search, certain exclusion parameters were employed. The final listing of articles was then analysed for their abstract and content to reveal recurring themes, key concepts, theoretical approaches etc. to reveal the research trends.

Findings: The broad categories of focus of relevant literature reviewed were: SE – poverty alleviation research contexts, SE phenomena explorations, roles and characterization social enterprises assume in relation to poverty alleviation, SE success factors contributing to poverty alleviation, SE poverty intervention approaches, impact assessment of SE poverty interventions and negative SE poverty intervention outcomes.

Contributions/Implications: The research behind social enterprise and poverty alleviation literature seems to be limited or underdeveloped. Through the review and synthesising of the existing literature, we were able to identify the existing research trends and gaps. The findings will provide more clarity to the field and the gaps will provide directions for future research endeavours.



GENERAL TRACK 1

Session Chair:
Ajit Karnik

Session Time:
11:45-13:15

The Moderating Role of Perceived Risk between Determinants and Utilisation of Green Financing Scheme in Malaysia

Abd Hadi Mustaffa, Noryati Ahmad and Nur Zahidah Bahrudin

ABSTRACT

The Malaysian government has provided green financing initiatives to encourage companies to embark on those projects. One of the green financing initiatives is the introduction of the Green Technology Financing Scheme (GTFS). The scheme has been offered since 2010, and RM 3.5 billion allocated funds have been utilised within seven years. Despite the huge amount of funds being allocated, the utilisation of the funds has been relatively slow and underutilised. Preliminary observations indicate that the cause is mainly the perceived risk that hinders users or borrowers from participating in the financing package. In addition, there seems to be a vast distance between application approval and rejection volume among the users because applicants cannot meet the technical requirement, and GTFS is an unattractive financing package. Thus, GTFS is considered high risk with little or no success story in the past. There are three objectives of the study. Firstly, to analyse the Green Financing trend in Malaysia. Secondly, to examine the relationship between the determinants with the intention to utilise and utilisation behaviour of GTFS in Malaysia. Thirdly and finally, to determine if perceived risk moderates the relationship between determinants and utilisation of GTFS in Malaysia. The researcher uses quantitative research as the main design of the study. The questionnaire is used as an instrument. The data is collected from 175 certified Green Industry Players (GIPs) who have experience applying and utilising the Green Financing Scheme in Malaysia. SPSS descriptive analysis was used to present the first objective's result. In contrast, PLS-SEM's structural model, hypothesis testing, and simple moderation analysis were used to deliver the second and third objective's results. The first objective revealed a declining trend in Green Financing Scheme's utilisation in Malaysia. The second objective discovered that price value, habit, trust, and intention to utilise significantly influence the utilisation behaviour of GTFS. However, performance expectancy, effort expectancy, social influence, facilitating conditions, and hedonic motivation do not significantly influence utilisation behaviour GTFS. The third objective identified that perceived risk significantly moderated the relationship between intention to utilise and utilisation behaviour of GTFS in Malaysia. There are four contributions highlighted. First, it will benefit GIPs to encourage and speed up Green Financing Scheme's utilisation. Second, trust can potentially become an additional construct in UTAUT2 theory in the future. Third, perceived risk can potentially become a new moderating variable in UTAUT2 theory in the future. Fourth and final, it will benefit the government as policymakers to improve green financing schemes regarding policy, features, and packages.



GENERAL TRACK 1

Session Chair:
Ajit Karnik

Session Time:
11:45-13:15

Exploring Self-Concept, Resilience and Performance: An empirical investigation

Deepanjana Varshney and Nirbhay K. Varshney

ABSTRACT

Background & Aims: Self-concept implies the individual's description and examination of oneself and includes broadly psychological characteristics, attributes, skills. Resilience is described as the process of adapting appropriately in the face of adversity, challenges and stressful situations and emerging unscathed. Resilience additionally leads to deep personal growth and acceptance of reality. It also endows the individual's sense of identity over time. This research examines the relationship among employee self- concept, resilience, and employee performance elements (task performance, contextual performance and counterproductive work behaviour). It provides insights into work behaviour, outcomes, and resilience and fosters a positive psychological perspective to improve performance.

Design/methodology/approach: Cross-sectional data were collected from 224 employees from the retail sector to test the hypotheses among self-concept, employee performance elements and resilience. Valid and reliable scales were used. SPSS 27.0 was used. We conducted reliability, correlation and regression analysis with the statistical tools to analyse the mediating effect.

Findings: Self-concept and employee performance elements have significant relationships. The mediating effect of resilience on the relationship between employee self-concept and task performance and self-concept and contextual performance is significant. In contrast, resilience has no impact on the relationship of self-concept and employee counterproductive work behaviour.

Contributions/Implications: The findings had important implications for interventions to promote and shape the individual's self- concept and resilient competencies through resilient training programs.



GENERAL TRACK 1

Session Chair:
Ajit Karnik

Session Time:
11:45-13:15

ESG Investor preferences- Why do intentions not equal actions?

Rashita Puthiya

ABSTRACT

This paper seeks to examine retail investor preferences for environmental, social and governance criteria (ESG) in investment decisions among residents of the United Arab Emirates. The research addresses two questions- Why do retail investors signal a preference for ESG in their investment objective? Does this preference reflect in actual investments?

An in-depth literature review highlights that social investors derive not only financial utility but also social utility. Socio demographic factors, culture, religion, experience and knowledge on ESG investing shape the social and ethical intensity in investment behaviour. Financial literacy is identified as one of the key factors for discrepancies between intentions and actions of ESG proponents.



GENERAL TRACK 1

Session Chair:
Ajit Karnik

Session Time:
11:45-13:15

An exploration of travel behavior of local tourists within UAE during covid-19

Elma Rahman

ABSTRACT

Background & Aims: Domestic tourism requires the study of travel behaviour, especially for a small, populated country such as the UAE (United Arab Emirates). Hence, a thorough exploration of travel motivation is necessary (Axhausen, 2007). Hence, this paper investigates the components that genuinely inspire locally based people to travel within the country. The pandemic caused by the Covid-19 virus harms international and domestic tourism (WTTC, 2021; Euromonitor, 2021), subsequently affecting travel behaviour. Travel behaviour is associated with the attitude and activities tourists delve into while travelling, while travel motivation refers to the factors which encourage them to travel or re-visit a destination (Axhausen, 2021; Buhalis, 2000). To recognize the domestic tourist behaviour during covid-19, an exploration of the pull and push factors may be appropriate (Robinson, Heitmann & Dieke, 2011; Axhausen, 2007).

Design/methodology/approach: Netnographic observation has been adopted to explore local tourists behaviour in UAE. It is a form of ethnography to study human behaviour through social media usage (Jeffrey, Ashraf & Paris, 2019). A total of 23 active Instagrammers were selected for the research, which was observed for nine months during the pandemic, using the M&E (Monitoring and Evaluation) framework. The participants are close contacts of the researcher who are known to enthusiastically travel within the country and share (UGC) user-generated content. The participants would share the content of their travel experiences on Instagram story mode from where the themes were created using the 6 As framework (Buhalis, 2000). Upon completion of the ethnographic observation, six participants were selected for a focus group interview to explore further factors such as transportation and safety and hygiene during the pandemic; these factors are essential and critical for generating travel motivation (Saunders, Lewis & Thorhill, 2015; Kozinets, 2015).

Findings: The study showed that the content shared on social media is popularly related to the food, sightseeing and ambience of a destination (Mitchell & Hall, 2004;

Oliveira, Araujo & Tam, 2020; Roustia & Jamshidi, 2020). Secondly, motivational factors cause travellers to visit; however, the fear of travel is distressing. Lastly, mobility also affects travelling within a country (Matiza, 2020). Therefore, issues surrounding these themes were examined through the UGC shared by the participants and the focus group interview. Interestingly, the findings indicate that there may be evidence the pandemic caused a change in tourist behaviour; and pull and push factors are interrelated. For example, consumers had the impulse to consume food during the lockdowns and invested in passenger cars in the UAE (Euromont, 2021).

Contributions/Implications: Hence stakeholders and government may require to enhance public transportation to reach attractions within the country, simultaneously aiming for intensifying safety regulations within urban transportation, thereby increasing social networks (Hall, Scott & Gossling, 2020; Hannam, Butler & Paris, 2013). Secondly, create strategies to develop "tourist gaze" through the introduction of the "aesthetic food" elements in attractions, paving the way for food tourism within the country (Mitchell & Hall, 2004).



STUDENT TRACK 1
INFORMATION TECHNOLOGY & COMPUTING

Session Chair:
Zaida Kodzoeva

Session Time:
11:45-13:15

**Welcome Address: Student Research Committee
& Student Research Society**

Knowledgeably equipping on the 'Present and Futuristic Aeon of AI-driven cyber attacks'; An Anticipation and Awareness

Kyle Lucas and Chinnu George

ABSTRACT

The proficiency and development of Artificial Intelligence (AI) are ground-breaking and open up an ever-changing lifestyle for humans. With the rising demands in electronic commerce (e-commerce), the paper evaluates the implementation of AI in e-commerce and online shopping while following its history, capabilities, advantages, and limitations. The approach for this literature review aims to analyse the ethical issues and risks AI brings in cybercrime, primarily focusing on young adults and students alike. By outlining the current limitations of AI and identifying key problems caused by its uncertainty, the findings will help online users to take precautionary measurements against cyber-fraud and data privacy risks. Additionally, the literature covered aims to spread awareness and insight to the public majority who have limited knowledge on both artificial intelligence and cyber-attacks.



STUDENT TRACK 1
INFORMATION TECHNOLOGY & COMPUTING

Session Chair:
Zaida Kodzoeva

Session Time:
11:45-13:15

Deft — Compile-Time Memory Safe Systems Programming Language

Kartik Nair

ABSTRACT

Memory safety bugs are critical software issues. Systems software —i.e. software running at the lowest level of abstraction with the highest performance requirements, e.g. operating system kernels or game engines— is usually written in lower-level languages like C/C++. These languages are, however, manually memory managed, meaning the language provides no assistance to the programmer in ensuring that allocated memory is freed at the appropriate times. This lack of assistance can lead to many programmers (especially inexperienced ones) writing programs with subtle but easily exploitable memory issues.

The aim of this project is to help prevent memory unsafety at the language level; allowing for the creation of safer systems software. This involves designing a language that would prevent programmers from making such bugs while maintaining low overhead at runtime (since systems software — e.g. hardware drivers — can have strict real-time deadlines).



STUDENT TRACK 1
INFORMATION TECHNOLOGY & COMPUTING

Session Chair:
Zaida Kodzoeva

Session Time:
11:45-13:15

Serverless Computing: Current trends, Evolution, Challenges and Open problems

Onome Udjo

ABSTRACT

Serverless computing has emerged as a current paradigm for deploying applications and services; it demonstrates a shift in cloud programming models, abstractions, platforms, and widespread adoption of Cloud technologies. This paper will focus on the security aspect and challenges faced with serverless computing, data will be collected by survey, and it will be gotten from organisations that have switched to serverless computing, then I will analyse the collected survey data and will give my conclusion.



STUDENT TRACK 1
INFORMATION TECHNOLOGY & COMPUTING

Session Chair:
Zaida Kodzoeva

Session Time:
11:45-13:15

A positive outlook on Internet Sovereignty: Global Perspective

Jenessa Dsilva and Jacinta Dsilva

ABSTRACT

Background & Aims: Internet sovereignty refers to a form of government control over the internet within their political, economic and cultural boundaries. This term is known in many ways, such as cyber sovereignty, digital or network sovereignty and to simplify, it demonstrates a lack of freedom concerning the internet. This phenomenon has been progressive and has been consistently growing in countries like China, Russia, UAE, and India. The globalisation of the internet since the 1990s has, however, caused a mass uproar of internet crimes like Cyber extortion, ransomware attacks and online harassment. The occurrences of such crimes have been frequent in the post-pandemic world since everything has gone virtual and now the common man has also been forced into this shift, whereas, this was more prevalent in bigger businesses during the pre-pandemic era. While Internet sovereignty ensures better cyber safety as the government can constantly keep track of crimes and prevent them sooner, it has also received a negative outlook, from citizens because it constricts them from freedom, and some people do not look forward to the autocratic behaviour of the government. The ever-changing world of the internet has caused a big wake up call for governments to suppress cyber crimes due to its rapid growth and major effects on the citizens of the world. Therefore, there is a need for greater awareness about how internet sovereignty exercised by the government is for the benefit of citizens in order for them to represent a more positive outlook.

Design/methodology/approach: The approach used in this paper is inductive since inferences were found based on observations, literature search and discussion with peer groups. Research design is exploratory at this stage.

Findings: The biggest positive about internet sovereignty is, too much freedom can cause chaos in society since everybody will take advantage and might use this freedom for wrongdoings like cybercrimes. In 2019, there was a tremendous increase in cybercrimes; over 44.5 thousand cybercrime incidents were registered. In 2017, people in India collectively lost over 18 billion U.S. dollars due to cybercrimes.

Therefore, through internet sovereignty, the government is also doing its bit in protecting the citizens and their wealth from any such crimes. On the other hand, it does come with some disadvantages. Firstly, an individual's freedom is a basic necessity and if taken away or interfered with could lead to unhappy citizens. Secondly, too many unhappy citizens will contribute to lower productivity hence; it will lead to a lower GDP.

Contributions/Implications: This paper discusses how internet sovereignty is beneficial to the current globalised internet world, especially during the post-pandemic era. It contributes to enhancing information related to internet sovereignty and how it can help the vulnerable people in this age of the internet. It is an important topic to discuss in today's times, particularly when many individuals, businesses and government entities are falling prey to online crimes and stringent measures can help prevent such issues to a certain extent.





SPECIAL TRACK 8
TRANSFORMATIVE MARKETING

Session Chair:
Jeongsoo Han

Session Time:
11:45-13:15

Salient Perceptions of Luxury Marketing Amongst Residents in the United Arab Emirates

Ajay D'Souza

ABSTRACT

Fashion and luxury were among the five industries hardest hit by the pandemic in 2020, with the world baseline industry growth in 2020 of Personal Luxury Goods, reaching a decline of 21% (Euromonitor International, 2020). Following a 17% decline in the GCC region's luxury market in 2020, the emergence of ongoing recovery and positive shopping trends offer hope for a return to relative normalcy in 2021 and into 2022 (Fabre and Malauzat, 2021). The research has been conducted to comprehend what drives luxury purchases within the UAE, the current attitudes towards luxury amongst UAE residents and whether luxury is directed by internal or external loci in order to aid marketers to better understand their target audiences. With the luxury goods retailers in the Gulf witnessing and forecasting a recovery in consumer spending in 2021, to just below pre-pandemic levels in 2019 (Kamel, 2021), there is a keen sense of understanding what motivations lie within the UAE market in terms of luxury consumption. The paper explores luxury consumption from the facets of contributions deriving from a curated set of brand equity contributors – Price/Perceived value, Perceived Quality, Hedonic Needs, Utilitarian Needs, Internal Prestige and External Prestige. The mediating effect that these contributors share between general perceptions of luxury and purchase intention are also delved into.



SPECIAL TRACK 8
TRANSFORMATIVE MARKETING

Session Chair:
Jeongsoo Han

Session Time:
11:45-13:15

Consumer response towards adoption of green practices by businesses in Kenya

Susan Karumwa and Vijay Pujari

ABSTRACT

BACKGROUND: Global trends on major environmental concerns have made large firms and manufacturers integrate green practises and efforts as part of their overall organisation strategy. The growing environmental concerns of consumers during their daily consumption habits has led to innovative production of green products or products perceived and intended to have fewer negative impacts on the environment as well as fulfilling consumer needs and wants. As countries grow and evolve economically, a huge population of consumers have grasped that their buying patterns have an undeviating impact on most environmental problems which has led to companies producing ecologically compatible products for example packaging of products in recyclable materials. Research provides convincing evidence, which backs the progression of environmentally advantageous consumer behaviour with an increasing number of individuals who are mostly willing to pay more for environmentally friendly products. (Bertrandias and Elgaaid-Gambier, 2014). In marketing, companies that focus on green consumer segments provide a source of distinctive competitive advantage in the future. Green marketing is the promotion or marketing of environmentally friendly products also known as green products. Green marketing describes marketers' attempts to develop strategies that target the green consumer. (Grimmer and Woolley, 2012)

METHODS: This study concentrated on quantitative methods to determine and predict the overall Kenyan consumer's purchase intentions towards green products by analysing data from green purchase intention determinant factors. Quantitative methods were selected to design specific, narrowed research questions to obtain measurable and obtainable data on different variables. The present research aimed at classifying the variables as proven by literature whereby demographics that is gender has a significant difference on green attitudes between males and females. And educational level has a statistical significance on green consumer attitudes, green marketing positively influences green knowledge and environmental value greatly influences green consumer attitudes (Bossle, De Barcellos and Vieira, 2016) This classification was selected to prove the relationship between various variables relating to the Kenyan consumers' green buying behaviour as proven by literature. The study used a sample size of 200 respondents; 180 responses were acceptable because of missing values. The research tool used for quantitative data collection was online questionnaires with closed-ended questions, which provided consistency in the recording of responses to facilitate data analysis.

RESULTS: Demographics- Majority of the respondents were between the age of 25-35 years followed by 36-40 years with a frequency of (103 and 28), valid percentage of (57.2% and 15.6%). Independent samples T test, pearson's correlation and a multiple regression analysis were utilised to explore the data. There was no significant difference in green consumer attitudes and behaviour between males and females. Green marketing positively correlates to green knowledge awareness and there is a relationship between education level and green consumer attitudes. The relationship between green marketing communications and green knowledge and awareness was also examined. There was a strong, positive correlation between the two variables. There was no significant relationship between education and green consumer attitudes. The multiple regression tests indicated that generally green consumer attitudes and behaviour are mostly influenced by environmental concern, green marketing and having green knowledge and awareness.

CONCLUSIONS: The study was concluded on whereby the objectives were met. Kenyan consumers visibly expressed environmental value with their purchase decisions; preferring products that cause less damage to the environment. The study also enabled the understanding of Kenyan consumer attitudes and behaviours towards green practises; green level of awareness and knowledge was quite low. Green purchase persuasion factors were determined deeply and influenced by consumer green attitudes and behaviour. (Chaudhary, 2018)



SPECIAL TRACK 8
TRANSFORMATIVE MARKETING

Session Chair:
Jeongsoo Han

Session Time:
11:45-13:15

Influence of YouTube Travel Vlogs on the Indian Traveller's Perceptions of Destination

Mahima Jose and Sreejith Balasubramian

ABSTRACT

This study was undertaken in order to explore the influence of Youtube travel vlogs on the Indian traveller's perceptions of destinations. While prior studies have aimed to find out the impact of social media on the perception or image of a destination, there has been limited literature when it comes to the influence of content communities like Youtube. Further, in this study it was also found out if there was a greater impact created by user generated Youtube vlogs vis-à-vis the vlogs generated by the destination marketing organisations (DMOs). Along with impact, the study strived to capture if watching such vlogs bring about awareness, desire, willingness to travel to a destination and likelihood of recommendation to others as a travel option. This experimental study followed a mixed method which involved both a qualitative as well as a quantitative method on 20 Indian participants. After a semi-structured interview on the online platform Zoom, participants were sent a link to the questionnaire that was set up in Qualtrics. Upon completing the questionnaire, a post interview was conducted to understand insights related to the video they watched. The quantitative data collected was analysed through IBM SPSS while the qualitative data was transcribed and analysed by creating several themes and clustering the answers into these themes. The findings of the research suggested that vlogs have the capability of impacting an Indian traveller's mind, influencing his/her perceptions, increasing awareness and also generating a desire to visit the destination. Through the study it was observed that a majority of the Indian travellers preferred to use vlogs as an initial research option rather than as a full-fledged option. It was also found out that the non millennial women category watched travel vlogs more than any other group for the purpose of research. User generated vlogs performed better than DMO vlogs in narration style and ambient music while DMO vlogs performed better in content. Participants found user generated vlogs to have a better influence on triggering desire to visit the place while the content of DMO was found to be more valuable and worthy of recommendation. While this study did not take into consideration the COVID-19 travel limitations, it will be worth exploring how the leisure travel landscape has changed and whether the audience are turning towards viewing vlogs for post pandemic travel motives or as a means of escapism from the present unprecedented times.



SPECIAL TRACK 8
TRANSFORMATIVE MARKETING

Session Chair:
Jeongsoo Han

Session Time:
11:45-13:15

What is the impact of COVID-19 on consumer purchase behaviour for online grocery shopping in the United Arab Emirates (UAE)?

Mohamed Wanas

ABSTRACT

During COVID-19 lockdown, consumer behaviour changed according to social distancing, precautionary measures, and quarantine, which increased the purchase decision on home delivery and shopping online, and the search terms of "Online Grocery" increased by five hundred and sixty percent since the first case announced in UAE by January 2020. Online shopping in UAE has been growing for the last few years. Also, social influence has had a significant impact on consumer behaviour as well, based on a recent report from the Dubai chamber that online shopping retail hit \$ 3.9 billion in 2020 with a fifty- three percent increase in the eCommerce UAE market driven by the Covid-19 led digital shift.

Online grocery shopping used to be optional for most UAE shoppers since 2016. The consumer did not rely much on the online experience and preferred to visit the store and spend much time checking for special offers and new products. However, the consumer must be digital savvy to shop online and even pay by credit card, not cash.

However, online grocery shopping has started catching on for the last three years in the UAE; also, it started growing fast once the first lockdown happened in early 2020, which made the consumers start storing and buying their groceries online that completely changed their behaviour from visiting the retail store and pick their items to shop and pay online and deliver to their doorsteps with contactless feature to reduce any contagion, the online grocery shopping experience became a daily habit even after the pandemic is over which will be highlighted in this study and survey results.

The output for this study will highlight the impact of online grocery shopping in UAE during the COVID- 19 pandemic, which will explain the theory of consumer buying behaviour towards online grocery shopping in UAE and if online shopping becomes the new norm after the pandemic or not, which will be analysed through primary data. Objectives of the present study were; firstly to explore consumer attitudes towards online grocery shopping and how they evaluate the whole experience, secondly to determine if online grocery will remain active post-COVID-19 or not. Thirdly, to identify the impact of online grocery on bricks and mortar retailers like supermarkets and grocery stores. Fourthly, to understand how the consumer measured the online experience, for example, fast delivery, special offers, bulky products like bottled water or detergents. Lastly, to analyse mobile apps based on user experience (user-friendly, simple, easy, and fast)



SPECIAL TRACK 8
TRANSFORMATIVE MARKETING

Session Chair:
Jeongsoo Han

Session Time:
11:45-13:15

Fortnite: The Rise of Virtual Events

Aily Prasetyo

ABSTRACT

Background & Aims: In 2020, the entire world changed after being hit by the COVID-19 pandemic, consequently causing the indefinite postponement and cancellation of face to face interactions and live events. Since these effects became a global issue, organisations have been quick to find ways to compensate for the inability to physically interact. While livestreams and video calling have become commonplace, large-scale events still struggle to adapt. The need for new methods of distanced communication revived interest in virtual worlds and the metaverse, which game development company Epic Games have taken the stride to lead a new era of virtual events through the introduction of virtual concerts within the world of their 2017 MMOG Fortnite: Battle Royale. This exploratory study aims to determine the practicality of video games becoming a platform for virtual events. The research addresses gamers' opinions on the Fortnite concert series, delving deeper into the fine details of the virtual event experience, and also uncovering motivations behind attending virtual events. The concept of Virtual Brand Community will also be considered within the gaming context and how it influences the success of such events.

Design/methodology/approach: As exploratory research, this study is focused on qualitative data. In-depth data has been collected via semi-structured interviews with 12 Fortnite players regarding the virtual concerts held by Fortnite between the years 2019-2021. The research also looks at relevant existing literature related to the concepts found within the findings, and used to compare and contrast against the findings, then analysed to identify themes, ideas, and allow for a clearer view on where the gaps lie within this research of topic.

Findings: This research has several findings that regard the virtual concert experience, consumer motivations, and the benefits of these collaborations. Respondents expressed admiration for the high impressiveness and the visual capacity of the Fortnite concerts. Motivations to attend lean heavily towards social factors such as peer influence and ability to interact with others. Attitudes towards this mode of events is positive overall. Lesser motivations include interest in the game and the performing artist. The collaboration between Fortnite and the artists have proved to be lucrative for both parties. Results show significant spikes of interest in both game and artist surrounding these events, with Fortnite amassing over 27 million players, and the collaborating artists earning more than USD 20 million in virtual merchandise sales.

Contributions/Implications: The topic of virtual events is a less-researched field; particularly in respect to the recent developments made by video game companies to accommodate this experience. As there is still insufficient information on this topic, this research serves as a starting point into understanding the ongoing trend and how its impact contributes to the larger agenda of gradually transitioning social activities into the virtual sphere. The findings are beneficial to future researchers who may want to expand the literature within this topic, filling the research gaps identified in this study. Event organisers and marketers alike can also gain from the findings of this research should they have plans to attempt hosting a successful virtual event.



SPECIAL TRACK 8
TRANSFORMATIVE MARKETING

Session Chair:
Jeongsoo Han

Session Time:
11:45-13:15

Examining the Factors Influencing Consumer Intention to Use Food Delivery Apps in the UAE

Melissa D Almieda and Cody Paris

ABSTRACT

This study aims to examine the consumers' intention to use food delivery apps. It has been conducted in the United Arab Emirates (UAE) due to the rise in food deliveries given the diverse population and the impact of Coronavirus, which potentially increased the demand further. The application of the Technology Acceptance Model (TAM) is crucial to food aggregators. Using the TAM model, the study analyses their influence on key factors and attitudes to use food delivery apps and the important relationship between them.



SPECIAL TRACK 8
TRANSFORMATIVE MARKETING

Session Chair:
Jeongsoo Han

Session Time:
11:45-13:15

Do we look 'good?' Characterizing the influence of brand ethical value on consumer ad avoidance behaviour

Rhoderick Romano and Jeongsoo Han

ABSTRACT

Background & Aims: How we arrive at an ethical notion of good versus bad, right over wrong, beneficial or harmful, is complex. When consumers decide on the perceived ethical value of brand advertisements (e.g., on social media), a consequentialist approach is a standard evaluation method used for ethical assessments and eventual decision-making. Consequentialism considers the outcome as the basis of arriving at a notion of what is good, right, or beneficial. For individuals, this ethical theory suggests that one evaluates beneficial over harmful alternatives and that the most favourable outcome (i.e., generates the most benefits with the least harm) would constitute the 'right' choice. Companies invest in strategies to develop and leverage their brand ethical value (BEV) to consumers, and marketing communicates this across channels like social media advertisements. However, BEV may potentially influence consumer avoidance behaviour towards these advertisements. Based on this, the main research objective is to examine the influence of BEV on ad avoidance behaviour (AAB) for consumers in the context of unsolicited social media advertisements. Building on previous studies, we developed our conceptual framework to show how BEV can influence a consumer's AAB to achieve the research objective. We first expect that BEV has a direct negative influence on AAB. Moreover, we also expect that the negative relationship between BEV and AAB is mediated by perceived ad benefits (PAB) and a feeling of intrusiveness (I) from unsolicited social media advertisements. Based on the expectations, we develop the proposed hypothesis model

Design/methodology/approach: We collected a total of 837 samples from users of social media. The participants were shown a social media advertisement from a company with high brand ethical value. They then were asked about their perceived ethical value, perceived ad benefits, a feeling of intrusiveness, and intentions to avoid the social media ad. Data analysis was done with structural equation modelling (SEM) to test the proposed hypothesis model after confirming the reliability and validity of the data.

Findings: It was found that BEV has a direct negative impact on AAB ($p < .05$) which supports H1. It was also found that BEV positively influences perceived brand benefits ($p < .01$) which in turn negatively influences a feeling of intrusiveness from social media ads ($p < .05$). These results support H2 and H3, respectively. In addition, it was found that a feeling of intrusiveness positively influences AAB ($p < .01$). Based on the SEM analysis, we could conclude that BEV reduces a consumer's intention to avoid a social media ad from the company, and the relationship is mediated by perceived ad benefit and a feeling of intrusiveness.

Contributions/Implications: We believe that our research findings make significant contributions for both academics and industry practitioners of social media marketing. As the importance of attracting a consumer's attention to social media advertisements is getting more recognized, previous studies have recently focused on understanding how consumers behave towards unsolicited advertisements on social media. However, this research area remains under-explored. In this sense, our research findings can provide a better understanding by revealing the underlying psychological mechanism of the relationship between brand ethical value and a consumer response towards social media ads.



Session Time:
14:00-14:30

Keynote Address: “The Learning-Driven Organisation Model: An Ecosystem for Growth and Sustainability in Turbulence World”

Dr Alaa Garad, Portsmouth Business School, University of Portsmouth

ABSTRACT

Have you ever thought of why companies like Apple, Microsoft, and Xerox are great companies and why they have sustained excellence over the years? Or why do some countries like Finland, Norway, and Denmark have some of the best public services globally, keeping them at the top of the world happiness index for decades? And why some individuals are achieving better results than others?

It is LEARNING. Learning is the only sustainable competitive and collaborative advantage that an individual, an organisation or a government can have. Without learning, we repeat our mistakes and become worse, but we find solutions to our fundamental problems with learning. If we can learn effectively and apply what we learn, we will become better in every aspect. Individuals will unleash their potential and accomplish what they aspire to. Organisations will realise their visions and achieve their strategic objectives; government agencies will satisfy their customers and improve the quality of life; ultimately, we will have a life-long learning nation.

Developed by Alaa Garad and Jeff Gold, Alaa will showcase the learning-driven organisation model with specific examples and success stories to experience some of the OL mechanisms presented in the model.

The keynote will cover the following points:

Why is learning very important?

What organisational learning is and how it links with excellence models, e.g. EFQM.

How learning can improve individuals, teams and organisational performance.

The learning-driven organisation model (LDO) can solve complex problems.



Session Time:
14:30-15:00

Keynote Address: “COVID-19: A Man-Made Gender Disaster? Learning gendered lessons from the pandemic”

Dr Sarah Bradshaw, Professor of Gender and Sustainable Development,
Middlesex University London.

ABSTRACT

The theme of the conference is 'resilience' and it focuses on the need to understand the 'resilience lessons' learned during the pandemic, to build on these to be better prepared to confront future uncertainties such as climate change. It notes how COVID-19 demonstrates a response to crises requires a whole-of-society approach to resilience. This presentation aims to flip these ideas somewhat.

It will draw on climate change and the related field of disaster studies to highlight how pre-existing 'disaster' discourse was adopted in the COVID-19 context, suggesting we need to trouble this discourse and related practice, as much as learn from it. While the notion of the 'natural disaster' has been long discredited it continues to find resonance with policymakers, particularly in political discourses of denial of responsibility. The notion of the natural extended to the COVID-19 context. The presentation aims to show how this construction of COVID-19 as a natural hazard, not a socially constructed problem, has important implications in practice. The presentation also aims to problematize the notion of a 'whole-of-society' approach as a reality. It highlights that not all experienced the pandemic in the same way and society relied on the resilience of some more than others. Its focus here is on the gendered differences in the impact of the pandemic. It aims to demonstrate this was due to the specific response adopted by many governments, not the virus itself, and the consequences of this, particularly for women.



GENERAL TRACK 2

Session Chair:
Mohammad
Meraj

Session Time:
15:00-16:00

Disney characters as moral role models for “Resilience”: Using Encanto and Coco as case studies

Ruta Vaidya and Yousra Osman

ABSTRACT

The concept of using role models as moral educators has been applied throughout history via fictional and biographical narratives. But recently a theoretical and empirical interest has re-emerged in studying the impact role models have on moral development. Research has shown that emotions elicited when exposed to moral role models such as admiration, elevation, and inspiration can trigger the motivation to reason and act morally. As with many moral theories, some factors need to be considered when using role models to ensure feelings of envy, hero-worship, and moral inertia are reduced. Leading to the question: what kind of role model narratives and characteristics could help encourage a sense of morality?

Narratives are powerful tools largely used by the media and popular culture to facilitate an understanding of society's behaviours, conducts, values, morals, and norms. Films, television shows, books, etc. are significantly responsible for creating and circulating such narratives. Disney as a cultural producer plays

a crucial role in shaping people's understanding of morality through its movies such as The Sleeping Beauty, Finding Nemo, Lion King, and Brave, to name a few. Disney films are also known to incorporate moral understandings such as friendship, sacrifice, love, trust, loyalty, etc., into their narratives. Disney promotes and represents people's understanding of the complexities of moral dilemmas between 'good vs evil', 'weak vs strong' or 'right vs wrong'.

While on the one hand, Disney has been critiqued for reinforcing stereotypes and being Euro-centric in its portrayal of characters; recent films such as Moana, Coco, Raya and The Last Dragon and Encanto have incorporated representations of different ethnic minorities and cultures, providing a sense of inclusivity. Our paper aims to use two Disney films as case studies: Coco and Encanto to study how Disney characters can be perceived as more inclusive within the UAE, allowing them to act as impactful role models in shaping children's moral understanding. In the light of the recent global pandemic, with uncertain and unpredictable events, a discourse and discussion of resilience becomes more imperative and relevant as a moral value.

We adopt a 'discourse analysis' as a methodological approach. As films can be considered a discourse, our primary data comes from the two case studies by focusing on the central characters' representation of resilience. In addition, we will examine several para-texts related to the films such as blogs, forums, and official websites.

The importance of moral education has increased in the past decade, particularly in the UAE, as an entire moral education programme, with a focus on character and values, was made obligatory for the nation. Therefore, this project comes at a momentous time providing useful data to gain an in-depth understanding on the kinds of role models and narratives that can help shape children's moral understanding and reasoning. Our paper contributes to an understanding of the role Disney characters play in creating and circulating moral messages of resilience, particularly among children in the UAE. The study further adds conceptual and theoretical insights, interdisciplinarily between media studies and education.



GENERAL TRACK 2

Session Chair:
Mohammad
Meraj

Session Time:
15:00-16:00

Green Bonds in the Gulf

Edward Bace

ABSTRACT

Background & Aims: This paper aims to highlight the benefits of corporate and government entities in the Gulf states to issue unsecured and covered green, social and sustainable bonds, which appear well suited to promote environmental and social investment in these resource-rich economies. These benefits have already been illustrated in European countries, and Islamic finance lends itself to the structuring and issuance of these instruments. Green bonds represent an effective and accessible way for the environmental and social agenda to be advanced throughout the Gulf, and to raise the region's standing globally in addressing climate change and social issues, through strengthening of environmental, social and governance (ESG) structures.

Design/methodology/approach: The study examines the evolution of covered and uncovered green bonds and their application in the Middle East, where they meld with shariah principles, as in the form of sukuk (Obaidullah, 2017; Liu, 2021). Different characteristics of green bonds are explored, including issuance process, use of proceeds, eligible assets for covered bonds, disclosure standards, project evaluation and selection, and reporting. The approach contrasts European and North American experience with what Middle Eastern economies can expect going forward, in an effort to deliver some recommendations in view of future prospects.

Findings: Green, social and sustainable (GSS) covered bonds only account for 3% of total GSS bonds, issued globally in the debt markets, suggesting substantial growth potential (Caron and Munoz, 2021). There is observed to be mounting interest in green bonds in Europe, Asia and North America, where they are proven to be efficacious in helping to meet financing and environmental targets. While social or green classifications are not always directly credit relevant, if they support demand leading to narrower spreads, this can be positive for credit ratings, other things being equal (Pagani et al., 2021; Zerbib, 2019). The ESG relevance scores assigned by credit rating agencies may have a credit impact mostly in the social and governance categories (Dow and Kopiec, 2021). The social and environmental challenges of the Middle East's developing economies require substantial funding in a resource-driven and cultural context. The increasing use of green bonds, already under way in the Gulf states, as well as Malaysia and Indonesia, is found to be an effective solution to help meet these challenges, while propelling the agenda of responsibility forward (Tang and Zhang, 2018). They are governed under

standard International Capital Markets Association (ICMA) guidelines and principles, in combination with the Global Reporting Initiative (GRI) template.

Contributions/Implications: This focused overview of green bonds reveals them to be effective instruments for promoting an agenda of environmental and social responsibility, for government entities and for corporations, including those involved in the energy industry (Valavina et al., 2021). They ought to form an integral and increasing component of funding plans going forward.



GENERAL TRACK 2

Session Chair:
Mohammad
Meraaj

Session Time:
15:00-16:00

Do PESTLE factors impact the development of Non-oil manufacturing companies in Oman

Ammani Ammal, Alanoud Al Jassasi and Sheikha Alghafri

ABSTRACT

One of the top priorities of Oman Industrial strategy 2040 is to have economic diversification and activate the role played by the manufacturing sector in Oman. As Oman public finances depend entirely on oil revenues, the development of Oman's industrial sector is a key pillar of its long-term development strategy. So the present study aimed to identify and analyse the impact of PESTLE factors on the development of non-oil manufacturing companies in Oman and to suggest suitable measures to develop manufacturing companies in Oman. The study is descriptive in nature, because it attempts to answer the descriptive questions of the research study. The primary data were collected through a structured questionnaire from the sample of 52 manufacturing companies of different sectors in Oman. Further, the researcher had preliminary discussions with the officials of the Department of Commerce, Industry, and Investment Promotion. Although the nucleus of the present work depends on primary data, the study like any other research work uses some secondary data for better understanding of the study area. The secondary data was collected from the published as well as unpublished reports from the Department of Commerce, Industry, and Investment Promotion, also drawn from research reports, various books, journals, magazines and websites of Government Namely National Centre for statistics and information etc. Secondary data contributed toward the formation of background information, analysis and conclusion. The data so collected through the questionnaire from respondents have been processed and analysed in order to bring out precise results with the help of appropriate statistical tools such as Arithmetic Mean, Standard Deviation, ANOVA, Independent Z-test, correlation, Regression, and Partial Least Square based Structure Equation Modelling. The analysis reveals that the majority of the companies are involved in food products as the nature of product in business constitutes 35%. Majority 32% of the respondents are running 5-10 years' business. Majority, 63% of respondents have employed less than 50 employees in their business. The results of the study showed that there is a positive relationship between PESTLE factors and the development of non-oil manufacturing companies in Oman, as Roxas et al pointed out 3 dimensions –economic, political and socio-cultural environment are more important to develop manufacturing, which heralds the important contribution of local manufacturing companies to achieving sustainability and reducing import and unemployment rates. Further the present study suggests to conduct study on micro environment factors to support the development of non-oil manufacturing companies in Oman.



GENERAL TRACK 2

Session Chair:
Mohammad
Meraj

Session Time:
15:00-16:00

Dark Side of Branding: Negative Consumer Brand Relationship in the UAE

Lubna Pathan

ABSTRACT

Background & Aims: Most academic research looks upon the positive aspects of branding whereas limited literature exists on negative traits of branding. Research on negative brand interaction is equally important as positive ones to increase knowledge of consumer behaviour and improve marketing strategies. Therefore, the intent of this study is to examine the antecedents and outcomes of negative consumer-brand relationships based primarily on brand avoidance and brand hate.

Design/methodology/approach: This study uses a cross sectional research design. Using a positivist philosophy, and deductive approach, a structured online survey via Qualtrics was designed to collect quantitative data. 92 usable responses were collected from consumers in the UAE.

Findings: The results show that respondents were most inclined to use brand avoidance across all scenarios however they were effectively inclined towards brand switching and privately complaining about the brand as well. Respondents steered clear of brand retaliation, brand revenge, and making financial sacrifices to hurt the brand, however, female respondents chose to shun the outcomes more strongly than male respondents.

Contributions/Implications: The research can encourage brands to look at their shortcomings, as well as acknowledge the existence of possible unfavourable outcomes. Brands can choose to incentivize constructive criticism in order to make amends and avoid ascension to avoidance. The study provides a combination of brand hate & avoidance, an insight which was previously overlooked. This is also the first study in the UAE on negative consumer-brand relationships.



STUDENT TRACK 2
PSYCHOLOGY

Session Chair:
Anita Kashi and
Mariam Melad

Session Time:
15:00-16:00

Psycho-Social Effects of Social Networking and Analysis of Factors Influencing Social Networking Usage Applying the Theory of Planned Behaviour: A Review of Literature

Priyam Deorah

ABSTRACT

Background & Aims: Social networking has gained an immense user base during the past two decades. The perspectives on the use of social networking differ with supporters arguing for the benefits it brings in terms of ease of communication and community building and opposing thinkers bringing out the psycho-social effects of social networking along with the health hazards arising from the prolonged screen time and lack of physical activity emanating from the time being spent on social media. This paper aims at reviewing the existing literature on this area of study and summarise the different adaptations and extensions of the Theory of Planned Behaviour (TPB) Model applied in the studies regarding social networking usage. This study also aims to identify the research gaps in this field and discover the future research directions in this area. The paper also outlines the research on the negative effects of social networking on the psycho-social skills, attitudes and behaviours of the people.

Design/ Methodology/Approach: The review was conducted using 62 papers on the related subject downloaded from different databases like Mendley, Google Scholar and J-Gate. The papers were then grouped into those focusing on social networking usage and its effects on psycho-social factors and those focusing on Theory of Planned Behaviour in the analysis of factors influencing the use of social networking. The TPB based papers were further segregated into those which used different variables for extending the TPB Model and the results from the papers were then compiled to identify the factors which were found to be significant by the various studies in influencing social networking usage.

Findings: Most of the studies conducted on the psycho-social effects of internet usage in general and social networking in specific point to significant effects on avoidance, consumerism, sexuality, self-esteem, social anxiety, interpersonal risk, illusion of control, aggression and social relationships of the users. Studies like Beard & Wolf (2001), Kuss & Griffiths (2011) and Pontes (2017) discuss the psychological effects of social networking addiction while Deters & Mehl (2013), Chiou et al. (2015) and Baker & Algorta (2016) discuss the effects of social networking on loneliness, depression and social distress. Apart from these, several studies found significant negative effects of social networking usage on mental and psychological well-being. There have been studies that examine the efficacy of the Theory of Planned Behaviour on the behavioural intentions to use social networking, with few of them extending the TPB Model using the construct for self-identity. Most of the studies found the attitude, subjective norms, perceived behavioural control and self-identity factors to be significant in explaining the intentions and in turn the actual behaviour to use social networking.

Contributions/Implications: The findings from this review of literature contribute to a synthesis of the existing research in the area of psycho-social effects of social networking usage and also to an evaluation of the efficacy of the Theory of Planned Behaviour in explaining the factors influencing the social networking usage which can help the psychological counselling of the people facing adverse effects of social networking overuse or addiction. The paper also identifies the gap in the existing literature which misses on including implementation intentions and cyber risks in the extended TPB model. These constructs if included in further research models will be useful in identifying if the cyber threats awareness and consciousness and the volitional actions towards acquiring means of adopting social networking can affect the social media usage which in turn can help in making people more educated to use it judiciously.



STUDENT TRACK 2
PSYCHOLOGY

Session Chair:
Anita Kashi and
Mariam Melad

Session Time:
15:00-16:00

Exploring the role of cooking in enhancing psychological well-being: A Qualitative Study

Tanya Sadiza and Aneesha Verma

ABSTRACT

Background & Aims: In relation to psychological well-being, cooking has been reported to enhance happiness (Robee, 2015; Saxena, 2016; James, 2019). Food brings people together through non-verbal bonding (Caraher, Baker & Burns, 2004). It has also been suggested that cooking intervention brings positive psychological outcomes (Nicole, Touchton-Leonard, and Ross, 2017). In a study, adolescents with greater cooking skills reported lower level of depressive symptoms (Utter, Denny, Lucassen, Dyson, 2015). Cooking is a fulfilling and meaningful act which boosts the confidence and self-esteem of an individual, and decreases the feeling of loneliness (Iacovou, Pattison, Truby, & Palermo, 2012).

Although there are many quantitative studies, the qualitative research in this area are few. Therefore, this qualitative study aims to explore the role of cooking in enhancing psychological well-being.

Following RQ were addressed: 1-What role cooking plays in reduction of anxiety and stress? 2-Does cooking enhance happiness? 3-Does cooking facilitate relationships?

Design/methodology/approach: The study adopted qualitative methodology. Qualitative methods provide participants with the space to share their experiences and thoughts without constraint. This has been proven to help understand in-depth information that may be challenging to tap into using quantitative methods (Chou & Tseng, 2020; Teti et al., 2020; Vindrola-Padros et al., 2020). Sample comprises 6 adult Indian participants (3 males and 3 females) recruited through purposive sampling. A semi structured interview schedule, comprising 9 open ended questions, was developed to collect data. Participants were provided with an information sheet and informed about their right to withdraw. An informed consent to video-record their interview was taken from all participants. The interview lasted approximately for an hour. The participants were thanked and provided with a debriefing sheet at the end of the interview. The data was analysed using Thematic analysis (Braun & Clark, 2006). Thematic analysis (TA) has demonstrated to relate to any practice that involves obtaining themes from qualitative data (Braun

& Clarke, 2006).

Findings: Thematic analysis revealed that cooking has a largely positive effect on psychological well-being. Three major themes appeared namely, facilitating relationships, improving physical and mental wellbeing, and adding into creativity and divergent thinking. Although most found cooking therapeutic, few reported the process as stress and anxiety provoking.

Contributions/Implications: The study highlights the implications of cooking as a therapeutic tool to enhance psychological and physical well-being. The study significantly adds into the literature on Kitchen therapy and comfort cooking.



STUDENT TRACK 2
PSYCHOLOGY

Session Chair:
Anita Kashi and
Mariam Melad

Session Time:
15:00-16:00

Stifled Emotions of University Men: An IPA Study of Masculinity and Help-Seeking Behaviors for Depression

Akanksha Kaushal and Humna Azhar

ABSTRACT

Background & Aims: Research on masculinity has found men to face greater pressures than females to conform to societal norms of emotional expression control. Boys and men alike are burdened with reminders of unrealistic standards of hegemonic masculinity and behaviour, particularly those linked to constrained emotional expression, often promoted through cultural norms. An unwillingness to communicate about vulnerability, sadness and loss often results in an underrepresentation of depression and other mental health concerns in this population. This notion is also seen in Middle Eastern countries such as the UAE where men are expected to display self-reliance which in turn results in their resistance to seeking help for mental health problems. Views about masculinity are formed early in childhood up until adulthood. The display of expected masculine standards and resistance towards approaching help for mental health is also particularly seen in university students who are often hesitant towards seeking help, often linking issues such as depression to vulnerability and an attack on their masculinity. This study aimed to examine this notion in depth by qualitatively exploring the relationship between masculinity and help-seeking behaviours amongst male university students, aged 18 to 24 years, with depressive symptoms.

Design/methodology/approach: A purposive sampling method was utilised to interview six Middlesex University, Dubai students that met the eligibility criteria of displaying depressive symptoms based on their responses on the CESD-R10 questionnaire which is a well-established, valid, and reliable scale for identifying depression symptoms in the general population. A qualitative approach of Interpretative phenomenological analysis (IPA) was adopted as it would allow for a more in-depth evaluation of participants' experiences.

Findings: Four Super-ordinate themes were identified: Masculine Identity, Coping with Depression, Family and Culture, and Mental Health Support. The findings portrayed that university men were inclined towards indulging in hedonistic activities of each other's company rather than bring up personal issues. In addition to this, university men who promoted masculine values had less optimistic views toward seeking treatment with mental health issues as compared to those that did not adhere to these views. Findings further suggested that seeking help was seen as a cumulative loss of masculine identity of university students, and monetary issues contributed to the inability of university students to seek help.

Contributions/Implications: The study's findings help interpret the influence of masculine beliefs on university men's likelihood of seeking help for depression. This would further assist universities as well as practitioners in the development of necessary interventions, mental health programs, and awareness drives to improve the mental well-being as well as help-seeking of male students. As many studies conducted in the UAE focused only on Emiratians, this study has a strength in terms of the cultural variations in the responses regarding masculinity. This would help future research in examining the topic of masculinity and mental health whilst keeping in mind the impact of societal and cultural norms and expectations. Moreover, it is essential to note that university men who might possess fewer resources and may need more support from the university to help them overcome gender and financial barriers to help-seeking.



STUDENT TRACK 2
PSYCHOLOGY

Session Chair:
Anita Kashi and
Mariam Melad

Session Time:
15:00-16:00

Predictive Social Factors of Problematic Internet Usage

Alita Anna Abraham and Lynda Hyland

ABSTRACT

Background & Aims: Internet usage is ubiquitous, and while it can offer great potential, its usage can also result in unintended consequences. One such widely observed repercussion is Problematic Internet Usage (PIU). Considering the drastic upsurge of social media users globally, it is imperative to sensitively understand the negative social behaviours influenced by internet usage and readily clarify the undesirable impact. Therefore, the study aims to bridge the gap in understanding the influence of family relationship, SNS-incited loneliness, FoMO, and phubbing behaviour on problematic internet usage among individuals aged between 18 and 50 years.

Design/methodology/approach: The study proposes that there will be a significant prediction of PIU by FoMO, phubbing behaviour, family relationship, and SNS-incited loneliness. The study utilised a quantitative non-experimental within-group design. Standardised questionnaires of acceptable internal reliability were adopted to analyse the participants on the aforementioned five social phenomena/factors. And relevant data was procured from 205 participants who were recruited through convenience and snowball sampling. Furthermore, binary logistic regression was conducted to evaluate the hypothesis.

Findings: Following rigorous scrutiny of the collected data, the regression analysis suggested three factors/variables, i.e. phubbing behaviour, FoMO and family relationship, that significantly affect PIU. Additionally, phubbing behaviour is perceived as a better predictor of PIU among the three predicted variables. However, SNS-incited loneliness did not add significantly to the model. The analysis further indicated that the family relationship variable adheres to a negative relationship with PIU. Whereas, FoMO and phubbing behaviour predicted a positive relationship with PIU. Interestingly, about 84% of the sample were characterised as problematic internet users, strongly justifying the study's rationale and emphasising the detrimental social impact of internet usage on the fast-paced society.

Contributions/Implications: The present study is relatively one of the few earliest studies that have focused on understanding the relationship between loneliness instigated by internet usage and PIU behaviour, which has led to the operationalisation of the variable 'SNS-incited loneliness'. Furthermore, only minimal studies have conducted research focusing on all the four social phenomena concurrently to understand the PIU behaviour, among which the majority, focusing on a limited population range of 18 to 24 age groups. Hence, the research findings significantly contribute to the literature concerning PIU and its related consequences, considering a better representative sample of the young and the older adults. Indeed, the findings pave the way for further exploration of this study's theme, possibly

following a mixed-method approach to obtain subjective and objective lucidness in understanding the relationship between internet usage and PIU associated social behaviours. Additionally, it is imperative to expand on understanding the differing internet usage influence across varied age groups, the potential consequences, and its impact on other aspects of social well-being.





SPECIAL TRACK 6
WELLNESS OFFICE

Session Chair:
Mariam Abonil
and Lynda
Hyland

Session Time:
15:00-16:00

Panel Discussion on “Today’s wellness ecosystem: Professional perspectives on initiatives from inception to implementation”

Panel Moderators: Mariam Abonil and Lynda Hyland

PANEL MEMBERS:

Adam Griffin - Occupational Therapist with a special interest in Adolescent Mental Health

Aisling Keaveney - School Inclusion with a special interest in Pupils with ASDs

Dr. Joseph El-Khoury - Psychiatrist with a background in Conflict Medicine

Waleed Shah - Photographer with a special interest in Body Image



GENERAL TRACK 3

Session Chair:
Mariam Aslam

Session Time:
16:15-17:30

Resilience in Education – Ireland, A Case Study

Thomas Mc Donagh

ABSTRACT

Background & Aims: All societies will experience fluctuations in their fortunes. These can be affected by a myriad of factors including economic, political, social and military events, within and beyond their borders, as well as by the vagaries of nature. How a society responds to adversity will depend upon how resilient it is. This paper will argue that a developed, enshrined educational ethos is a vital contributory element to the resilience of a society. It will use the Irish educational system as a case study. It will compare the basis of educational provision in Ireland with that of other countries in considering how a strong educational foundation can contribute to the resilience of a state to face adversity or change. Modern Ireland has evolved through the three aforementioned factors of revolution, independence and incremental change. This paper will not concern itself with Irish political developments but rather educational developments. These have occurred in tandem with, and the paper will argue, have contributed to what is known as the Irish economic miracle whereby Ireland now has one of the most highly skilled workforces in the world and has evolved from an economic backwater in the 1960s to its position today as a leading country in pharma and technology housing the European headquarters of Google, Facebook, Twitter, Microsoft, Apple, IBM, HP, LinkedIn, Pfizer, GSK, etc.

Design/methodology/approach: This paper will argue not only that Ireland has a resilient educational system that has significantly contributed to a resilient state but it will open up the discussion to show that there are many other types of educational bases upon which resilience can be fostered and it will do that by making a comparative analysis of educational provision in other states such as the United Kingdom, the United States and the United Arab Emirates in particular.

Findings: The research will show that since Ireland introduced free second-level education in September 1967 the Irish economy has made huge strides and notwithstanding the political difficulties arising from the troubles in Northern Ireland, numerous world recessions not to mention the recent Covid pandemic, has powered forward to the degree that 2020, the first full year of the pandemic, saw the Irish government record its highest ever tax take. It will be argued that its educated workforce has been the key to this resilience.

Contributions/Implications: This article has an unfortunate relevance as the issues it discusses could be applied to one of the greatest challenges to face the world in modern times – the Covid pandemic and its economic consequences. The negative effects of the pandemic will, like those of all natural disasters, be mitigated over time but it can be argued that states with a strong educational foundation will be far more resilient to the fallout from the pandemic and far quicker to rebound from its effects. The Irish model of a dramatic and sustained improvement in educational provision matched with a strong constitutional and legal foundation of education rights contributing to economic success merits examination as a model from which lessons can be learned.



GENERAL TRACK 3

Session Chair:
Mariam Aslam

Session Time:
16:15-17:30

How “Universal” is Universal Jurisdiction in Prosecuting International Crimes?

Nadia Ahmad

ABSTRACT

Internal conflicts have replaced international wars as the major cause of human suffering in the last few decades, as witnessed in Libya, Myanmar, and Syria. The Syrian war alone is responsible for the largest migration crisis in modern history, displacing more than half of the country's pre-war population of twenty-two million. Hundreds of thousands of people lost their lives, were tortured, or were forcibly disappeared. As international crimes amounting to genocide, war crimes, and crimes against humanity were committed by all parties to the Syrian conflict, the violations went unchecked by the United Nations Security Council (UNSC). Consequently, the conflict was never referred to the International Criminal Court and Syrian forces were not sanctioned for using heavy weaponry. Now, individual countries pursue universal jurisdiction proceedings against alleged perpetrators, and this project questions whether this is justice or imperialism. The project will use doctrinal methods to analyse primary sources, such as international law and rulings, and secondary sources, in the form of treatises and journal articles.

Recent small steps taken by the international community demonstrate that the period of impunity for crimes committed by Syrian officials is at an end. Universal jurisdiction cases are underway in multiple European countries, with Germany giving the first guilty verdict against a prior Syrian official for facilitating torture, amongst other crimes against humanity. Under this principle, any state can prosecute certain heinous crimes, irrespective of where they are committed and the nationality of the victim. In addition to criminal liability, Canada and Netherlands have activated the accountability mechanism under the Convention Against Torture, a treaty Syria violated by systematically torturing detained persons.

Though accountability through universal jurisdiction is an important step forward for condemning the acts of the perpetrators of international crimes, the path to justice is not without difficulties. Firstly, collecting witness statements and evidence is challenging, since the scene of the crime and victims are thousands of miles away from the court. Secondly, political motivations play a role in whether prosecutors move forward with a case. Lastly, while European and American courts are prosecuting crimes in their ex-colonies, including Iraq and Myanmar, they overlook their own previous and ongoing crimes, thus casting doubt on the universality aspect of the principle.

Universal jurisdiction cases represent a step towards the end of immunity for committing atrocity crimes, even though the few instances are minor achievements compared to the astounding suffering the Syrian people faced and cannot replace the international community's disregard of their pain. International accountability methods should be strengthened and applied uniformly.



GENERAL TRACK 3

Session Chair:
Mariam Aslam

Session Time:
16:15-17:30

Corporate Social Responsibility and Corporate Performance: The Mediating Role of Social Media

Kennedy Modugu and Sabir Malik

ABSTRACT

Background: This examines the mediating role of new media in the relationship between CSR and firm financial performance. The study decomposes the new media into two: media accessibility and media transparency. The objective is to investigate whether the two new media variants facilitate stakeholders' awareness which in turn engender firms' responsible behaviour; and how the resultant good corporate citizenship effectuates firms' financial performance.

Design/Methodology/Approach: Environmental, social, and governance (ESG) data for corporate social performance were obtained from the Thomson Reuters Eikon database. The ESG database draws upon publicly available information, including firms' CSR or sustainability reports, annual reports, corporate websites, newspapers, and NGO reports, providing a rich and detailed ESG assessment of more than 6000 companies globally. The ESG score is calculated from 250 key performance indicators based on over 900 raw items. These KPIs are further decomposed into the three performance indicators of environmental, social, and corporate governance. The environmental criteria reflect a firm's strategies and practises on living and non-living natural systems, indicating the existence of environmental risks. The social performance criteria reflect a company's attitude and behaviour toward its employees, customers, communities, and society. The corporate governance criteria reflect a firm's structures and processes to ensure that the board's interests are aligned with those of long-term shareholders. The corporate performance data were obtained mainly from Thomson Reuters' DataStream and WorldScope. The moderating variables data were obtained from the World Bank database. Other countries-specific information was collected from sources that are publicly available. The final panel data consisting of 6,184 companies across 64 countries and 42,792 firm-year observations for the period from 2002 to 2019 were utilised for the study.

Multilevel panel regression analysis was carried out, since the data has a multilevel structure, which is nested in countries of firm-level information.

Findings: The findings support the theoretical proposition that CSR is has a significant positive impact on the financial performance of companies located in countries with higher social media accessibility. On the other hand, contrary to our a priori expectation, social media information transparency does not affect the relationship between firms' CSR and financial performance. Both findings confirm prior empirical studies. The study concludes that social media accessibility affects a firm's reputational and legitimacy benefits derived from CSR actions, thus resulting in better financial performance for CSR responsible companies.

Contributions/Implications: The study provides key recommendations to corporate managers. First, due to a variety of new media, stakeholders can easily access and collect the firm's ethical and unethical behaviours and CSR activities. The information can be used to judge firms' authenticity toward CSR as well. Stakeholders often doubt firms' CSR authenticity since, in the past, MNEs often engaged in greenwashing and CSR-washing strategies. With the popularity and access to new media, greenwashing can easily hurt firms' CSR posture and it may directly affect firms' performance. Thus, managers need to be careful of using CSR as just a marketing tool only. Second, knowing the level of awareness toward CSR in host countries is essential, and CSR strategy should be formulated accordingly to guarantee sustainable returns on investment and an appealing corporate image.



GENERAL TRACK 3

Session Chair:
Mariam Aslam

Session Time:
16:15-17:30

The Impact of Company Country-of-Origin on the Perceptions of Religious and Cultural Symbols in Advertising for Turkish Consumers

Ebru Genc

ABSTRACT

Symbols and signs pervade consumer culture. Symbolic brand values are significant motivation for consumers (Tan and Ming 2003). Advertisements help create associations between products and meanings. Today's consumers not only ask for quality products but also demand emotional connections and memorable experiences. This research builds on symbolic interactionism theory and socio-linguistic accommodation theory to examine the influence of cultural and religious symbols in advertising on consumer behaviour. One of the gaps in the literature on advertising is about the appropriation of symbols by a company or marketer from outside of one's own culture. To our knowledge, past literature only looked at target market characteristics such as the religion of consumers and their religiosity levels (i.e Kalliny, Ghanem, Boyle, Shaner and Muller, 2015; Agarwala, Mishra and Singh, 2021). COO of the company, more specifically whether the company is a national or foreign company, has not been examined as a factor impacting on consumers' attitudes towards advertising in the previous literature. We want to answer the following research questions: Do consumers respond differently to the use of cultural and religious symbols by marketers they view as from within rather than outside their own culture? In the literature, there is very little attention given to whether the advertiser is from a different culture/religious background than the target audience. More specifically, does the country of origin (COO) of the company (foreign versus national) influence how consumers respond to the use of symbols in advertising? Does that influence vary by the symbol type such as cultural or religious? Does that relationship depend on product category (low versus high involvement category), consumers' religiosity or ethnocentrism? We want to study this phenomenon as a combination of qualitative and quantitative studies in an emergent market context. We completed two focus group interviewing as the qualitative analyses part of the study. This is a working paper. The quantitative part will consist of a research design that is a 2 * 2 * 2 between-subject experiment: Foreign or national country, symbol variety (cultural and religious symbols) and the product category (electronics or food). Participants' religiosity, ethnocentrism, gender, income and education will also be measured as covariates of the analyses. People who identify more strongly with their culture had more extreme (both positive and negative) responses than those with weaker cultural identification (Holland and Gentry, 1997). Preliminary findings show almost all of the participants have positive evaluations of national companies using cultural and religious symbols, whereas; more religious consumers have some hesitations with regards to foreign companies appropriating them. Interestingly, preliminary analyses also show that although some consumers might have negative attitudes towards foreign companies appropriating cultural and religious symbols, they show a high level of purchase intentions because of the high level of brand recognition of these foreign brands. Results indicate that the use of symbols can be more appropriate for low-involvement products such as food and drink products compared to high involvement products such as electronics. This can be due to the fact that affect referral is the dominant attitude formation model for low involvement products whereas it is multi-attribute model that requires high level of information processing for high involvement products. Participants do distinguish between the use of religious and cultural symbols. Preliminary results show that using religious symbols is perceived more appropriately in a conceptually relevant timeframe such as during Ramadan, holy month for Muslims, whereas the use of cultural symbols is more flexible and time unbound. This study has significant implications for advertisers and researchers in the field.



GENERAL TRACK 3

Session Chair:
Mariam Aslam

Session Time:
16:15-17:30

The Effect of Scenario Planning on the Perception of Highly Uncertain and Extreme Alternatives to Business-as-Usual

James Derbyshire, Belton Ian, Mandeep Dharmi and Dilek Onka

ABSTRACT

Scenario Planning (SP) is used to alter managers' perception of an organisation's external environment in order to combat blindsiding by highly uncertain and extreme alternatives to business-as-usual. The conjunction fallacy, whereby the combined occurrence of two or more independent events is assumed to have a higher probability than any one of them occurring alone, has been suggested as the mechanism causing this altered perception. However, we present results from an experiment suggesting the conjunction fallacy does not occur in SP. We develop theory suggesting SP instead combats blindsiding by surfacing conflicting views on the external environment and its uncertainties. In so doing, we situate SP within the "practice turn" in strategy research. The paper reports the results from a Randomised Controlled Trial conducted using the online research tool Prolific. Participants are divided into groups, two of which are guided through different versions of a scenario exercise, and one through an unrelated exercise (the control group). The following measures are elicited before-and-after from all groups regarding a particular event:

1. Lowest estimate of the probability of the event occurring (0–100%);
2. Highest estimate of the probability of the event occurring (0–100%);
3. Best estimate of the probability of occurrence of the events described in the stimuli (0–100%);
4. Confidence in the true probability falling between the lowest and highest probabilities given (50– 100%)

A conjunction fallacy does not occur in SP and is not the causal mechanism by which it has an effect. Any effect from SP is likely to result from a group-based effect associated with the exchange of differing perspectives on the external environment and its uncertainty. This may assist in enabling the construction of a shared understanding of strategic issues and a synthesis of different perspectives on the future. SP directs managerial attention towards new strategic issues and answers, and through this process strategy-making becomes prospective and anticipatory, rather than retrospective and bounded by past experience. Through its group-based reasoning process, uncomfortable and inconvenient strategic issues are confronted rather than avoided, thus reducing the possibility for blindsiding by alternatives to business-as-usual. SP conceived in this way may play an important role in strategic change. SP, because of the variety of ways in which it is implemented, can become the fruit fly of research on strategy-as-practice.



STUDENT TRACK 3
MEDIA, SUSTAINABLE DEVELOPMENT AND LAW

Session Chair:
Adiba Firmansyah

Session Time:
16:15-17:30

Development of Visual Art as a Mass Participatory Medium in the 20th Century America

Sandra Kumorowski

ABSTRACT

Background & Aims: Artists throughout history have always created art for current and future mass consumption. It was not until the 19th and 20th centuries, marked by the development of many mass phenomena including mass society, mass culture, and most importantly, mass media, that art can finally be categorised as a mass medium. This paper attempted to detail the development of visual arts as media and position them within the mass media category using examples from history focusing on the 20th century United States of America that saw the largest mass culture and mass media boom and became a behemoth of mass media production. Because mass media culture is exhibiting highly participatory behaviours, the main arguments in the paper are focused on substantiating the claim that visual art can be both a mass and a highly participatory medium with social and political influence while retaining the qualities of high art defined by art criticism and other theories. Additionally, the aim of this research paper was to show the development and use of artistic media for the greatest mass media effect reflecting social, political and cultural events in the USA during the 20th century. As Edward Arian outlines the premises of cultural democracy where all citizens have the right to art experiences because art consumption develops good citizenship and enhances the quality of life, attempting to establish visual art as a mass participatory medium becomes an even more valid and virtuous undertaking.

Design/methodology/approach: This paper aimed to position visual arts as mass participatory media using mass media, mass communication, popular culture, visual communication, and participation theoretical frameworks, as well as specific concepts within each framework to construct the case. It provided numerous examples of visual artists who earned an icon status of a mass influencer or whose artworks achieved the mass media effect (conceptualised by Potter) and impacted a large number of people.

Findings: It is a general knowledge that modern mainstream media such as print, broadcast, digital, and now social media have become the main channels of mass production and consumption in the last one hundred years. Commonly, art and artists are construed as alternative sources of information but, in fact, they possess an inherent ability to produce significant mass media effect due to their visual and participatory nature. The 20th century marked by mass culture development ignited a profuse visual art production intriguing and inviting mass audiences to consume and actively participate in its content.

Contributions/Implications: The paper also calls for more research to quantify the mass media effect of visual arts and to analyse the long-term, moral and aesthetic implications of art being mass-produced and mass-consumed. President Johnson's quote on signing into existence the National Foundation of the Arts and Humanities Act of 1965 sums up the author's main motivations to engage in this research: "Art is a nation's most precious heritage. For it is in our works of art that we reveal to ourselves and to others, the inner vision which guides us as a nation. And where there is no vision, the people perish."



STUDENT TRACK 3
MEDIA, SUSTAINABLE DEVELOPMENT AND LAW

Session Chair:
Adiba Firmansyah

Session Time:
16:15-17:30

How to make a prototype teaching and learning podcast which can be empirically proven to be intrinsically worthwhile?

Stephen king

ABSTRACT

Podcasting is a significant and growing source of information on virtually any topic you would care to study. Many academics have already begun using podcasts within their formal teaching and learning strategies, even before the Covid-19 learning period where educators were forced to introduce new technologies into the classroom. Berry (quoted in Casares, 2020) is regarded as one of the earliest academics to publish on podcasts, and observed in 2016: "Podcasting is a medium that has been experimented with over several years and is now moving into a period of credibility, stability and maturity". Accordingly, podcasting was considered a tool that was already growing in popularity prior to Covid – and now, is at a robust state to begin more active study in how to effectively apply this practice to education at a higher education level.

McSwiggan & Campbell in their 2017 study highlight that podcasts have potential to engage students in active learning because 'the human voice retains its inspiration' in much the same way as an absorbing lecture. And they go on to say that with podcasts there is potential to remediate this 'technification' and promote deeper learning by introducing 'thinking dispositions'- that is, podcasts can be structured in ways that encourage students to stop and reflect on, 'What more do I need to know?' Barnes and team in 2020 discovered that in the case of medical education the ease of use and convenience and repeatability of podcasts found them more useful than traditional didactic lectures. Many authors including Alarcón & Blanca in 2020, Casares & Binkley, 2021 and Malka et al 2021 also highlight how podcasts encourage self-directed learning.

This study, therefore, is a form of action research where delegates will experience a researched, designed and delivered learning experience via podcasting using the combined best practice of these studies, which they may wish, or need to replicate themselves within their own pedagogy.



STUDENT TRACK 3
MEDIA, SUSTAINABLE DEVELOPMENT AND LAW

Session Chair:
Adiba Firmansyah

Session Time:
16:15-17:30

**Indonesia Actions and Regulation Measures on Promoting Internet
Today and Future for Positive Purposes as well as Maintaining the Moral
Norms**

Nabila Vanza Hanavia

ABSTRACT

Technology (ICT), as the internet has become beneficial for everyday life, knowledge, and to strengthen economic competitiveness. The increase of internet users can become an opportunity to empower the community, firstly in economic aspects which refers to the increase of business, assets and income; secondly, in social aspects which refer to the increase in literacy, knowledge and capabilities of internet users. Information spreads quickly on the internet which was hoped to continuously present positive content. However, it cannot be denied that pieces of information or negative content are circulating the internet. It also motivates cybercriminals with a vast range of opportunities to commit both crimes and undesirable behaviour. Many cases relating to violations of sexual immorality that are ensnared are the parties that make or cause the spread of content that violates sexual immorality. The Electronic Information and Transaction Law and the Pornography Law are sources of law to protect the use of electronic media, information technology, or the internet from negative content. The two laws can be interpreted as protecting the use of electronic distribution media so that they are used for positive purposes as well as maintaining the moral norms that are the culture of Indonesia wisdom. This research will be conducted through Normative Doctrinal and Empirical Research, which combines the elements of Normative Legal Research which are then supported with the additional data or elements from Empirical Legal Research.



STUDENT TRACK 3
MEDIA, SUSTAINABLE DEVELOPMENT AND LAW

Session Chair: Session Time:
Adiba Firmansyah 16:15-17:30

Application of the 3R Model in Reducing Plastic Waste: A case Study of University of Balamand Dubai

Mohammad Enayeh, Khaled Khodr, Jacinta Dsilva,
Theresa Massoud Ribal Tamer, Rami Demachki and Saadeddine abouzahr

ABSTRACT

Background & Aims: Our planet is drowning in plastic; it is time for us to change. According to UNEP, one million plastic drinking bottles are purchased every minute around the world, while 5 trillion single-use plastic bags are used worldwide every year. This means that half of all plastic produced is designed to be used only once, and then thrown away. Only 9% of all plastic waste ever produced has been recycled; about 12% has been incinerated; while the rest (79%) has been accumulating in landfills, dumps, or the natural environment. According to research by the Pew Charitable Trusts, the amount of plastic entering the ocean each year would grow from 11 million metric tons to 29 million metric tons by 2040. According to a report presented at the World Government Summit in February 2019, 11 billion plastic bags are used annually in the UAE, which is the equivalent of 1,184 plastic bags per person per year, as compared to a global average of 307 plastic bags per person per year. The aim of the paper is to create awareness among university students about the evils of plastic consumption and provide practical solutions to reduce the consumption of plastic.

Design/Methodology/Approach: The approach used is abductive reasoning since the premises are used to generate testable conclusions. The research design used is experimental since the team identified a social problem and provide practical solutions. The University of Balamand Dubai formed a team of students to lead in university and community initiatives. The team used the 3R model, namely: Reduce, Reuse, and Recycle single-use plastic.

Findings: Reusing plastics: The students collaborated with four entities: 1. Imdaad, a waste management company, who would collect the University and communities' plastic waste. 2. FARZ, a material recovery company, who would segregate Polyethylene terephthalate (PET) plastic from the mixed 3D plastics collected from our community. 3. DGrade, a sustainable manufacturing solutions company, who receive the segregated plastic from FARZ and give it a second life by producing clothing, accessories, and other student supplies from these recyclable plastics. Students at UOBD will then reuse these new supplies made from their own recycled plastics, which is an environmental advantage advocating for sustainability. Reducing plastics: The students also partnered with Mai Dubai, one of the main supplier of bottled water in DIP, for the addition of free reusable bags with every purchase of a Mai Dubai package of bottled water. These bags will be made from the community's own plastic waste. This initiative with Mai Dubai will begin primarily in Choithrams, DIP. This initiative is intended to encourage consumers to reduce the usage of single-use plastic bags through free multipurpose bags. Recycling plastics: The final initiative is to make recycling easier by spreading awareness, increasing the number of recycling stations installed on campus, in parks, and within the DIP community as a whole, as well as encouraging students and residents to recycle. Some of the collected plastic will be used to beautify the campus by making creative artwork. This initiative intends to encourage recycling, and increase student awareness and morale.

Contributions/Implications: The study contributes to providing practical solutions to social problems such as plastic waste, which has become a challenge to both developed and developing nations. The solutions provided in the paper are practical and will help universities and organisations to contribute to efficient plastic waste management.



STUDENT TRACK 3
MEDIA, SUSTAINABLE DEVELOPMENT AND LAW

Session Chair:
Adiba Firmansyah

Session Time:
16:15-17:30

Trash into Treasure – An exploratory study into approaches towards food waste management in Dubai, UAE

Ryan Stephenson

ABSTRACT

Background & Aims: In a world where resource scarcity is becoming an increasingly important issue, businesses are being pressured to take a closer look at their own operations to identify any leaks in their value flow. In particular, increased global competition combined with improved consumer understanding and awareness has forced businesses to take stock of their waste management procedures, both in terms of reducing waste generation and also in terms of environmentally conscious waste processing. The aim of this research is to investigate the approaches of businesses in the food and business sector in Dubai, United Arab Emirates, towards food waste management. Through the identification of the driving attitudes and motivations behind food waste processing, this research explores whether a business' food waste processes and procedures can become a valid source of value generation as opposed to an intrinsic cost as traditionally viewed.

Design/methodology/approach: The chosen approach for this research is the method of qualitative analysis. Primary data was collected by way of semi-structured interviews which were then thematically analysed for relevant trends and outlooks. This design was selected in order to explore non-superficial motivations regarding the implementation of food waste processing policies and approaches within businesses in Dubai, United Arab Emirates. Due to safety concerns regarding the ongoing COVID-19 pandemic, video conferencing software was availed in order to conduct the semi-structured interviews in real time. Participants were selected according to the strategy of "snowball sampling", with initial participants carefully chosen against the criteria of working in a managerial capacity in the food and beverage industry in the United Arab Emirates. Inductive coding was then utilised in order to develop the concepts and themes identified, to transition from specific observations towards more broad views of the underlying incentives that participants have when it comes to food waste management in the food and beverage sector.

Findings: The results illustrated that financial motivators were secondary to perceived consumer pressure in motivating businesses to engage in effective food waste management. Additionally, cost reduction and environmentally-friendly food waste management practises were seen as opposing forces, when in reality effective food waste management strategies are able to marry these two concepts into a synergistic approach.

Contributions/Implications: Businesses do respond to cost pressures, however the true costs of ineffective food waste management was not clear to the businesses investigated. The implication therefore is that education was paramount in terms of improving uptake of strategies and policies to reduce food waste generation, as well as to implement environmentally responsible food waste processing policies.



SPECIAL TRACK 2
AGILE & RESILIENT SUPPLY CHAINS

Session Chair:
Sreejith Balasubramanian
and Janya Chanchaichujit

Session Time:
16:15-17:30

Pre- & Post Covid Analysis on the factors affecting Ecommerce and B&M channel use for the Fashion Retail Sector in the GCC Countries

Prakash Narayan Rao, Nitin Simha Vihari, Shazi Shah Jabeen and Sreejith Balasubramanian

ABSTRACT

Background & Aim: The Gulf Cooperation Council (GCC) region is traditionally the stronghold of Brick & Mortar (B&M) shopping for fashion retail and the mall culture is ingrained in the psyche of both expatriate and local population. The advent of digitalization and the impacts of COVID-19 pandemic has accelerated the adoption of ecommerce channels. Hence the overall aim of the study is to examine the factors affecting the fashion retail consumer shopping channel choice behaviours in the GCC and propose comprehensive models for behavioural intentions of the customer to use the specific shopping channels incorporating the Theory of Reasoned Action (TRA) and its extensions of Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB). The model incorporates the independent constructs of Perceived Ease of Use (PEU) and Social Norms (SN) mediating through the Trust (TR) and Perceived Usefulness (PU) of the channel leading to the Behavioural Intention to Use (BIU) a specific channel. The demographics of gender, age, income and education were hypothesised to be the moderators between the independent constructs of PEU and SN and the dependent BIU. The study proposes the theoretical implications along with practical implications on the future business strategies for retailers.

Design/methodology/approach: The research was conducted for the Fashion Retail Industry (Apparel, Footwear, Accessories) in the GCC countries. Stratified random sampling and convenience sampling techniques was used to select the participants for the study. A quantitative technique was applied involving an online survey being administered randomly to residents of GCC countries. In the pre COVID- 19 era 891 completed responses formed the research sample, in the COVID-19 period, 806 completed responses formed the research sample. Structural Equation Modelling, Sequential Mediation Analysis and Multi Group Moderate Analysis were used to validate the proposed research framework. Furthermore, the study has tested for the moderating effects of the demographic variables such as Gender, Age, Education and Income in the formation of behavioural intentions.

Findings: The findings suggest that the proposed research model was a very useful framework to test the effects of consumers' perceptions, attitudes and intention for the choice of shopping channels in the fashion retail industry. The findings provide the comparative analysis of both the channels in both the time periods of pre-COVID-19 and COVID-19 periods, such that customer behaviours in the "new normal" marketplace can be well understood. Results of the data analysis provides insights on the associations and relative strengths between the conceptual framework constructs across the channels for both periods.

Contributions/Implications: This research builds on the existing studies on online shopping intentions by including a comprehensive model incorporating all the constructs affecting online shopping continuance. It is one of the few comprehensive studies in this region. It also provides strategies for fashion retailers to build favourable consumer attitudes toward e commerce and B&M shopping channels, which furthermore influences their positive shopping behaviours. The findings of the study offer actionable insights to the retailers to strategically use both the channels effectively based on the new normal.



SPECIAL TRACK 2
AGILE & RESILIENT SUPPLY CHAINS

Session Chair:
Sreejith Balasubramanian
and Janya Chanchaichujit

Session Time:
16:15-17:30

Distributed ledger technology (DLT) for the UK's public procurement: a conceptual framework

Salisu Alhaji Uba, Robert Fisher and Alan Riordan

ABSTRACT

Background: The UK spends some £290 billion on public procurement every year. This huge amount of government spending must be leveraged to play its part in the UK's economy (Cabinet office 2020). The significant spending through public procurement was across the central, local, and other third-party sectors in the UK (Hamilton 2021). The procurement function has over the years been transformed to allow for innovation, transparency, and maximising taxpayers' money. However, the procurement process is still primarily conducted through a process that is inefficient, manual and requires improvement (Loader, 2018). Public procurement has continuously attracted public and stakeholder attention. Recently, a report published by the Financial Times (2016) stated that the UK had spent £19 billion through direct awards in the first year of covid. However, the process was challenged even by the National Audit Office, as many of the awards were given to odd suppliers. The effort of the government to improve on the process has seen the introduction of G-Cloud, an online marketplace. The importance of public procurement to the general public's trust cannot be overemphasised. We borrow the concept of Blockchain technology using Distributed Ledger Technology (DLT) as a solution. The DLT enables the immutability, security and tracking of transactions across different parties without a single point of failure (central authority) (Burkhardt, Werling, and Lasi, 2018). Blockchain was first introduced through a whitepaper by Nakamoto in 2018 (Nakamoto 2018). Since then, Blockchain has had broader applications in different areas, including procurement and supply chain management.

Approach: In this paper, we propose a framework using Distributed Ledger Technology (DLT) to modernise the public procurement system in the UK. The conceptual framework will enable the design and implementation of the public sector-wide use case.

Contributions/Implications: The paper's outcome will serve as a potential to scale through to the design and implementation of Distributed Ledger Technology for the UK's public procurement system. The concept, if adopted, will add significant value to public procurement, save cost, drive transparency and increase public trust whilst enabling access to the audit process seamlessly. In addition, the paper is expected to trigger continuous innovation and improvement in public procurement, provide a policy guide on the adoption of DLT in public procurement.



SPECIAL TRACK 2
AGILE & RESILIENT SUPPLY CHAINS

Session Chair:
Sreejith Balasubramanian
and Janya Chanchaichujit

Session Time:
16:15-17:30

The acceptance and adoption of supply chain technology among the staff in petrochemicals manufacturing companies

Mohamad Norsazlan Salim, Veera Pandiyan Kaliani Sundram and Ariff Azly Muhammad

ABSTRACT

The innovation and implementation of new technologies have become necessary for the overall growth of any manufacturing firm. With the continual advancement in technology, the competitiveness among the organisations for achieving better products, customer service, etc. has increased tremendously. This has led to the requirement of advanced technologies and new innovations to achieve better productivity, improved communication between end customers and suppliers, and improved operations and management. In order to fulfil requirements, it is necessary to adopt new Supply Chain Technologies (SCT) to achieve improved functionality of Supply Chain Management. A basic supply chain network consists of a relationship between supplier, manufacturer, distributor, retailer, and consumer. Therefore, various SCTs (e-procurement, e-commerce, etc.) have been implemented to achieve digitalization and automation in SCM to achieve up-gradation in innovation capability along with production efficiency and overall revenue of any industrial organisation. In view of this, the present study is focused on exploring the acceptance and adoption of SCT among the staff of Petrochemicals manufacturing companies in Malaysia using Technology Acceptance Model (TAM). According to TAM, the main factors for understanding implementation of SCT are perceived ease of use (PEU), perceived usefulness (PU) and intent to use (IU). In order to demonstrate acceptance of various SCT a theoretical framework has been developed which proposes hypotheses relating PEU, PU, IU and adoption by SCT implementation. Further to test these hypotheses a survey has been conducted among 108 employees in 12 selected petrochemicals manufacturing companies that registered under the Malaysian Petrochemicals Association (MPA). A questionnaire has been prepared to consist of demographic information (education, position, period of service etc.) questions related to TAM variables (PEU, PU, and IU) and various SCTs. Various analyses have been done on the data collected such as descriptive analysis, correlation analysis, reliability analysis, and hypothesis testing. The descriptive analysis consists of frequency analysis, mean, standard deviation and variance of various demographic data and observed variables. In correlation analysis correlation coefficients have been calculated among TAM variables and various SCT implemented. Further, reliability analysis has been done by using Factor analysis, the Goodness of fit test, and Cronbach's alpha. Following this Chi-square test has been done to check the hypothesis proposed in this research work. The results of various analyses demonstrate that data is a good fit for the expected value and the null hypothesis is rejected for PEU & PU and PU & IU. Also, the relationship between IU and SCT implementation is technology-specific. Hence, the study assesses various parameters which affect acceptance and adoption of SCT in petrochemicals manufacturing companies.



SPECIAL TRACK 2
AGILE & RESILIENT SUPPLY CHAINS

Session Chair:
Sreejith Balasubramanian
and Janya Chanchaichujit

Session Time:
16:15-17:30

Closed-Loop Supply Chains Implementation and Its Impact on Organisational Performance: A Transition Towards Circular Economy

Nor Azila Mohd Johari, Nazura Mohamed Sayuti and Ahmad Rais Mohamad Mokhtar

ABSTRACT

Background & Aims: The triple planetary crisis of climate change, biodiversity loss and resource depletion are exacerbating, and this recent phenomenon has been intensifying by the expansion of global manufacturing industries and supply chains. To reduce the environmental impact of manufacturing industries, a new economic paradigm, the Circular economy (CE), has been introduced. The CE is designed to eliminate or minimise waste and pollution while recycling products and materials and recovering natural systems. The CE is also proposed to solve obstacles and contribute to sustainability, which contributes significantly to the realisation of Sustainable Development Goals (SDGs) 12 (production and consumption responsibility). To ensure the attainment of the CE, Closed-loop Supply Chains (CLSCs) must be well-executed. CLSC requires manufacturers to reconsider their supply chain network strategy and take control of reverse and forward supply chain flows to satisfy increasing environmental and sustainability pressures from legislation and public awareness. Unfortunately, little attention has been paid in exploring the contribution of CLSC practises in manufacturing industries towards the transition to the CE, particularly in the developing countries. Drawing upon Stakeholder Theory this study critically reviews CLSC and CE studies and proposes a comprehensive conceptual framework to capture the relations among stakeholder commitment on CLSC and its impact on organisational performance.

Design/methodology/approach: The recent studies in CLSC and CE domains are critically reviewed and synthesised. A comprehensive conceptual framework is developed by integrating Stakeholder Theory, CLSC and CE concepts. In general, this paper identifies and critically reviews academic literature that contributes to answering the following research questions: (i) What is the relationship between stakeholder commitment on closed-loop supply chains implementation in manufacturing industries (ii) How can closed-loop supply chains implementation contribute to organisational performance and (iii) Does closed-loop supply chain implementation mediate stakeholder commitment and organisational performance.

Findings: Drawing upon Stakeholder Theory, this study posits that the role of external enablers in determining firms' activities and practises in the supply chains is extremely prevalent and crucial. This paper suggested that the stakeholders, particularly the buying firms, customers, government agencies and international bodies have the ability to influence the actions, behaviours and performance of the other firms, particularly towards the adoption of the CE and environmental sustainability. Furthermore, this paper suggests that the impact of stakeholders' commitment on CE adoption is mediated by their CLSC implantation. The proposed framework will be used as the foundation to conceptualise an integrated CLSC model for future research.

Contributions/Implications: This research contributes to the emerging literature of CE and offers a comprehensive conceptual framework for its realisation. Furthermore, the proposed framework includes social outcomes as one of organisational performance's elements, which is significantly neglected in CLSC research. In addition, this study reveals a clear view for practitioners and researchers to understand the factors that lead to business circularity through the lens of stakeholders, which is beneficial to upstream and downstream orientations of a supply chain. Overall, this study aims at filling the gaps by proposing an integrated framework in understanding the adoption of CLSC towards realising CE. Nonetheless, this study focuses on comprehending the impact of CLSC towards environmental, social and economic sustainability. This study also aims to explore the understanding of CE and the adoption of CLSC in the industry and formulate a CLSC model to provide a contextualised environment.



SPECIAL TRACK 2
AGILE & RESILIENT SUPPLY CHAINS

Session Chair:
Sreejith Balasubramanian
and Janya Chanchaichujit

Session Time:
16:15-17:30

Examining the impact of shipping container shortages in SMEs

Mahnoush Gharehdash

ABSTRACT

Shipping containers are the foundation of global trade and the COVID-19 pandemic wave has created a bottleneck in freight containers within the Global Supply Chain. The restrictions and induced shutdowns have emphatically positioned container shortage as the centre of the Global Supply Chain crisis in 2021. Moreover, these restrictions have caused disruptions in the shipping industry resulting in a huge number of isolated container vessels in various shipping ports all over the world. Because of this, there are disorders in various areas of global trade such as disruptions in delivery, order backlogs, shipping routes, trucks, railways, and even warehouses all over the globe. As a result, these container shortages and limitations on cargo movement have affected many businesses across different sectors. The crisis has been more impactful for small medium-sized enterprises (SMEs) for the reason that the container shipping costs have significantly increased and, in some cases, it has risen 4 times in comparison to the previous years. Therefore, due to this clog in the commercial pipeline, many SMEs cannot afford to obtain containers. Whereas large enterprises have been able to overcome this crisis by purchasing and building their own container vessels. The motivation of this research is to understand the implication of container shortages on SMEs in particular, by providing an analysis of the current supply chain crisis in container shortage and its implications to the future of global trade. The methodology of this research is to analyse the current container crisis through secondary research methods by examining the current reports in the supply chain industry. In addition, this research hopes to provide a comprehensive analysis that can be useful for SME practitioners and supply chain researchers to further understand the implications of these issues on SMEs. Also, this study will provide recommendations for SMEs on decision making and overcoming the issue of container shortage.



SPECIAL TRACK 2
AGILE & RESILIENT SUPPLY CHAINS

Session Chair:
Sreejith Balasubramanian
and Janya Chanchaichujit

Session Time:
16:15-17:30

Linking knowledge management through the balanced scorecard: The mediating role of organizational learning case study from construction supply chain

Warit Wipulanusat, Janya Chanchaichujit and Sreejith Balasubramanian

ABSTRACT

Background & Aim: In today's fast-paced and uncertain economic world, knowledge management (KM) is a business strategy in gaining a competitive advantage. To date, no study has investigated the impact of KM on organisational learning (OL) and, consequently, organisational performance (OP) for construction companies in Thailand. This study aims to study the influences of KM on OL and OP. Moreover, we employ the balanced scorecard (BSC) approach to assess the key dimensions of OP.

Design/methodology/approach: The conceptual model was formulated based on a thorough examination of the literature in KM, OL, and BSC. A questionnaire was developed and distributed to engineers working for 13 leading construction firms in Thailand. This study used structural equation modelling to assess the measurement model and test the proposed hypotheses using 203 completed questionnaires.

Findings: These empirical results offer insights into how KM influences OP through OL. KM indirectly impacts OP through OL. The results reveal that KM has a positive and sizable effect on OL, positively impacting OP. As hypothesised, the results indicate that KM directly and positively affects OP. This study uses the bootstrap technique to test the mediation effect, revealing a partial mediation path between KM and OP.

Contributions/Implications: The findings extend the literature on the relationship among these three constructs by illustrating that KM and OL could improve OP when construction companies apply KM and OL activities and leverage them to improve the BSC and its four perspectives. Managerial implications are recommended for senior managers to retain their construction firms' competitive advantage by proactively increasing their BSC through KM and OL.

Originality/value: This is the first study that fills the gap in the literature by exploring how KM and OL contribute to construction firms' performance in Thailand. The proposed model and results will help construction companies identify the mechanisms through which KM and OL initiatives improve OP.



SPECIAL TRACK 2
AGILE & RESILIENT SUPPLY CHAINS

Session Chair:
Sreejith Balasubramanian
and Janya Chanchaichujit

Session Time:
16:15-17:30

Queue Management System for Air Cargo Terminal Operations

Wannee Srichoey, Janya Chanchaichujit, Panatda Kasikitwiwat and Kiatthanapat Booriboon

ABSTRACT

Background & Aims: Due to the rise of e-commerce, air cargo shipments have grown significantly which created some challenges to Thai Cargo Terminal operations particularly service lead-time and truck dock area traffic flow. Thus, this research aims to develop the Queue Management System to be a solution tool to overcome these challenges. The objective of this research is to develop a Queue Management System (QMS) to generate shipment status which indicates 1) pick up time and 2) truck dock number sent to Freight Forwarder for allocating driver to pick up the shipments.

Design/methodology/approach: The system development life cycle has been adopted as the methodology in developing Queue Management System for this research.

Findings: The System developed by this research project has been field tested as a full implementation for 2 months at Thai Airways Cargo Terminal. It can be found that the system is running according to the design system process flow and produces accurate output and consistency. To evaluate the research outcome, we have developed a simulation model to compare baseline with scenario analysis in case the Queue Management System developed by this research project is fully implemented as part of business operations. Simulation results revealed that if Queue Management System has been implemented, the total operating time (start from shipment has arrived at Thai Airways Cargo Terminal until shipment is delivered to truck) can be reduced from 202 minutes per customer to 164 minutes or 18.81% reduction. In terms of truck operating time, it can be reduced from 214 minutes per truck to 51 minutes per truck or 76.17% reduction. In addition, for truck waiting time (Queue) can be reduced from 202 mins per truck to 39 minutes per truck or reduce the number of queue from 60 queue inline to 11 queue in line (or 49 queue in line reduction). Apart from total operations lead-time reduction and truck driver waiting time reduction, this research is also contributing to enhancing the logistics sector's competitive advantage to stakeholders in the air shipments business.

Contributions/Implications: This research contributes to providing system tools to manage the queue for Thai Airways cargo terminal at Suvarnabhumi Airport, Thailand in order to reduce total operating time and waiting time for customers.



DAY
02

Simulation of check-in queue model at Supadio Pontianak airport during covid-19 pandemic time

Jonfort Sony Hasaoran Hutabarat, Gadang Ramantoko and Siska Noviaristanti

ABSTRACT

The Covid-19 pandemic has changed the order of human life in the world, including Indonesia. In order to avoid the transmission of the Covid-19 virus, a health protocol in the form of maintaining a distance between humans must be 1 metre apart. The check-in area at the airport is one of the places that must receive attention in implementing this health protocol. With the health protocol and the addition of checking flight documents at the check-in counter, it causes additional time in the passenger departure process. Therefore, if it is not managed properly, it can become a problem that creates long queues and creates inconvenience to the passengers.

In this study using field observations by recording queues at the check-in area of Supadio Pontianak airport on March 18-27 2021 to describe the conditions and time required for each passenger in the queue system at the airport and provide the best queuing simulation that can be used at the airport. Supadio during the Covid-19 Pandemic.

This study uses R studio to examine the dynamic behaviour of the observed data. Exploration of the dynamic behaviour of the data is done by entering the observed data into the Simmer simulation model. From the results of the observation data will be the baseline to be tested and the best will be selected as the baseline model. The baseline model uses a Markovian model with stochasticity represented by exponential, Poisson, erlang and normal distributions for arrival time, inter-arrival and service.

The criteria for selecting the best model is a model based on parameters obtained from observation data which gives the best total time and waiting time. Then to be able to get a model that is flexible and can be used as an extrapolation to the normal period, it is necessary to do stress analysis. Stress analysis of the baseline model is carried out by introducing the q factor. The q factor serves as a rate multiplier. The model will be in a more stressful condition as the value of q increases. The simulation uses the Baseline model which is applied to the stress test (Extrapolation-n model), where it can be concluded that the current check-in system is quite resilient to changes in passenger load. In other words, with the current service time and check-in counters that are always open three times, the passenger arrival speed of 100 times from the pandemic period can still be served without the system experiencing a breakdown.



GENERAL TRACK 4

Session Chair:
Judhi Prasetyo

Session Time:
09:30-10:30

A Combinational Study of Discriminative & Generative Adversarial Neural Network Models to Improve Deep Learning Results for Food Recognition

Sherif El Abd

ABSTRACT

Background & Aims: In this study, GANs (Generative Adversarial Neural Networks) are used to attempt to improve the recognition results of healthy plate images. The GANs models are used to generate synthetic data that can be used to augment real training data sets. GANs models have various architectures and methods of implementations. Notably, the CGAN or conditional GANs model is a type of architecture where the class label is leveraged to add information gain to the model. Other notable GAN models are the WGAN, WGAN-GP and DCGAN. Healthy plate recognition problems have been long sought after in the health and fitness industry for athletes and individuals to be able to track their food for logging purposes. The main aim of logging nutritional facts is to be able to make informed decisions on eating habits to improve health and wellness. The main limitations lie in free form healthy plates that do not possess a nutritional table content or a barcode for scanning for easy logging. Traditional attempts to recognize food types via images have fallen short in accuracy due to the lack of deliberate attempts of training discriminative models due to low abundance of data by platform providers.

Design/methodology/approach: The publicly available Food-101 dataset was used in this study. A transfer learning CNN model leveraging VGG-16 was trained on the dataset to set a baseline accuracy rate for various food items. The dataset was then unbalanced, and the same model was retrained to determine the impact on accuracy due to the class imbalance. Various GAN models were designed and used to generate synthetic images of the underrepresented classes and the synthetic images were used to rebalance the dataset. The same VGG-16 model was then retrained with the synthetically balanced dataset and the impact on accuracy was noted and compared with the baseline and with respect to the output of the various GAN models.

Findings: Through this research, it was determined that GAN models can in fact prove to be an effective method of oversampling an imbalanced class. The results of the research show a significant improvement in the recognition rate of a VGG16 transfer learning model in recognizing an imbalanced class from 62% at baseline to 72% after augmenting with synthetically generated data using a WGAN-GP model and 69% using a DCGAN model respectively, without any form of hyperparameter tuning.

Contributions/Implications: The implications of this research are for the deep learning community and any wider business units that aim to improve the maturity of their data that may be impacted with balancing issues. The reality of data processing and acquisition in standard business settings, is that data maturity will not be ideal. Most data points acquired will be imbalanced in one way or another and biased to a dominant class. The result of this research provides a path forward and opens the door for deep learning applications that may have otherwise been discarded or diminished due to the data imbalance challenge.



GENERAL TRACK 4

Session Chair:
Judhi Prasetyo

Session Time:
09:30-10:30

IOT Based Wellbeing Observation in COVID-19 Patients with regards to Home Quarantine

Chinnu Mary George and Sharon Luke Babu

ABSTRACT

Coronavirus infection (COVID-19) is an irresistible infection caused by the SARS-CoV-2 virus. Most individuals tainted with the infection will face issues from mellow to direct respiratory ailment and recover without requiring uncommon treatment. In most cases, a few will be quite sick and require therapeutic or medical consideration. There are several Covid 19 Isolation centres setup in arrangement to treat covid patients. Since covid is profoundly irresistible it is exceptionally vital to isolate covid patients but at the same time specialists ought to screen the wellbeing of covid patients as well. With the expanding number of cases, it is getting to be troublesome to keep a track on the wellbeing conditions of s numerous isolated patients. To solve this issue of wellbeing of a person in the pandemic. The paper aims to create a remote based IOT health monitoring system. The framework permits the observation of numerous covid patients over the web. The framework monitors heartbeat, temperature and blood pressure employing a heartbeat sensor, temperature sensor and BP Sensor individually.



Application of Blockchain Technology in Digital Forensics: A novel tool for the preservation of a Chain of Custody of forensically acquired online evidence

Riccardo Tani and Fehmida Hussain

ABSTRACT

Background & Aims: From social media to online businesses, to media streaming to tele-healthcare, our lives are surrounded by connections more or less visible to the cloud and online services. However, the pace at which new best practices and methodologies are evolving is not keeping up with the increase of online crimes, terrorism, and traditional crimes enabled by internet-related technologies. It is no surprise that Digital Forensics science had to adapt to the change. The tools available in the market to forensically acquire and preserve online content are very few, fragmented, complex to use, unstable, and very prone to human error and manipulation. Most of the time, each investigator/forensic expert uses his acquisition environment that requires deep technical skills, maintenance time, and does not follow any clear best practice, making the resulting evidence always challenging to be accepted in court. Blockchain technology inherently offers integrity, transparency, access control and confidentiality, hence it has a good potential to be tested in the area of Digital Forensics investigation. Recent literature shows various ways of using Blockchain technology applied in the field of Digital Forensics. Kumar, Lal and Conti(2021) present an interesting framework that uses IoT as the backbone technology for evidence gathering and communications and blockchain for digital forensic evidence. Further innovative approaches have been researched showing how to use blockchain to preserve traditional evidence chain of custody like creating a blockchain between all the actors involved in the chain of custody namely the pathology lab, hospital, and the police (Patil, Kadam, Katti 2021). It is clear that the entire integrity of the evidence and the chain of custody, even using blockchain, cannot be achieved only via a process of blockchain but it requires a fully organised approach that considers processes, human behaviour, technology evolution, and hardware devices (Sarishmna, Gupta, Mishra, 2021)

Design/methodology/approach: This Research is carried out to evaluate a novel methodology that firstly acquires online content, then preserves the resulting evidence package and the chain of custody integrity using chained hashes approach, providing the provenance with Ethereum blockchain transactions. The Forensic Web Browser developed for the purpose evaluates multiple ways to acquire the online content and timestamp it using blockchain transactions. The case manager developed inside the application was vital to properly structure the evidence and allow the chained hash approach to remove collision chances.

Findings: The tool developed was successful in implementing the initial proof of concept using the Ethereum blockchain. However, it was observed that the scalability due to the low transaction per second, the finality and the high gas fees for each transaction would make it a viable solution for real-life implementation. Keeping this limitation in view, the next generation of proof of work, proof of stake, blockchain-like data structure blockchains were screened to find the right match for the project. Further work will be done to test the viability of each option.

Contributions/Implications: Being able to acquire and preserve the integrity of online evidence in a prompt, reliable, scalable, and easy way is required to successfully use that evidence for any forensic purpose, even after years. Though currently there is neither a standard nor globally accepted best practice available to do so, we posit that the novel tool proposed in this research can be used by a Forensic investigator without any special knowledge.



STUDENT TRACK 4
BUSINESS, ACCOUNTING & FINANCE

Session Chair:
Chinnu George

Session Time:
09:30-10:30

Redefining the Role of Airline Service Quality and Passenger Satisfaction in the Airline Industry - An Analysis of the AIRQUAL Model

Muhammad Izwan Mohd Badrillah, Adibah Shuib and Shahrin Nasir

ABSTRACT

The airline service quality (AIRQUAL) model is composed of a set of processes. The elements are tangible, reliability, responsiveness, assurance, and empathy. It is developed based on the service quality (SERVQUAL) model by Parasuraman et. al (1985) and has emerged as a channel for assessing passenger satisfaction. However, passengers may have distinct expectations at different stages of when the services are performed. Thus, the purpose of this conceptual paper is to study the implication of airline service quality towards passenger satisfaction based on the AIRQUAL model suggested by Bari (2001) and Alotaibi (2015). The proposed model focuses on the relationship between the five (5) elements of airline service quality, which are airline tangible, terminal tangible, airline personnel, empathy, and airline culture management towards passenger satisfaction. The model suggested can be used in performing a simple assessment method for airline performances, domestically and internationally, from the perspectives of their passengers. In addition, the suggestion in this research will assist the airline to perform and serve their passengers better, can identify loopholes in the service provided and also, to improve their services and be able to achieve the highest level of satisfaction for their passengers.



STUDENT TRACK 4
BUSINESS, ACCOUNTING & FINANCE

Session Chair:
Chinnu George

Session Time:
09:30-10:30

Impact of Behavioural Finance on Indian Stock Returns: An Empirical Analysis using a Redefined CAPM model

Athulya Haridas and Rashita Puthiya

ABSTRACT

Over the past several years, researchers made attempts to signify the importance of incorporating the element of Behavioural Finance in asset pricing models. However, the quantification of a psychological theory is complex. The joint application of Prospect Theory and Mental Accounting dawns upon the behavioural concept known as the "Disposition effect". The most widely used proxy for disposition effect is the "Capital Gain Overhang" which was contributed to the literature by Grinblatt and Han. The objective of the study is to investigate the relevance of disposition effect in the Indian stock returns during the period 2014-2019. The paper discusses the shortcomings of the famous financial theories, 'Efficient Market Hypothesis' and the traditional 'Capital Asset Pricing Model' (CAPM). An attempt is made to modify the CAPM model by including the disposition effect and other investor sentiment proxies so as to provide a practically relevant tool for the investors. This research will be one of the few that has attempted to empirically study the disposition effect using the econometric model, Panel Autoregressive Distributed Lag Model. The study uses the excess stock return as the dependent variable and the independent variables include risk-free rate, risk-premium rate, relative strength index, money flow index and capital gain overhang (proxy for disposition effect). The findings from the study shows that the presence of disposition effect is detected at a low significance among large capitalization stocks.



STUDENT TRACK 4
BUSINESS, ACCOUNTING & FINANCE

Session Chair:
Chinnu George

Session Time:
09:30-10:30

Determinants of Venture Capital Investments: Case of 32 OECD countries

Owais Khan and Rashita Puthiya

ABSTRACT

This study aims to investigate the determinants of venture capital investments across 32 OECD countries over a period of 10 years, from 2010 to 2019. Macroeconomic factors, the entrepreneurial environment and technological opportunities are empirically analysed using a panel data approach with fixed and random effects to evaluate their correlation and strength of influence on venture capital supply. It illustrates long-term interest rates to inversely affect fund availability due to the alternative avenue of debt instruments. A flourishing entrepreneurial environment also proves to be a crucial and beneficial factor in addition to triadic patents that represent unexplored technological opportunities. Two previously unassessed factors are also gauged to be strong predictors of venture fund inflow, while mobile penetration signified the outreach of technology in the information age and encouraged investments, the qualitatively measured technology readiness index was found to unexpectedly discourage the same. Further, macroeconomic conditions like corporate tax and unemployment levels are found to be inconsequential along with the state of financial markets in advanced economies where entrepreneur, venture and market-specific characteristics hold more sway in the decision-making process.



STUDENT TRACK 4
BUSINESS, ACCOUNTING & FINANCE

Session Chair:
Chinnu George

Session Time:
09:30-10:30

Impact of Pandemic Expectations on Virtual Work Adjustment and Expatriate Academic Job Performance: Empirical Evidence

Rosemol Pappachan and Nitin Simha Vihari

ABSTRACT

Background & Aim: Expatriates on their assignments in foreign countries meet new cultural environments in which they must get adjusted to the roles and responsibilities of their functions. Lack of adjustment to foreign countries or culture has been linked to the desire to terminate the assignment. The literature on expatriate academics has remained scant when compared to the business expatriates, despite the internationalisation of the academic world. Higher education institutions deal with different socio and psycho cultural situations to manage the interactions between academic expatriate talent and host nationals. Based on Met Expectations Theory and Adjustment theory of Work, the study aims to measure the impact of pandemic expectations on expatriate academic job performance with the mediating effects of virtual work adjustment and resilience. Also, the moderating effect of clarity of performance criteria is tested between virtual work adjustment and expatriate academic job performance.

Design/methodology/approach: Based on a conclusive research design, data was collected using a survey questionnaire and was sent to academic expatriates working in higher educational institutions of UAE, using stratified sampling technique. A total of 218 filled responses were received with a response rate of 63.84%. Structural Equation Modelling using AMOS and moderated mediation analysis in PROCESS macro were used to validate the conceptual framework.

Findings: The study findings revealed that 'pandemic expectations' have a negative influence on expatriate job performance and virtual work adjustment is observed to display inconsistent mediation between them. Resilience acted as a partial mediator between pandemic expectations and virtual work adjustment. Moreover, clarity of performance criteria played a moderating role between virtual work adjustment and expatriate job performance.

Contributions/Implications: The academic implications of the study would contribute to the advancement of various domains such as International Human Resource Management, Expatriate Studies and Cross-Cultural Management. The practical implications of the study will contribute to the factors that determine the growth of the expatriate academic community among the emerging economics. As much of the literature suggests that internalisation is the way forward for the future of higher education, the present study becomes valuable for both universities and academic mobility.. Moreover, the universities should provide more clarity in the performance criteria to effectively manage the job performance. The efforts that universities put into employing and managing expatriate academics would be balanced by the value created by them. The current study findings contribute to the nascent field of expatriate academics and international human resource management in general.



SPECIAL TRACK 3
FOSTERING THE SUSTAINABLE DEVELOPMENT
GOALS THROUGH A SYSTEMS THINKING
APPROACH

Session Chair:
Rory McConnon

Session Time:
09:30-10:30

**Development on “Fostering the Sustainable Development Goals
Through a Systems Thinking Approach”**

Panel Moderators: Rory McConnon

PANEL MEMBERS

Dr Sangeeta Sharma - Program manager - Corporate social responsibility, at Centre for responsible business - Dubai Chamber

Katarina Hasbani - Partner and Global Director of Strategy and Advisory at AESG

Shuvai A Mugadza - Country Manager at DHL Zimbabwe

Mashaal Al Fardan - Assistant Manager – Group Sustainability & Impact at DP World



Leadership during crisis and its effectiveness: Lessons from the COVID-19 pandemic

Sreejith Balasubramanian and Cedwyn Fernandes

ABSTRACT

During the initial stages of the COVID-19 crisis, many organisational leaders have faltered under pressure while others successfully navigated through the crisis. The heterogeneity in the success of firms during the COVID-19 highlighted the importance of having a strong leadership during a crisis, which enabled organisations to navigate the crisis or even seize the opportunities presented by the crisis. Yet, despite the significance of crisis leadership for organisations, especially in the wake of COVID-19, empirical research in this area is still nascent. Therefore, "What attributes make an effective leader during a crisis?" is unclear.

Using lessons learned from the COVID-19 pandemic, this study seeks to address this gap in the literature by i) developing and validating a robust multi-dimensional crisis leadership model and ii) measuring its effectiveness in handling the crisis. A higher-order measurement model of crisis leadership comprising of seven constructs (compassion and care, openness and communication, resilience and courage, decisiveness, consultation and collaboration, and empowerment) and two structural models to measure its predictive validity (effectiveness in handling the crisis) were proposed based on the review of crisis leadership literature.

Next, using data collected through a global survey, the validity of the proposed models, including the relevance/appropriateness of each construct and the predictive power of the crisis leadership model in explaining the organisations' effectiveness in handling the crisis, were assessed. The second-order confirmatory factor analysis established the existence of a higher-order measurement model for crisis leadership, with each of the seven constructs contributing uniquely and strongly. The structural equation modelling results confirmed the strong predictive power of the crisis leadership model in explaining the organisations' effectiveness in handling the crisis across its different (beginning, current, and future) phases.

The findings show that crisis leadership is multifaceted and requires an all-encompassing effort and provides a road map for organisations looking to develop crisis leadership capabilities for senior managers and leaders. With organisational leaders again in crisis mode with the new wave of COVID-19 infections due to the Omicron variant, lessons learned from the COVID-19 pandemic so far have significant implications for organisations and leaders to take pre-emptive measures for effectively steering the organisation through the remainder of the crisis as well to prepare for future crisis.



GENERAL TRACK 5

Session Chair:
Supriya Kaitheri

Session Time:
10:30-12:00

An examination of the impacts of Blockchain enabled Smart Contracts in Film Production pipeline

Amritha Subhayan Krishnan

ABSTRACT

Background: Blockchain is gaining steady interest both in academic and industry level owing to its projected future worth and the general consensus of it being a breakthrough technology capable of delivering notable benefits to many different sectors (Gatteschi et al., 2018) whilst the research by O'Dair and Beaven (2017) nudges to the probability of utilising blockchain technology as a mechanism for monetization to increase the share of revenue captured by media content creators and producers. The adaptation of blockchain enabled smart contracts in film production ventures is an evolving phenomenon, which presents scarce evidence in extant studies.

Aims: This research aims at offering a thematic analysis of evidence concerning the mainstream affair of hype around blockchain technology and its smart contracts; the diversity of its use cases and its potential disruptive traits whilst implementing them in film production stages.

Methodology: Using existing studies and published research over the past fifty years, the paper proposes a thematic map for future research ventures in this relatively under-researched area.

Result: Even though film production through various channels and forms are gaining momentum exponentially, Intellectual Property (IP) rights of these contents are often violated (Tsai et al., 2017). Based on (Kudumakis et al., 2020), music and media value chain stakeholders can use a standardised and interoperable intellectual property ontology, such as the MPEG IPR ontology, to share metadata and contractual information related to creative works, allowing for transparent royalty payment and reducing time spent finding relevant information. (Rebanda 2018) points out that blockchain can be advantageous and disadvantageous to the end stages of cinematic distribution, promotion, and legislation, to name a few, while the research by Maragatham, (2021), emphasises that blockchain holds the potential to bring transparency to the opaque global media system by giving different stakeholders access to the same information including Guilds, Unions, Studios, Record Labels, Publishers, Distributors, and Viewers. In addition, Peck (2017) anticipates that smart contracts will need a variety of supporting technologies which will be absolutely crucial to the expansion of blockchain technology; Lansiti, M., & Lakhani, K. R. (2017) suggest that blockchain is poised to revolutionise our economic and social systems, but many barriers must be overcome to bring about a blockchain revolution-technological, governance, societal, and organisational.

Contribution: As this is a working paper, thematic conclusions are yet to be drawn.



GENERAL TRACK 5

Session Chair:
Supriya Kaitheri

Session Time:
10:30-12:00

The State of Democracy in Mauritius: Moving Beyond Discussions of Democratic Consolidation

Adeelah Kodabux

ABSTRACT

Background & Aims: Mauritius, a small island state which persistently features at the top position of the Ibrahim Index of African Governance's (IIAG) Overall Governance score since 2007, is democratically backsliding. In the V-Dem Institute's Democracy Report published in 2021, Mauritius for the first time also joined the list of top ten autocratizing countries in the world. This paper explores whether Mauritius is going through democratic backsliding, that is, a process whereby duly elected public officials subtly dismantle the state's liberal democratic rule. The paper aims to study contemporary developments in Mauritius to question whether they signal a weakening of the country's democratic institutions by its elected public officials.

Approach: The paper employs the three causal factors expanded by Haggard and Kaufman, namely about "polarisation", "weakening legislatures", and "democratic regress by stealth" to examine Mauritius's anatomy of democratic backsliding. It analyses changes for the period from 2010 to 2020 in key indicators related to these causal factors.

Findings: The paper finds that the recent trends suggest democratic backsliding in Mauritius. Empirical evidence indicates a deterioration of the freedoms of the press, speech, and assembly as well as the establishment of electoral autocracies.

Contributions: The paper offers an accessible analysis of Mauritius's degree of good governance that can be of interest to country analysts. It shifts the discussions on Mauritian democracy from matters about its alleged democratic consolidation. Instead, it updates the literature on the island's democracy based on the dawn of its process of de-democratisation. It directs the attention on how to counter democratic backsliding in Mauritius by acknowledging the warning signs before it is too late.



The Factors Contributing to flight delays which affects excellent service performance: From the air cargo operator employees' perspectives

Shahrin Nasir and Mohd Hafiz Zulfakar

ABSTRACT

Background & Aims: In air cargo operations, flight delay has been one of the major concerns of the operators. Flight delay is an important matter as it could affect the service performance. The scheduling adherence or on time performance refers to the cusses of service levels. Delays occur —when a planned event does not happen at the planned timell. Though the schedule is planned months before the flight, there are rich sources of quantitative data on daily operations that, depending on the business model used, can assist an aircraft operator to plan more effectively. Flight delays and cancellation have been attributed to several causes which include weather conditions, airport congestion, aircraft maintenance related issues and more recently airline security related services. Furthermore, flight delay will increase time for aircraft on ground (AOG) which will lead to an increased cost such as parking charges and maintenance cost. Flight schedule disruptions are an unavoidable occurrence in the daily operations of an airline. Aircraft are grounded or temporarily delayed when equipment failures make flying unsafe, when severe weather closes an airport, or when the required flight crews are unavailable. Flights that are grounded or delayed jeopardise their assigned routes. Another problem that can be seen is the shortage of crew to operate the services. Currently, crews which are the captain and co-pilot need to rotate their schedule for both freighter and commercial flight. This creates unavailability of crew as sometimes; freighter crew need to operate the services based on non-schedule. The aim of the study is to discuss the relationship between the factors that contributed to the flight delays and its effect towards the service performance of air cargo operations from the perspective of the employees.

Design/methodology/approach: This is a quantitative study, where 150 questionnaires were distributed to the employees of the cargo operators. From the questionnaire, they would determine the relationship between the flight scheduling, crew scheduling and ground handling and the service performance of the cargo operators.

Findings: From the findings, Flight scheduling, Crew scheduling and Ground Handling has a relationship with the service performance of the operator. Flight scheduling is the main factor that affects the service performance of the operators. This is followed by ground handling and crew scheduling. These three factors need to focus in order to enhance the service performance of the cargo operators' performance..

Contributions/Implications: The study would help the operator to enhance its service performance in order to increase the customer satisfaction. From the employees' perspectives, the cargo operator would identify the right cause of action to improve its services



GENERAL TRACK 5

Session Chair:
Supriya Kaitheri

Session Time:
10:30-12:00

Evaluating Transportation Planning Practices in Support of Green Logistics Implementation

Nur Farizan Tarudin, Muhammad Haidir Mohd Arip and Muhammad Akmal Asyraaf Adlan

ABSTRACT

In an attempt to mitigate global warming problems, a variety of actions are being introduced by the Malaysian government. One of them is the road haulage industry, which plays a significant role as one of the largest industries in Malaysia in reducing its transport emissions to support the government agenda of dropping its greenhouse gases (GHG) emissions to 45% by 2030. However, the empty movement of lorries and improper transport planning by the management caused some delivery trucks and vans to come back to the headquarters empty and did not fully utilise the space of the van or lorry. Therefore, the researchers aimed to propose a new transport planning practice to solve the problems. This is a mixed-mode research paper in which data was gathered through interviews and estimated calculations. The researchers conducted interviews with three employees across various levels within the organisation. Besides that, the researchers also calculated the operational cost and carbon emissions to evaluate the best transport planning practises that can save fuel and reduce carbon emissions. The data has been analysed by comparing the result of the simple estimation calculation with the operational cost and carbon. Based on the preliminary results, most of them agreed that by using the right strategy, such as load planning and route planning, the operational cost and carbon emissions can be reduced. Finally, the researchers provide a few recommendations to enhance the firm's transport planning practises. Therefore, the researchers hoped that this study could contribute to the field of green logistics as well as the road haulage industry in Malaysia.



**Multicultural identity integration and pro- ecological attitudes:
Mediational role of the global mindset and integrated values**

Magdalena Mosanya and Anna Kwiatkowska

ABSTRACT

Background & Aims: A globalising world prompted a rise of new paradigms with ecology and transnational identities as central notions. Multicultural individuals who are exposed to diverse cultures during their developmental years, so-called third culture kids (TCKs), might constitute a future world population. Furthermore, scientists and international leaders acknowledged ecological degradation and an increased need for understanding factors that might enhance pro-ecological attitudes (PEA). Yet, PEA often conflicts with human-centric interests and values. For TCKs, exposure to cultural diversity and global mindset might support global issues engagement, including ecology. In the 21st century, it became clear that human survival and flourishing depend on international collaboration at the global level to assure sustainability of the environment. It is relevant to research third culture individuals as their identity, attitudes and values system, reflecting post-modern fluidity and flexibility, are increasingly common in the globalised world.

Design/methodology/approach: It was a quantitative, questionnaire-based, cross-sectional study. We have employed Pearson's correlation coefficient analysis and regression analyses presented as path analysis to test our hypothesis. The present study focused on non-Western third culture kids (TCKs), individuals raised between cultures (N=399; mean age 21 years). We employed the New Ecological Paradigm Scale, Multicultural Identity Integration Scale, Portrait Value Questionnaire, and Global Mindset Scale aiming to explore if values (integrated-values, ego-values, conservative-values), identity configurations (integration, categorisation, compartmentalisation), and global mindset predicted PEA.

Findings: The results demonstrated that TCKs were inclined towards ecocentrism, and the path model revealed that PEA could be directly positively predicted on integrated values and global mindset and negatively on conservative values. Multicultural identity integration indirectly impacted PEA, with the level of global mindset and integrated values mediating such a relationship. Integrated values further buffered the negative impact of compartmentalisation, while the global mindset buffered the negative effect of conservative values on PEA. There were also significant gender and religious differences, with females, Hindus and Buddhists being most pro-ecological.

Contributions/Implications: Our research, drawing on established theories of Schwartz's values model and new ecological paradigm, has linked ecological attitudes with multicultural identity, with its integration in particular, and therefore contributed to knowledge building. We have further set innovative directions in multiculturalism and ecology discourse via significant advances in understanding the mechanisms of a multicultural identity's impact on pro-environmental attitudes. In the previous studies concerned with identity and ecology, identity has been limited to its materialistic dimension's degrading impact on environmentalism. Our research proposed an alternative, novel perspective by examining the role of complex identities configurations in developing the new ecological paradigm via mediating variables of global mindset and values. In addition, our study has anchored ecocentrism in a novel perspective on values. We have found that for third culture individuals, values are clustered differently than in traditional models, encompassing opposite forces towards self-enhancement and self-transcendence. To conclude, our research contributed to post-modern social sciences while initiating a debate on the impact of multicultural identity configurations on environmentalism for multicultural individuals.



Effect of CSR Communication on Self Identity and Self Esteem of Consumers

Aanya Mehta

ABSTRACT

Background & Aims: Self-concept has been in focus in psychology research since long. Self-identity and self-esteem are the most discussed aspects of the self-concept. (Rosenberg 1976, 1979). As per the identity theory, multiple identities make up the self which also manifest the different social positions that may be occupied by an individual. Self-identity reflects a person's conception of oneself in that specific situation or the "self-in- role" mentioned by Stryker 1980. Identity can be construed as a set of meanings that reflect the understandings, feelings, and expectations from the self in a social position (Burke & Tully 1977; Stets & Burke 2000). Self-esteem, on the other hand, refers to a person's holistic positive assessment of the self composed of the dual dimensions of competence and worth (Gecas 1982; Gecas & Schwalbe 1983; Rosenberg 1990; Rosenberg et al. 1995). Self-identities are matched with the group identities by altering or maintaining meanings in the situation and thereby increasing self-esteem (Cast & Burke 2002). Corporate Social Responsibility (CSR) has been at the core of various studies that exhibited the effects of social responsibility initiatives of organisations on the positive behavioural and cognitive response from consumers (Brown and Dacin, 1997; Creyer and Ross, 1997; Ellen, Mohr and Webb, 2000; Folkes and Kamins, 1999; Murray and Vogel, 1997; Sen and Bhattacharya, 2001). The present study aims at establishing a link between the consumers' psychology concepts of self- identity and self-esteem with their consumption of products from organisations that actively communicate regarding their corporate social responsibility initiatives and investigate if such consumption has a positive influence on individual's self-identity and self-esteem.

Design/ Methodology/Approach: This study was conducted using an online survey of consumers wherein the questionnaire was posted on social media websites as well as circulated through direct emails. The question items were based on a Five point Likert Scale with anchors ranging from Strongly Disagree to Strongly Agree. A total of 242 complete responses were collected and analysed using multiple regression analysis after checking for multicollinearity among the independent variables. Two separate equations were evaluated with Corporate Social Responsibility Communication as the independent variable and Self-Identity and Self- Esteem as the respective dependent variables in the two equations. Apart from CSR Communication, Age, Income and Gender (Dummy Variable) of the respondents were taken as the control variables.

Findings: Results of Multiple Regression Analysis exhibit significant positive effects of Corporate Social Responsibility Communication by organisations on the Self Identity as well as Self Esteem of the existing and potential consumers of these organisations. The control variables of Age, Income and Gender do not exhibit any significant influence on the Self Identity and Self Esteem in the Model.

Contributions/Implications: The findings from this study have implications for the organisations practising corporate social responsibility by identifying the positive influence which CSR Communications can create on the self- identity and self-esteem of the consumers and hence can lead to enhanced belongingness and loyalty among consumers for the organisation. This paper integrates the psychological aspects of self in CSR research and fills this gap in the existing literature. Further research can be taken up in examining the impact of self-identity and self-esteem effects of CSR on consumer loyalty and purchase intentions.



STUDENT TRACK 5
BUSINESS, ACCOUNTING & FINANCE

Session Chair:
Vijaya Kumar

Session Time:
10:30-12:00

Transposing Strategies: A Saga of Small Independent Retailers' Success

Rohit Kumar Verma, Rajeev P. V., Parisha Malu, Garima Singh and Nemala Naga Venkata Sai

ABSTRACT

Background & Aims: The COVID - 19 pandemic is the first of its kind that the world has seen and it has not only put the general masses into bewilderment but also shook the entire system. From a small independent retailer's view, the pandemic breakout is one of the most significant disruptions in recent decades that has challenged the competitive responsiveness of many. The primary objective of the study is to unravel the various functional and business strategies adopted by small independent retailers during the onslaught of COVID – 19 pandemic in India. The study further aims to assess the influence of these strategies on performance of small independent retail stores.

Design/methodology/approach: The study employed an exploratory cum descriptive research design. The responses were collected from 354 grocery shop owners through interview schedules in the cities of Delhi and Mumbai in India. The research model was seasoned using SPSS and AMOS 25.0 version.

Findings: The conspicuous strategies adopted by small independent retailers were comprehended in terms of functional and business strategies. The findings of the study revealed five functional strategies and two business strategies being emphasised by small independent retailers on the onset of COVID – 19 pandemic. The pragmatic examination led to the conclusion that all the functional and business strategies adopted by small independent retailers during pandemic have a significant and positive influence on the performance of their store.

Contributions/Implications: The results of the study offer insights to small independent retailers on the significance of attaining strategic synergy in fast growing economies like India. Further, it becomes imperative for them to proactively adopt functional and business level strategies without any adrift especially during the ongoing unprecedented pandemic scenario.



STUDENT TRACK 5
BUSINESS, ACCOUNTING & FINANCE

Session Chair:
Vijaya Kumar

Session Time:
10:30-12:00

A study of soft skills training programs and employability in B-schools of Kerala

Pallavi Sujeev

ABSTRACT

The skills vital for employability are Managerial skills. Managerial skills are the hard skills individuals attain through the academic learning experience. The non-technical skills are also referred to as soft skills or the employability skills essential in the 21st century for employability. This research is an attempt to investigate the growing importance of essential soft skills that soft skills have today in both institutions and the industry. This paper further analyses the various tools and techniques used to impart soft skills training in B schools. There is an employability gap that exists from the skills that a fresh management recruit possesses to a corporate expectation. This employability gap is studied in B schools in Kerala and measures that are undertaken by the institutes to bridge the employability gap are studied. There are additional measures and recommendations that are discussed in the research to bridge the employability gap with innovative areas. An innovative pedagogy for soft skill training which is also an experiential form of learning to impart soft skills has been researched and analysed in the study.



Emiratization Practices in Resourcing and Retention: Case of the insurance industry in the UAE

Amna Khalifa Humaid Khalifa Alshamsi and Neelofer Mashood

ABSTRACT

Background & Aims: Various scholars have defined Emiratization as a terminology of increasing the qualified local population that are absorbed into private sector positions (Goby, 2015). Emiratization is a very sensitive local controversial field that concerns all stakeholders; government "regulators", citizens, employers, and educational institutes. Firstly, Emiratis face an increasing unemployment rate in contrast with the growing country GDP rate, which reflects an inverse relation between country GDP and citizens' unemployment rate. Secondly, Emiratization has not been enforced effectively to take advantage of the massive growth of the Foreign Direct Investment that reached USD 25.5 billion during 2018 inclusive of inflows and outflows (Ministry of Economy, 2021). Thirdly and similarly, despite the successful financial performance of the insurance industry that contributes around 9% of total GDP, the Emirati workforce in the insurance sector hasn't exceeded more than 11.5% for the year 2019 (UAE Insurance Authority). Fourthly, although local populations are estimated by only 12 percent of UAE total population, with a literacy rate of 95% of both genders, the unemployment rate is still increasing according to country statistics published in 2016, (UAE Government Portal, 2021). This research aims to describe the current Emiratization employment challenges of resourcing and retaining Emirati workforce in the insurance sector from employers' and Emirati employees' perspectives to draw a conclusion and future recommendation for better market employment practises that can increase the volume of Emirati workforce.

Design/methodology/approach: A quantitative descriptive research methodology is undertaken to serve the research outcomes of identifying the resourcing and retention challenges that are faced by insurance employers and Emirati employees. Their underlying Emiratization resourcing and retention factors were developed with the help of a literature review. Respondents of 111 individuals were collected from insurance employers and Emirati employees in the United Arab Emirates, using a 10 – point Likert scale survey. These responses were validated through KS framework and later tested the hypothesised relationships between the current resourcing and retention challenges and the current practises to overcome these challenges by employers and Emirati employees.

Findings: Several challenges have been identified to be investigated in this research such as cultural, economic, regulations, and educational challenges. The finding indicates that only two challenges factors "cultural and regulations" are crucially influencing the Emiratization resourcing and retention practises in the insurance industry from both employers' and Emirati employees' perspectives. Without Emiratization Quota employers are not keen in resourcing and attracting Emirati's workforce. Additionally, cultural factors have been anticipated by insurance employers as a barrier of resourcing and Emiratization. On the other hand, the firm's working environment and regulations have not been mentioned as a matter of fact in being attracted to or retained in the insurance industry by the Emirati workforce.

Contributions/Implications: This research focused on Emiratization specifically in the Insurance Industry which has not been investigated before. It equipped employers with an understating of Emirati motivational factors to attract and retain at their firms. The research examined only 111 responses of both "employers & Emirati employees". To examine this topic at a large scale in UAE, further research can be conducted on a larger scope of insurance employers and Emirati employees.



STUDENT TRACK 5
BUSINESS, ACCOUNTING & FINANCE

Session Chair:
Vijaya Kumar

Session Time:
10:30-12:00

Implementation of Circular Economy In Malaysia's Healthcare Industry: Challenges And Future Directions

Nur Nadiah Jaafar, Nazura Mohamed Sayuti and Ariff Azly Muhamed

ABSTRACT

Background & Aims: Starting in March 2019, corona virus disease has been transmitted from Wuhan, China to all countries including Malaysia. Thus, this COVID-19 outbreak has put the healthcare staff on challenges as the treatment that they have to perform onto the patients is highly contaminated. Therefore, the usage of personal protection equipment (PPE) cannot be recycled. In Malaysia, the clinical waste contributions were attributed mostly by the personal protection equipment (PPE) and COVID-19 test equipment used throughout the COVID-19 outbreak. As the number of clinical wastes in Malaysia contributed by the healthcare industry has been increasing, this study focuses on challenges of circular economy implementation in Malaysia's healthcare industry. Circular economy (CE) models can be executed to save environmental and financial resources with waste minimization and preparation for reuse, recycling, and recovery programs. Therefore, the aim of this study is to explore dimensions of management support, product innovation and stakeholder engagement as challenges in implementing Malaysia's healthcare industry circular economy. These challenges may specifically benefit the healthcare industry and Malaysia's economy in general.

Design/ methodology/ approach: Extensive literature survey is explored in this study. The results were conceptualised using the literature in stakeholder theory and other related theories through product innovation. This conceptual paper provides insights into challenges and benefits of circular economy implementation. The extensive literature review proposed the groundwork for future research projects to establish circular economy strategies.

Findings: The expected findings for this study can be delivered as the answers to the research questions that all independent variables of challenges in implementing circular economy in Malaysia's healthcare sector such as management support, stakeholder engagement and product innovations give impacts towards the implementation of circular economy. Aside from this, the other expected findings that can be found in this study is the benefits of implementing a circular economy specifically in the healthcare sector such as to reduce wastes, save resources and costs and maintain sustainability using the literature survey method. This study is expected to make a substantial impact by examining the relationship between challenges such as management support, stakeholder engagement and product innovation in implementing the circular economy through Malaysia's healthcare sector.

Contributions/ implications: The outcomes of study are expected to improve Malaysia's healthcare sector awareness on the benefits of implementing a circular economy and to contribute to a better policy of waste management in order to ensure the future sustainability are maintained on optimum level. Furthermore, this study anticipates its contributions to other parties as well such as theories, circular practises and management.



SPECIAL TRACK 3
FOSTERING SUSTAINABLE DEVELOPMENT GOALS
THROUGH SYSTEMS THINKING APPROACH

Session Chair:
Rory McConnon

Session Time:
10:30-12:00

**Impact Investment and the Financing of Sustainable Development in
the Developing World: A Theory of Change**

Jeremy B Williams

ABSTRACT

Background & Aims: The cost of the SDGs is estimated to be somewhere in the region of USD 5 to 7 trillion per year, with an estimated annual investment finance gap of USD 2.5 trillion in developing countries (UNCTAD, 2014). The solution, according to the UNDP and others is social impact investment (SII) comprising a blend of finance instruments potentially involving participants from multiple sectors (Niculescu, 2017). The main aim of this paper is to critically examine the likelihood of this happening given the experience with various SII instruments to date, and with the emergence of what some commentators are referring to as the 'ESG-megatrend' (Naffa and Fain, 2020). The first part of the discussion traces the development of 'social impact bonds' (SIBs); an instrument that first came to prominence in the 2010s. Some case studies are considered, and there is a review of the literature to date with some commentators questioning, on ideological grounds, the appropriateness of using a finance instrument that seeks to generate private profit from delivering social outcomes. In the meantime, the COVID-19 pandemic, escalating climate change, and growing social tensions have only served to highlight that the need for urgent action has become more pressing – so pressing, in fact, that an increasing number of private corporations have come to the realisation that it is in their best interests to make more of a concerted effort with respect to the environmental, social, and governance (ESG) dimensions of their operations. This leads to the second part of the discussion which focuses on the boom in sustainability-themed, ESG-labelled investment funds in the 2020s and the explosion in the issuance of 'social bonds'; debt instruments that are similar in structure to regular corporate bonds and, therefore, fundamentally different to SIBs. There is still a focus on impact, and this section of the paper reviews the veracity of corporate claims about creating social impact amid accusations of 'impact-washing' and pressure for greater regulation.

Design/methodology/approach: The approach taken is essentially transdisciplinary, and draws on critical discourse analysis (Fairclough, 2012) to contextualise sustainable development as it is being popularly represented in the corporate world.

Findings: While the scientific consensus has been relatively stable for more than a decade due, in large part, to the efforts of the IPCC and IPBES and others, there is no such harmony of views within the political and business spheres. The 'ESG-megatrend' has almost certainly accelerated private sector awareness, but it is a context-free understanding of sustainability that (consciously or unconsciously) ignores sustainability thresholds and tipping points.

Contributions/Implications: Having surveyed the new ESG landscape and its various prospects and pitfalls, the paper takes very seriously the proposition that the seeds have been sown for a 'fundamental reshaping of finance' (Fink, 2020), and puts forward a theory of change that delineates how such a transition might proceed if we are to find an 'environmentally safe and socially just operating space for humanity' by the middle of this century (Raworth 2017; Rockström et al., 2009). This theory comprises several elements and is founded upon scientific modelling which achieves sustainable development through meeting the SDGs in 2030 while staying within planetary boundaries by 2050 (Randers et al., 2019).



SPECIAL TRACK 3
FOSTERING SUSTAINABLE DEVELOPMENT GOALS
THROUGH SYSTEMS THINKING APPROACH

Session Chair:
Rory McConnon

Session Time:
10:30-12:00

Integration of UN Sustainable Development Goals within multiple pre-existing higher education programmes - a case analysis of a university in Dubai

Stephen King

ABSTRACT

This paper presents a case analysis for the integration of the UN Sustainable Development Goals into a pre-existing Grade 4 higher education programme pre-accredited by both UK and Dubai education authorities. The author will share best practice proven over a period of several years and multiple iterations, evidence, and examples of impact based on the criteria of the Higher Education Academy of the UK. Over 100 clearly identifiable unique activities resulting in tangible impact on practice, policy or outcomes, as defined by the Higher Education Academy, 2022. The majority between 2015-2019, however benefits continue to be derived from the strong reputation and brand image that was established during this period. 1000 times (or 5 per student per academic year) when students have received additional value (Higher Education Academy, 2022), defined as opportunities for extra-curricular learning, employment, or premium life experiences (e.g. visits to royal palaces in Abu Dhabi). And more than 80 occasions where the work of students, colleagues and myself have been shared beyond the boundaries of the campus, and over a dozen events where our work has been appreciated by global audiences. The case methodology pursued is intended as 'teaching practice' (Yin, 2018 p19) i.e for helping other faculty in developing their own modules using content inspired by the UN Sustainable Development Goals. This case study formula not only provides guidance and inspiration for the integration of UN Sustainable Development Goals within higher education, but is also replicable and applicable to all other higher education teachers as the programmes used in this study are pre-existing and accredited. This means that all teachers may be expected to implement the learnings and contribute to global sustainability efforts without applying for internal or external approvals.



SPECIAL TRACK 3
FOSTERING SUSTAINABLE DEVELOPMENT GOALS
THROUGH SYSTEMS THINKING APPROACH

Session Chair:
Rory McConnon

Session Time:
10:30-12:00

Sustainable Organic Food Systems in the United Arab Emirates - Current Research Status

Rory McConnon

ABSTRACT

The UAE has a very challenging agricultural environment, and a growing population, thus compelling the need for attention on sustainable food systems. This drive has come to the fore since the recent implementation of a sustainable food office by the UAE government and their announcement of a Dh1 billion (USD270m) investment in the area. Despite its potential, research on sustainable food systems in the UAE, and organic food systems in particular, is still in the nascent stage. Also, the literature from similarly challenging environments is fragmented and does not provide a holistic overview of the business strategies for achieving sustainable organic food systems. Areas of reference in this presentation will include food security, sustainability impacts of food systems, current innovations in sustainable food systems, and current perspectives on sustainable organic food systems in the UAE. This presentation will assess current research output in the area and is intended to highlight the need for research into a holistic strategic framework that can address challenges, and facilitate practical solutions, to achieving sustainable organic food systems in the UAE and further afield.



SPECIAL TRACK 3
FOSTERING SUSTAINABLE DEVELOPMENT GOALS
THROUGH SYSTEMS THINKING APPROACH

Session Chair:
Rory McConnon

Session Time:
10:30-12:00

The Sustainability Implications of Fast fashion: A Review- based Assessment

Sony Sreejith and Mahnoush Gharehdash

ABSTRACT

In recent years, the fast fashion industry has been burgeoning its operations around the globe. Fast fashion industry, which is characterised for its quick response, enhanced design and low pricing, has become popular, especially among the rising middle-class consumers. The industry thrives on cheap manufacturing, frequent consumption and short-lived garment use. The tremendous growth of the fast fashion industry has raised several sustainability concerns, especially on environmental and social fronts. According to the United Nations, the fashion industry is the world's second most polluting sector. For instance, the fast fashion garments are typically burnt or disposed of in a landfill; estimated to be a full truck per second globally as per the World Economic Forum (2020). Moreover, the synthetic materials used in the garments take hundreds of years to degrade (200 years for polyester), and during this decomposition period, it continuously leaches into the soil and groundwater and polluting them.

Further, the production processes in the fast fashion industry rely on excessive use of chemicals and non-renewable natural resources that harm the environment. In addition, the increased time pressures on the order cycles of the fast fashion industry result in employee abuse and other unethical working practises at manufacturing sites. Most of the fashion industry labour is located in offshore locations such as Bangladesh and exploiting young, poorly educated people, since the manufacturing process in this sector does not require high skills. Women and children make up the majority of the workforce in developing countries, since these disadvantaged people accept work at lower wages. In addition, there

is a significant amount of forced labour in certain countries. Within this employment structure, the workforce is highly vulnerable to discrimination, bad treatment, low wages and long working hours. These concerns formed the motivation of this research, which aims to systematically identify the various environmental and social implications of fast fashion and identify best practises from across the world to address these concerns. For the review, relevant articles were identified based on keyword search on leading library databases. In addition, secondary sources of data such as newspaper articles, industry reports, government and non-government websites were reviewed to develop a contemporary and practical understanding of the problems and issues. This study is timely, given that issues of environmental pollution, climate change and resource depletion have become one of the greatest challenges of the 21st century. Also, the findings call for urgent action to address the social issues associated with fast fashion such as low wages, worker exploitation, gender-pay gap, forced labour among others.



SPECIAL TRACK 3
FOSTERING SUSTAINABLE DEVELOPMENT GOALS
THROUGH SYSTEMS THINKING APPROACH

Session Chair:
Rory McConnon

Session Time:
10:30-12:00

**Sustainability – Is it time for marketing to grow a conscience? Exploring
through theory, context, and methodology**

Mahima Yadav and Ruchi Gupta

ABSTRACT

Background & Aim: Society has become increasingly socially and environmentally conscious due to global environmental challenges, COVID-19 coming as a further eye-opener. Large asset management firms and pension funds are now elbowing corporate leaders to advance sustainability practises in measurable ways that benefit their triple bottom line and have a broader ESG effect. Though people have started developing a significant understanding of sustainable consumption still, much needs to be done in the area with the aid of marketing. Our study recapitulates the research that has been published in the area of sustainable marketing and consumer behaviour over the last three decades.

Design/methodology/approach: We adopted a mixed-method approach of bibliometric analysis on a total of 1998 relevant papers published during the period 1991 to July 2021 using the VOSviewer software and thematic analysis.

Findings: Our findings summarise extant literature's prominent contributors such as leading publications, publication trends, subject area categorisation of publications, journals, authors and countries with bibliometric coupling, co-authorship and citation analysis. The study also classifies thematic areas of sustainable marketing from co-occurrence analysis of keywords map. Further, a literature review of thematic areas discloses the status of extant literature, notable research gaps and future research agenda through theory (affordance theory, opinion leader theory, consumer variety-seeking behaviour theory, etc.), context (determinants of sustainable consumer behaviour and the green attitude-behaviour gap, bridging the green attitude-behaviour gap and how to market 'sustainability'?) and methodology (systematic analysis, meta-analysis, systems thinking approach, ADO (Antecedents, Decisions and Outcomes) framework and TCCM (Theory, Constructs, Characteristics and Methodology) framework).

Contribution/Implications: The study provides valuable insights into filling the "green attitude-behaviour gap". Given the growing tendency among consumers to go sustainable, the study offers practitioners a new perspective about the much-needed change in the marketing strategy of companies selling sustainable products. Analysis at various steps outlined in the paper will represent a reference point for researchers at different stages of their work. The study's analysis of countries based on citations and bibliometric coupling depicts that most of the studies undertaken in this field emerged from the United States, suggesting the topic's tremendous prospect for research from other countries.

Originality/value: The study attempts to look at solutions to bridging the "green attitude-behaviour gap". Given the growing importance of people and companies to be more environmentally and socially responsible, our study will help pave a path towards this much-desired goal.



SPECIAL SESSION
MEDIA DEPARTMENT

Session Chair:
David Tully

Session Time:
14:00-15:30

**Panel Discussion on “The Folk Horror Renaissance and The Shadow of
Nigel Kneale: A Centenary Celebration”**

Panel Moderator: David Tully

PANEL MEMBERS

Kim Newman - Critic, author and broadcaster

Jon Dear - Writer and critic on TV and film

Maura McHugh – Writer of prose, comic books, plays, non-fiction and other media.

Tracy Fahey - Author



SPECIAL SESSION
CENTRE OF INNOVATION IN
HUMAN EXPERIENCE

Session Chair:
Sameer Kishore

Session Time:
14:00-15:30

**Panel Session on
“Humanising Technology: The Role of Policy, Law and Ethics in
Technological Innovation”**

Panel Moderator: Dr Sameer Kishore

PANEL MEMBERS

Dr Fehmida Hussain - Head of Center for Innovation in Human Experience (CIHx), Associate Professor at Middlesex University Dubai, UAE

Dr Tenia Kyriazi - Deputy Director Academic Operations at Middlesex University Dubai, UAE

Dr Eduard Fosch - Villaronga - Assistant Professor at eLaw- Center for Law and Digital Technologies, University of Leiden, Netherlands

Paul Kayrouz - Head of Fintech, Blockchain & Emerging Technologies at PwC Middle East

Prof William Wong - Professor of Human-Computer Interaction and Head, Interaction Design Centre



SPECIAL TRACK 3
FOSTERING SUSTAINABLE DEVELOPMENT GOALS
THROUGH SYSTEMS THINKING APPROACH

Session Chair:
Rory McConnon

Session Time:
14:00-15:30

**Examining the Short and Long-term
Sustainable Impact of EXPO 2020: A Multi-stakeholder Perspective**

Ahmed Shaikhani, Habib Ahmed Mohamedali, Sesina Petros, Sheryan Shehzad,
Zemal Iqbal, Sony Sreejith, Mahnoush Gharehdash and Neelofar Mashood

ABSTRACT

The World Expo brings countless opportunities for the host country to get a global stature positioning and provide its stakeholders opportunities and jobs, advancement in innovation and technology, and building initiatives towards achieving sustainability. The World Expo event has a history of not only boosting the economy of the host country but also act as a catalyst to add value to sustainability and shape the focus of the host country on maintaining its movements on achieving sustainability goals. Dubai Expo 2020 – coined as the world's greatest show, is a global event that integrates and links technology, innovation and culture and provides an exemplary opportunity for investigation. The aim of this study therefore is to examine the short and long-term sustainable impact of EXPO, using the ongoing EXPO 2020 as the case study. The study will analyse sustainability at Expo 2020 and look at the various initiatives towards achieving SDGs and also to look at sustainability at Expo 2020 as a sustainable model. Furthermore, the future of sustainability practises post Expo 2020 has also been explored in order to examine the lasting impact of Expo on UAE and shaping its long-term sustainability goals. In terms of methods, several data sources are reviewed from contemporary literature, which includes reports from Expo 2020 website, industry reports, blogs, and news articles. Our findings indicate that the success of EXPO has resulted in knowledge diffusion, given that over 190 countries gathered in one place and shared their innovation and ideas. The event's founding vision, which is to be an ecosystem that is sustainable to create, connect and innovate towards the future is aligned with the goals of Dubai and UAE. Expo 2020 has also been the platform for UAE to introduce multiple integrated strategies that the country is going to adopt to achieve its sustainability goals and invest in integrated solar technology by 2041 to achieve renewable energy. Sustainability, innovation and technology has been the heart of the event as many countries and institutions around the world and across all sectors come together to showcase their innovative ideas to take a sustainable path "to build a better world and shape the future". The event has also constructed the platform for many of these organisations to introduce myriad of movements and campaigns towards achieving sustainable development goals and to spread awareness in hopes to succeed at all sustainability objectives.



SPECIAL TRACK 3
FOSTERING SUSTAINABLE DEVELOPMENT GOALS
THROUGH SYSTEMS THINKING APPROACH

Session Chair:
Rory McConnon

Session Time:
14:00-15:30

Implementation of Gender Policies by the Private Sector in the UAE: Challenges and Opportunities

Mashaël Al Fardan and Belisa Marochi

ABSTRACT

The United Arab Emirates (UAE)'s "Vision 2021" set a deadline for the country to become one of the top 25 countries in the area of gender equality by the end of that year, with the government launching a gender balance program to achieve this goal. However, the private sector faces challenges in the implementation of these national gender policies. Even with the country's multinational entities leading the way for gender equality in the private sector, implementing the new gender policy is challenging. This study demonstrates the ways in which cooperation between private sector entities and the government is often dysfunctional. Testimony from 10 interviews with professionals in UAE-based companies suggests that businesses face problems implementing gender-balancing policies due to a lack of transparency, reporting, and accurate data on gender issues within both the private and the public sectors. The study concludes that businesses require greater guidance and more transparent measures to be able to advance gender equality issues in the UAE.



SPECIAL TRACK 3
FOSTERING SUSTAINABLE DEVELOPMENT GOALS
THROUGH SYSTEMS THINKING APPROACH

Session Chair:
Rory McConnon

Session Time:
14:00-15:30

**Examination of Buying Involvement as a Moderator in Explaining
Consumption Values and Consumer's Environmental Concerns while
Purchasing Organic Food Products**

Abdul Majeed, Abdul Rasheed and Ishfaq Ahmed

ABSTRACT

This study aims to investigate the factors driving environmental concerns among consumers of organic farmer's markets living in a low-middle-income country, Pakistan using the theory of consumption values. The moderating influence of buying involvement on all the studied relationships was also examined. Data were collected from 77 organic farmer markets (fruit and vegetable markets, model bazaars, organic products shops) held at different locations in the Punjab province of Pakistan using structured questionnaires and convenience sampling technique. A total of 1634 organic food products consumers volunteered to take part in this survey. The latest versions of SPSS and AMOS were used to analyse the data using a covariance-based structural equation modelling technique. The CB-SEM revealed significant positive relationships between functional value (quality and price), conditional value, emotional value, epistemic value, and environmental concerns. The epistemic value was found as the most influential indicator of environmental concerns. In terms of moderation, buying involvement significantly moderated the association between consumption values and environmental concerns. Consumers with varying levels of buying involvement were statistically significant when it came to the associations of functional, social, conditional, emotional, epistemic value, environmental concerns. The findings of the study are pragmatic for practitioners and managers to enhance the consumption of organic food products in the mainstream market. To sum up, this effort is indeed a milestone towards responsible consumption and production (SDGs-12) and resource conservation is beneficial for both people's health and for a sustainable environment.



SPECIAL TRACK 3
FOSTERING SUSTAINABLE DEVELOPMENT GOALS
THROUGH SYSTEMS THINKING APPROACH

Session Chair:
Rory McConnon

Session Time:
14:00-15:30

A critical assessment of the barriers and challenges of incorporating air pollution into products for Company X in the context of the United Arab Emirates

Rana Hajirasouli

ABSTRACT

Post-combustion emissions in the industrial sector have consequences on public health, air pollution and climate change in the United Arab Emirates. This research paper aims to critically assess the barriers and opportunities for Company X to incorporate air pollution into its product range. Specifically, it investigates the wider opportunities of targeting fundamental climate resilience frameworks of waste- to-value practises by way of industrial symbiosis. To critically reflect on the barriers and opportunities, contextual insights and secondary literature have built the foundation to inform the research methods. The methodology encompasses semi-structured interviews with key stakeholders to enable industrial symbiosis. Additionally, on-site surveys in the surrounding local industrial park of Company X were conducted to overcome the main barriers of potential industrial symbiosis development. The results showed that sourcing and incorporating soot from local industrial clusters holds environmental advantages for the nexus of air pollution and climate change, but yields a more significant opportunity, acting as a catalyst for systems-level change. The results suggest that companies in a cluster, despite their economic or environmental motivations to part-take in industrial symbiosis to use waste-to-value frameworks, can act as a catalyst for community-level decarbonization.



SPECIAL TRACK 3
FOSTERING SUSTAINABLE DEVELOPMENT GOALS
THROUGH SYSTEMS THINKING APPROACH

Session Chair:
Rory McConnon

Session Time:
14:00-15:30

Impact of Corporate Social Responsibility on the Performance of the Banking Sector: Case of United Arab Emirates

Pallavi Kishore and Vijaya Kumar

ABSTRACT

Background & Aims: The link between the Corporate Social Responsibility (CSR) and a firm's financial performance is yet to be explored in the emerging economies, without a consensus on the measure of CSR in the extant research available. Therefore, the purpose of this study is to suggest a scale for CSR measure which encompasses a holistic approach and to establish a link based on the scale developed between CSR and financial performance of the Banking Industry in the United Arab Emirates (UAE).

Design/methodology/approach: The study analyses data from all commercial banks listed in UAE from 2012-2019. The study uses the panel regression model to control unobserved time-constant heterogeneity.

Findings: CSR expenditure and CSR commitment have a significant relationship with bank profitability. While CSR expenditure has a negative relationship, the latter is positively related to profitability.

Originality: This is one of the first studies to quantify CSR on a scale, and empirically evaluate its significance on firm profitability for an emerging economy.

Research Limitations: The inadequacy of information about CSR, and the lack of consistent reporting format presented obstacles in the data collection process.

Contributions/Implications: This research focuses on sustainability theory by practising CSR, where we research and offer practical advice for the development of tools, practical case studies for UAE and emerging economies.



Special Track 9
TECHNOLOGY IN EDUCATION

Session Chair:
Philip Anderson

Session Time:
14:00-15:30

Panel Discussion on "Unravelling the Fourth Industrial Revolution and its Impact on Academic Integrity" organized by Centre for Academic Integrity in the UAE and Middlesex University Dubai

Panel Moderator: Dr Zeenath Khan

PANEL MEMBERS

Dr Shivadas Sivasubramiam - Head of Biomedical and Forensic School, University of Derby, UK and Head of Ethical Advisory Working Group and Founding member of ENAI

Dr Sonja Bjelobaba - Associate Professor, Uppsala University and Vice President, ENAI Board

Dr Salim Razi - Director, Centre for Academic Integrity | Vice Dean, Faculty of Education, Canakkale Onsekiz Mart University, Turkey and Board Member, ENAI

Dr Teresa Thomas – Senior Lecturer in Biomedical Sciences, Institute of Clinical Sciences, University of Birmingham, UK

Ms. Rukaiya Shabbir Topiwala – 3rd Year Student, Middlesex University Dubai, and Student Board member at Centre for Academic Integrity in the UAE



GENERAL TRACK 6

Session Chair: Thomas Mc Donagh Session Time: 15:45-17:15

“Reconceptualising Resilience through Communities of Crisis and Praxis”

Anastasia Christou

ABSTRACT

Social and health inequities among communities of colour and other 'marginalised' groups are deeply embedded in the Global North and were exacerbated by the COVID-19 pandemic. Community-based participatory research (CBPR) is a powerful approach to advance societal equity. Yet, emergencies both as global as a pandemic or as local as poverty and other crisis driven budget cuts and exclusions have the power to interrupt productive possibilities for research, as well as, weaken its impact on community relationships.

Drawing from previous collaborative research projects, as well as research experience during the pandemic, this presentation proposes a reconceptualisation of 'resilience' with an emphasis on advocacy and storytelling, community investment, and flexibility. The presentation offers key principles for this while it contextualises conceptual relevance in COVID-19, and outlines a practical vision for crisis-resilient research through deeper engagement with antiracism scholarship. While structural barriers remain an issue, on a societal and University context, so are policy changes to funding and research practises as an imperative need to reform and re-shape inclusively to truly advance research equity.

The approach here parallels the paradigm of 'resilience humanitarianism' which commences with the idea of crisis as the perpetual new normality and hence an incongruent imagination of evoking crisis into praxis. The presentation puts forward the case for researching contrasting paradigms in shaping research practice, as an inclusive pathway to discursive and policy relevant multiplicities of power relations, and the central importance of understanding how agency emerges within crisis-ridden communities through affect, reordering, re-visioning and re-imagining 'resilience' as research revolution.



GENERAL TRACK 6

Session Chair: Thomas Mc Donagh
Session Time: 15:45-17:15

“An Investigation into Online Support for Physical Education Teachers in the United Arab Emirates During the COVID-19 Pandemic”

Martin Mackenzie

ABSTRACT

Background & Aims: In March 2020, government schools in the United Arab Emirates closed to impact the spread of COVID-19, forcing all learning remotely online (Dunton, Do, and Wang, 2020). Resultantly, government schools remained closed until the end of the 20/21 academic year, facilitating learning exclusively online. Lambert (2020) explains that the transition to remote learning will affect hands-on practical subjects more because of their kinaesthetic nature, making practises largely redundant. Literature associated with kindergarten to 12th grade online Physical Education is scarce (Johnson, Daum, and Norris, 2020) as academics are reluctant to analyse the merits of its virtues (Kooiman, 2014). Limited research towards online Physical Education, issues facilitating distance learning Physical Education, and the absence of online education within government schools pre-COVID-19, focused the investigation, researching support for Physical Education teachers during the COVID-19 pandemic.

Design/methodology/approach: The investigation utilised a grounded theory approach to collect data from Physical Education teachers and Physical Education Teachers Educators surrounding perspectives of distance learning and highlight ways teachers can be supported to facilitate online.

Findings: Findings outlined that Physical Education teachers were significantly underprepared when learning transitioned online and need considerable support to facilitate effectively online, particularly towards facilitating psychomotor skills, utilising instructional technologies, and employing online pedagogy. Physical Education teachers require greater pedagogical technological abilities, curriculum and standards guidance, and materials to highlight best practises in unique circumstances. Teachers voiced their frustrations towards support provided and believe the subject was marginalised as it was not afforded the same privileges as other subjects.

Contributions/Implications: The investigation believes COVID-19 can be the catalyst to change perspectives and online Physical Education efficacy. The investigation generated pertinent knowledge towards online Physical Education, providing insight and weight to the scarce empirical research dedicated to online Physical Education. The research has addressed several gaps in literature by examining Distance Learning Physical Education perspectives of teachers and Physical Education Teacher Educators, addressed ways teachers can be supported within their context to facilitate Distance Learning Physical Education, and outlined means to positively impact the United Arab Emirates' educational system and the health and well-being of students. Future research should pursue greater understanding of teachers' and students' distance learning experiences to highlight best practises and create curriculum and standards for online Physical Education.



Are Small Enterprises More Efficient Than Large Industries: Evidence from India

Chetan Chitre

ABSTRACT

Background & Aims: According to the World Bank, Small and Medium Enterprises contribute to 90% of business and 50% of employment worldwide. In an emerging economy such as India, SMEs contribute to about 29% of GDP. This contribution to economic activity is much higher if one adds the enterprises in the informal sector. Over the past few years, the Government of India has announced a plethora of schemes for Micro, Small, and Medium Enterprises (MSMEs). The policy of encouraging small entrepreneurs is expected to have several benefits, preventing concentration of wealth and generating employment being the more prominent ones. However, an interesting question to ask would be if such a strategy also achieves optimal utilisation of resources. Studies in the past have pointed out the inefficiency in the use of both labour as well as capital in the small-scale sector. In this paper, we compare factor productivity between MSME units and larger units for the period 2011-19 to check if the renewed policy focus on MSMEs after the enactment of the Micro, Small, and Medium Enterprises Act (MSME Act) in 2006 has made any difference in technical efficiency and technological change. We use Data Envelopment Analysis (DEA) and Malmquist decomposition which enables us to separate the impact of technical efficiency improvements and technological change.

Design/methodology/approach: Past research on factor productivity in India has used multiple methods. The growth accounting approach is easily tractable and perhaps most widely used in the productivity literature. However, it assumes perfect competition and full capacity utilisation, the latter being a demand for the entire class of non-frontier approaches. This may not be a realistic expectation across all sectors, especially in a developing country setting like India where economic rents frequently arise for different inputs at different times. This also makes it difficult to decompose growth in productivity into achievements in technical efficiency and technical change. Another restrictive requirement is the assumption of an underlying production function that is stable over time with constant returns to scale. The Stochastic Frontier Approach, while it enables decomposition, makes an additional assumption on the distribution of the efficiency term. We, therefore, prefer the non-parametric Data Envelopment Analysis (DEA). We further calculate the Malmquist productivity index and decompose it to give specific contributions made by technical efficiency change, technical change, and scale efficiency change. Despite its limitations, the Annual Survey of Industries is the best available and most widely used data for estimations of factor productivity in the Indian manufacturing sector. A major limitation of the study, therefore, is that its findings are limited to the registered MSMEs which as mentioned earlier constitute a mere 6% of the total universe of MSMEs in the country. We use the Gross Value Added (GVA) as a measure of output and labour input is measured in terms of the average number of workers employed. For measuring capital input, we take the NFA at the beginning of the study period and add the capital addition in each of the subsequent years measured at base year (2011-12) prices less depreciation. The WPI 2011-12 series is used for deflating values of GVA and capital investments over time.

Findings: During the period under study, we find that the MSMEs have been more efficient at using resources as compared to the larger firms. We further find evidence of improvements in both the technical efficiency and technical change during this period.

Contributions/Implications: The findings of the paper make a case for continued policy emphasis and resource allocation for the MSME sector.



GENERAL TRACK 6

Session Chair: Thomas Mc Donagh
Session Time: 15:45-17:15

Factors that Affects Youth Engagement in Nigeria's Agribusiness sector

Zainab Lawal Gwadabe, Sam Toong Hai, Fatima Usman Sabo and Maryam Lawan Gwadabe

ABSTRACT

Agriculture is the second most important sector in Nigeria, after oil. The sector contributes to about 25% of the gross domestic product (GDP) of the country (Statista, 2019). The country's development is threatened by many factors such as youth unemployment. The population of the youth in the country is increasing as well as the unemployment rate. The country has the highest population of youth in Africa and according to the Nigerian premium times report the Nigerian Minister of Labor confirmed the country's unemployment rate will reach 33.5% in 2020 (Agency report, 2019). Given the rise in youth population in the country with a high rate of youth unemployment, it is important to develop ways to address the issue. The agricultural sector is big enough to employ more youth. The engagement of youths in the sector is still limited, despite the high rate of unemployment in the county (Eugenie Maiga; Luc Christiaensen; Amparo Palacios-Lopez, 2015). High rate of unemployment in a country can cause demographic disaster, and demographic disaster can affect the economy and the social livelihood of the people. The agribusiness value chain in Nigeria consists of businesses from different categories from the pre-up-stream, up-stream, mid-stream and downstream. This includes; Input supplies, primary processing, transport and storage, value added processing, production and harvest and export market among others. It is important for the country to encourage youth participation in agribusiness, to ensure the huge opportunity in the country doesn't become a demographic disaster. This study aims to uncover the factors that hinders youth engagement in agribusiness. The study will suggest the best strategies to engage youth in agribusiness.

This study is a qualitative study that will use a semi structured interview to collect data. A total of 12 participants will be selected using, non-probability (purposive sampling) sampling technique, where the researcher will choose a representative sample to suit the need of the study. The population of the study will include youths from the northern part of Nigeria mainly (Kano, Jigawa and Bauchi). The data will be transcribed before coding and analysis using ATLAS.ti software.

Lastly, it is expected that this study will add to the existing body of knowledge in the field of agribusiness. It will help the practitioners in the industry as well as the government to engage youths in agribusiness in order to reduce unemployment rate for a sustainable growth in Nigeria.



GENERAL TRACK 6

Session Chair: Thomas Mc Donagh
Session Time: 15:45-17:15

Psychological outcomes of objective and subjective perceptions of division of labour in household work

Anita Shrivastava, Lynda Hyland and Ajit Karnik

ABSTRACT

Background & Aims: It has been estimated that unpaid care and domestic work contributes between 10% and 39% of GDP. Such work includes cooking, cleaning, and caring for the young and the elderly. Unfortunately, the standard measurement of GDP is blind to unpaid work. Since a disproportionate amount of unpaid work is done by women, this neglect of unpaid work discriminates against women. The lacunae in the concept of GDP have been known to have a much wider impact on "...marital quality, kin relations, interpersonal power, symbolic exchange, social comparison,...". Issues of perceived fairness in the division of work between men and women have assumed a lot of importance and these go beyond the objective division of work. This research seeks to investigate whether subjective perception of fairness and objective division of labour in household work predict life satisfaction, well-being, and self-esteem. We plan to test three hypotheses:

1. Objective division of household work will significantly predict life satisfaction, well-being, and self- esteem.
2. Subjective perception of fairness in the division of household work will significantly positively predict life satisfaction, well-being, and self-esteem.
3. Subjective perception of fairness and objective division of labour in household work will vary as per the age, education (self/spouse), employment status (self/spouse), type of family (nuclear/joint), household help, and mode of travel to work.

Design/methodology/approach: The quantitative study will utilise within-group and mean difference design. The independent variables are objective division of labour in household work, and subjective perception of fairness in the division of household work (as are demographic variables). Life satisfaction, well-being, and self-esteem are dependent variables. We aim to collect data from 500+ married male and female participants of different nationalities currently living in the UAE.

Contributions/Implications: This study is ongoing; initial data analysis will be complete by February 2022 and preliminary findings will be shared in this presentation. This study has the potential to shed light on a contentious issue- the objective and subjective division of labour within the family home and the impact of this on psychological outcomes.



GENERAL TRACK 6

Session Chair: Thomas Mc Donagh Session Time: 15:45-17:15

Smart Parking Detection using Edge Technology on Google Coral Dev Board

Samayak Malhotra and Binoy George

ABSTRACT

Background & Aims: In recent times, the abundance of private or shared vehicles has correlated to high carbon footprint. It has been noticed that a lot of people face problems finding parking, mainly in malls during the peak hours. Currently, most of the existing car parks do not have a systematic parking system. Most of them are manually managed and are a little inefficient, providing inaccurate information to the user and noticeably contributing to the increasing carbon emissions.

We plan on designing a smart parking space detection system that could be used outdoors and in the malls allowing people to find the nearest parking available.

Design/methodology/approach: In this project Google Coral Dev board was used for providing accurate information to the user about the available parking spaces in a parking lot. Since it employs the latest Edge TPU technology, fast- processing machine learning was possible. For the purposes of testing this project, a small-sized prototype of the modern parking lot was created, consisting of parking spaces and toy cars. Six hundred pictures of the parking model were taken with and without cars from different angles. Image augmentation was done to increase the dataset size to 3919 images for training and testing purposes. Dataset training was done using Google Colab.

Later, an inference script was written that was used for communication between the host machine and the Coral board. Web app interface was created using Javascript, HTML and CSS to display the working of our model.

Findings: An accuracy of 99.87% was achieved in this process. Before converting to the TFlite model, the accuracy of the model with validation data and testing data was 99.6% and 100% respectively. After converting the model to 8-bit TFlite model, accuracy test on the first batch of images was 100%. This model maintained the accuracy after the model quantization with one batch of images and took 2.8496 seconds to make inference. Therefore the final model accuracy achieved by our model was 100% indicating that our model can work successfully with real cars in parking lots outdoors.

Contributions/Implications: Our parking model can work successfully with real cars in parking lots outdoors as indicated by our findings. This implies that our parking model can be a viable option to significantly reduce the time taken for users to find a parking space in large crowded parking areas like malls.



STUDENT TRACK 6
INFORMATION TECHNOLOGY & COMPUTING

Session Chair:
Fehmida Hussain

Session Time:
15:45-17:15

**Reviewing Cyber Secure
communications, National security and cyber policies in the society**

Abamanya Gary and Chinnu George

ABSTRACT

Organisations ranging from small to major corporations, government and private universities, and hospitals have all faced cyber security difficulties in today's globe.

All of these are vulnerable to cyber-attacks from all over the world. You may have heard that Wikipedia was taken offline in parts of the Middle East on September 9, 2019 as a result of a major and widespread distributed denial of service attack.

Ransomware attacks have grown in popularity in recent years, and they will be one of India's major cyber security issues by 2024, according to IOT analytics. By 2023, there will be over 11.6 billion IOT devices. While most of us use cloud services for personal and professional needs, one of the challenges

in cybersecurity for businesses is hacking cloud platforms to steal user data. While blockchain and crypto currency may not mean much to the average internet user, the technologies are huge deals for businesses, so attacks on these frameworks pose significant challenges.

This research aims to investigate how better to solve cyber challenges and make work efficient in the cyber world.

it also aims to protect computers, networks, and software programs from such cyber attacks. Most of these digital attacks are aimed at assessing, altering, or deleting sensitive information; extorting money from victims; or interrupting normal business operations.



STUDENT TRACK 6
INFORMATION TECHNOLOGY & COMPUTING

Session Chair:
Fehmida Hussain

Session Time:
15:45-17:15

**Researching the impact of self- driving automobiles using cutting- edge
technology on cities**

Azim Ali Asharaf and Chinnu George

ABSTRACT

While there are cars that are being customised with modern technologies, there is a requirement for autonomous vehicles for revolutionising cities. There are advantages and disadvantages to introducing such technology into cities which can affect the daily lives of both automobile users as well as the ones who do not use them. I have used different journal articles which throw light upon the impact of autonomous vehicles. This piece of literature will be about how autonomous technology, which is the self-driving capability of automobiles, can impact cities. In recent years, autonomous driving technology has advanced quickly. The capacity to find the car precisely and quickly is one of the essential components.



STUDENT TRACK 6
INFORMATION TECHNOLOGY & COMPUTING

Session Chair:
Fehmida Hussain

Session Time:
15:45-17:15

How the future of automobile industries can affect in vehicular driving for reducing collisions and the safety of the passengers - A Survey

Muhammad Faisal Hadi and Chinnu Mary George

ABSTRACT

The aim of this research is to investigate how an automation system can be used to improve driving by enhancing the mobility of elderly people and unconfident drivers on the road and reducing accidents. The worldwide demand for autonomous vehicles was anticipated to be approximately 6.5 thousand units in 2019 and is expected to expand at a compound annual growth rate of 63.5 percent from 2020 to 2027 according to Precedence Research (2020). An automation system can be defined as a collection of detectors, actuators, and controls that work together to complete a task with little or no human involvement. The advantages of autonomous cars in terms of safety are critical. The promise for automated cars to save lives and decrease injuries is based on the tragic fact that 94 percent of catastrophic collisions are caused by human error.

Automated cars can eliminate human error from collisions, therefore protecting drivers, passengers, bikers, and pedestrians (National Highway Traffic Safety Administration, 2019). As the AV safety sector grows, new safety standards will be needed, and the industry will need to figure out how to modify existing standards while also planning for the future according to UL (2021). The concept of autonomous cars is to reduce human effort in the transportation sector and to reduce the risk of human error, fully autonomous cars can see more and react quicker than human drivers. This might significantly reduce mistakes, collisions, and costs. This research would be achieved by looking at the safety chart every year on collisions due to driver error and comparing them with the automated vehicle collision chart. The main aim is on how people can reduce dangerous accidents on the road to keep it safer for other motorists and passengers. And how the increase in vehicle automation is the future of automobile industries.



STUDENT TRACK 6
INFORMATION TECHNOLOGY & COMPUTING

Session Chair:
Fehmida Hussain

Session Time:
15:45-17:15

BitbyBit- An Advanced File sharing system using Flask

Safiulla Sharieff

ABSTRACT

Background & Aims: With computers being universally recognized as valuable tools, any service that has the ability to enhance the interface experience and capabilities of these devices will be a highly sought after asset. In that regard, file sharing being a service that can help boost the coordinated performance of multiple users, indirectly helps facilitate the productive aspects of feedback loop processes and collaborative practises in a distributed work environment.

Aims: To create an open-source, accessible, LAN file sharing software/platform that will be helpful in a smaller project development or file storage environment.

Design/methodology/approach: The project is designed to be accessible to as many kinds of devices as possible: personal computers, handheld devices and tablets etc. To achieve this specific goal, the project will operate as a web application as most devices are equipped with browsers.

Methodology: To make a better product, preceding research will take place. This is simple applied research looking into any recent and relevant source regarding the topic. Most sources collected and referenced here are secondary and strictly used for evaluation. The research method utilised is Qualitative Content Analysis to pick up on trends, opinions and use cases present within the sources. This research will help setup standards, helping narrow the scope and evaluate the aims and objectives. All sources and ideas mentioned will be referenced in the form of a literature review.

Findings: The successful and easy approach of using standard HTML tools for creating complex file systems. The use of HTML tools also allows much higher size files to be handled and uploaded whilst the HTTPS protocol with a valid TLS certificate usage provides enhanced security for file data.

Contributions/Implications: The end product will be open source in nature allowing it to be fine tuned to specific use cases. It allows for other variations of the product able to improve upon this idea by incorporating other elements such as databases, SQL, version control etc. to the project. The approaches used in the project can also be utilised or adopted for different projects of the same kind easily.



A Solution for secure data over a decentralized cloud computing platform based on Blockchain- based IoT system

Anderson Nery Vilas Boas

ABSTRACT

Background & Aims: In the present era with IoT, smart cities, and connections from vehicles to everything, the Internet of Vehicles (IoV) is becoming a reality to solve many problems. At the same time, this brings challenges as Vehicle to Infrastructure (V2I) and Vehicle to Vehicle (V2V) networking. They need appropriate data recording, performance, and secure reliable transmission. How to solve challenges such as confidentiality, integrity, and availability in real-time applications? How to secure communications and privacy? Is the Blockchain-based IoT system a viable and safe solution to ensure data protection for Vehicle-to-X (V2X) communications, and running in a decentralised cloud computing platform? Does additional latency exist or impact the performance? The aim is to validate/develop enhancements to a decentralised security solution via Blockchain-based IoT system, new enhanced architecture including solution and platform evaluation.

Design/methodology/approach: Mixed-method research was used in exploratory sequential method results with the second phase as quantitative studies, descriptive statistics contributing confirming performance from existing platforms in the real world, during specific periods. Technologies are evaluated for enhancements regarding existing solutions and architectures. The primary solution is the proposed architecture answering the research question with DApp use case. The first phase was a qualitative study based on characteristics, reinforced by the second as a quantitative study. Finally, the critical evaluation between the proposed architecture with EOS blockchain and other authors' previous solutions. A data collection happened in the three- month interval.

Findings: A qualitative review based on the main characteristics of blockchain, a quantitative review to ensure the right platform (focused on blocksize, transactions throughput and blocktime/latency over the time). The statistics showed average in data analysis, mean, considered central tendency variables and results with Person's r test for correlations. Then developing an IoT V2V solution with EOS, the DCIS-U (Decentralized Cloud IoT Solution – Universal) in a public cloud, where decentralisation, persistence, anonymity, auditability, and performance are achieved. Security and costs were considered in this road safety proposal. Smart Cities, Blockchain, VANET, 5G, DSRC, V-2-X, V-2-V, CAN Bus, electronic automotive controllers, ADAS, and Android OS concepts were considered. The Application flow for KVS (Keep Vehicle Safe) shows a new way of integration compared with previous researchers and the architecture, considered a real world scenario with end-to-end connectivity from ADAS integration to centrally hosted applications. A critical evaluation between the proposed architecture and other authors' work.

Contributions/Implications: A main contribution with a new decentralised cloud solution in IoT, mostly in the IoV/V2V/V2I scene, solving performance issues. The proposed solution DCIS-U, KVS plus quantitative and qualitative studies answers the research question. Technology evaluation regarding costs, security, and performance justifying innovation. Research framework is provided to restrict boundaries in research and guides other researchers interested in bringing contributions. This architecture brings an excellent option for the future IoV/ITS systems inside the IoT world covering technical and financial viability. The near future prototype is a next phase for opening doors for evolution in the research with a large-scale proof of concept, with possible partnership from academic communities



STUDENT TRACK 6
INFORMATION TECHNOLOGY & COMPUTING

Session Chair:
Fehmida Hussain

Session Time:
15:45-17:15

Finding A Suitable V2x Communication Protocol for Dubai

Juliette Martinez

ABSTRACT

Wireless communications systems have shown their significance in ensuring road efficiency and safety. Safety applications have been defined by using a direct form of communications such as V2I (Vehicle-to- Infrastructure), V2V (Vehicle-to-vehicle), V2P (Vehicle-to-Pedestrian), V2D (Vehicle-to-device), V2N (Vehicle-to-Network). All these technologies make up a more extensive term known as Vehicle-to- Everything (V2X) communication that promises efficient real-time information to meet the needs of the driver and improve road safety. Throughout the years, different V2X protocols were proposed; however, the ones that currently stand are DSRC and C-V2X. The former uses IEEE 802.11p, and is specifically designed to deploy safety-critical applications. The protocol exchanges messages by broadcasting Basic Safety Messages, from which it is able to compute values such as position, speed, direction and estimated trajectory.

Meanwhile, C-V2X relies on the existing cellular infrastructure, employing LTE stations. When a vehicle is within the range of a base station, the LTE station schedules and allocates resources for the V2V traffic through the Uu interface. This project analyses the performance of DSRC and C-V2X, intending to find a protocol that adapts best to Dubai infrastructure requirements. To reach the objectives, the paper uses a mixed-method approach that consists of an interview with RTA and quantitative data collected from the simulations on Netlogo simulation environment. The simulations aim to replicate DSRC and C-V2X in two scenarios: Sudden Swerve (scenario one) and Not Keeping Enough Distance (scenario two), which account for more than 50% of road accidents in Dubai. For each of them, a V2X solution is given. The first scenario is mapped with Blind Spot Warning and the second scenario is given Forward Collision Warning. Furthermore, network indicators such as packet loss, throughput and latencies are taken as a reference for comparing both protocols.

The obtained results indicate that DSRC provides reliable performance in terms of packet loss, throughput and latencies; however, as the number of vehicles increases, it becomes unstable. Meanwhile, C-V2X shows the strengths of greater coverage and scalability with the disadvantage that most latencies did not comply with the requirements for safety applications. In terms of Dubai infrastructure, the research shows that the city is widely covered with LTE networks from providers such as Etisalat or Due. Considering the results of the simulations and the infrastructure of Dubai, the paper concludes that it is more feasible to implement CV2X as it is easier to scale and adapt. This project can be taken as a reference or a basis for future research as its results provide a clearer view of the strengths and weaknesses of DSRC and CV2X. The paper delivers the simulations conducted on Netlogo and several recommendations for the deployment of C-V2X in Dubai



STUDENT TRACK 6
INFORMATION TECHNOLOGY & COMPUTING

Session Chair:
Fehmida Hussain

Session Time:
15:45-17:15

Making/ enabling smart cities talk to each other through common communication protocol

Dwi Taniel

ABSTRACT

Background & Aims: The current development state in two major Emirates (Abu Dhabi and Dubai) have shown how emerging technology nurtured in the United Arab Emirates. The development of a city becoming a metropolis with smart city as the key elements holds the key requirements to measure the KPI of a city to be called 'smart'. Based on the United Arab Emirates digital UAE on smart sustainable cities, there are few starting points for building a baseline reference to communicate elements of smart cities. At present, there is no reference on inter-smart-city communication, which could be useful for measuring the KPI, inter-city collaboration, messaging, and many more. The approach aimed through this paper is proposing specifications on smart city platforms for communication between each other.

Design/methodology/approach: The design will be using API as communication reference, message exchange, alerting, and authentication to name a few. The following questions are the starting point for performing this research paper:

How do smart cities communicate with each other?

Can smart cities communicate between each other for common objectives in addressing operational, administration, alerting, isolation, and other possible use cases for operating any smart city platforms?

What if API could address the baseline of smart city communications and provide better and seamless communications towards unifying smart city platforms?

Findings: Preliminary findings so far show each smart city element operated in silos. As in, depending on which integrator delivers the solution and result, the outcome is driven by the integrator working together with the government entities. Thus, there is lack of evidence and design that drives towards the unified or uniformed communication baseline to be used between one element of smart cities to another. The lack of design also leads to repeated data collection and storage, resulting in disjointed and non-conformant as there is no standard body driving the country's standardisation for smart city communications.

Contributions/Implications: With the possibility of drafting communication reference, the repeated use of collected and stored data can be made more streamlined for better efficiency, more comprehensive supporting data for decision making, broader spectrum of what-if scenario for future planning, are some of the potentials of having standardised and uniformed communication reference.

Two of the possible outcomes of this paper are, API specifications and Introduction to public about API specifications (loosely called altakshirat for 'opencities')



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
15:45-17:15

**An investigation of crowdsourcing
methods in enhancing the machine learning approach for detecting
online recruitment fraud**

Liting Olney & Krishnadas Nanath

ABSTRACT

Misinformation on the web has become a problem of significant impact in an information-driven society. Persistent and large volumes of fake content are being injected, and hence the content (news, articles, jobs, facts) available online is often questionable. This research reviews a range of machine learning algorithms to tackle a specific case of online recruitment fraud (ORF). A model with content features of job posting is tested with five supervised machine learning (ML) algorithms. It then investigates various crowdsourcing techniques that could enhance the prediction accuracy and add human insights to machine learning automation. Each crowdsourcing method (explored as human signals online) was tested across the same ML algorithms to test the effectiveness in predicting fake job postings. The testing was conducted by comparing the hybrid models of machine learning and crowdsourced inputs. This study revealed that the best ML algorithm was different in the automated model compared to the hybrid model. Results also indicated that the net promoter type crowdsourced question resulted in the best accuracy in classifying fraudulent and legitimate jobs.



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
15:45-17:15

**One Interconnected World, One Central Healthcare Diagnostician?
Artificial Intelligence, Encyclopaedic Data, and Human Redundancy in
Interdisciplinary Literary Analysis**

Konrad Gunesch

ABSTRACT

Background & Aims: This research investigates literary perceptions of artificial intelligence for the human healthcare sector and between the perspectives of either a welcome, complementary and supportive influence, or of a competitive and disruptive force. Since human healthcare is discussed, used and benefited by virtually everyone in the world who can afford access to it, the prevalent perceptions of artificial intelligence and human healthcare are investigated from two literary sides and their respective representatives, namely from the specialised medical healthcare sector, and through the lens of popular science writings and popular fictional literature.

Design/methodology/approach: The methodological approach is a transdisciplinary one, as the analysis and discussion unite medical, social, economic and cultural expertise. The specialised field that enables such a transdisciplinary analytical framework, especially the integration of medical and cultural concerns, is that of medical anthropology. In turn, the analysis between literary genres and voices, such as the examination and integration of recent popular science writings and fictional literary bestsellers, side by side with specialised medical and healthcare literature, is enabled by the tools and understanding of the field of comparative literature.

Findings: As this research compares and analyzes medical, social, economic and cultural concerns of contemporary and predicted trends in human and machine healthcare, it takes a stance in the discussion of whether the progress in the field of artificial intelligence justifies or even perpetuates fears of human professional redundancy, or whether it can be considered as positively and creatively contributing to human healthcare, its communication, and its democratisation. It is found that even highly specialised medical experts and healthcare providers such as diagnosticians might be affected by globally interconnected advances in artificial intelligence and data processing.

Contributions/Implications: The contribution of this research is threefold: methodologically, it offers a unique combination of academic fields for the analysis of specific positions about the current and future use of artificial intelligence in human healthcare. Conceptually, it analyzes, compares and evaluates medical, social, economic and cultural concerns. Overall, it advances the discussion of whether artificial intelligence perpetuates fears of human professional redundancy, or whether it can be considered as positively and creatively contributing to human healthcare, its communication, and its democratisation. The implications are profound for all human healthcare providers and practitioners, for the future directions of medical education and training, for patients' positions, perceptions and expectations within human healthcare, and finally for all professional fields that are in comparable situations to human healthcare as far as their relation to the progress in artificial intelligence, its global connectivity, and possible human redundancy is concerned.



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
15:45-17:15

From Surveillance to Customer Analytics

Lajisha Latheef

ABSTRACT

Background & Aims: With a predominant shift in focus by retailers to data-driven decisions, the purpose of the research is rationalised. It is harder and more challenging to execute AI technologies in brick-and-mortar retail stores than online. Moreover, wherever deployed, both online and offline retailing are merely in the early phases of AI. As per a report by Capgemini in 2018, retailers are hastening the implementation of artificial intelligence. Indeed, machine learning has a substantial economic impact on Retail and CPG use cases. The proposed research is relevant as there is a growing demand for advanced AI solutions in the retail industry to enhance customer satisfaction. The research focuses on gaining insights on consumer behaviour from surveillance footage in the brick-and-mortar retail stores.

Problem Statement: To gain actionable business insights by converting surveillance footage of brick-and-mortar retail stores into foot traffic data with demographic information to better understand customer behaviour and drive sales.

Aim: To develop a deep learning method that can estimate the number of customers moving in and out of the stores, their demographic information and occupancy rate at a given time.

Objectives: Firstly, detect all the instances of the target classes of customers. Secondly, track the detected object classes by assigning ID. Thirdly, count the footfall and compute the occupancy rate. Fourthly, run the model on multiple cameras and lastly, Integrate data from multiple cameras and summarize this data for analysing entire store performance.

Design/methodology/approach: The research addresses a novel computer vision problem which holds high relevance to modern retail analytics. The problem dealt with is, in fact, a classification problem; the target classes being male, female and kid. The project utilises the potential of surveillance cameras, conducts extensive research and develops a system that can detect, track and count the customers entering and exiting retail stores with their demographic data. The input is a retail store CCTV video, and the outputs are CSV files and videos with detection and tracking information. The csv file contains foot traffic data of customers, separating male, female and kids, as well as the occupancy data at each given time. The proposed solution uses a neural networks algorithm named YOLO-v4 model for detection and Deep SORT algorithm for tracking. The evaluation metrics used to analyse the model performance are mean average precision and intersection over union.

Findings: The project focuses on understanding foot traffic data from the surveillance footages in the retail stores for gaining insights on business operations. To achieve this, store CCTV video is converted into foot traffic data with occupancy and demographic information for further manipulations as desired. The proposed solution produces fairly good results. The performance of the selected YOLO-v4 model increased considerably after tuning. The individual average precisions for each object class shows significant improvement. Consequently, the mean average precision (mAP) has improved from 78.46% to 100%, indicating a perfect model. Recall and F1-score have also increased to 1.

Conclusions: The proposed solution produces fairly good results and contributes to the field of retail analytics as the retailers are looking for AI solutions to shift to data driven decision making.



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
15:45-17:15

Predicting Future Mobility Changes from COVID Data

Lois Johnson, Sudhakar Camilos, Dhanya Pottaraikal Mohandas,
Rinsi Aboobacker, Fouzia Saleem and Sakeena Qasim

ABSTRACT

COVID-19 pandemic has affected almost all aspects of life. This period showed stringency measures taken at the Government level worldwide that regulated individual and community mobility. Now we are talking about adapting and living with the situation. A few, on the one hand, enjoyed it, while others longed for pre-covid times. The restrictions on movement affected the social life, the well-being of individuals, and the functioning of businesses. Our project aims to predict the mobility changes in various location points for the next 21 days compared to pre-covid times in the GCC countries. Identifying, learning, and using the factors contributing to the variations in overall mobility, we propose to build a model that would predict mobility for the next 21 days, given the data on the COVID-19 pandemic in different areas. In the early stages of COVID-19 spread, ARIMA (Auto Regressive Integrated Moving Average) and advanced deep learning models like LSTM (Long short-term memory) used the dynamic and non-linear impact of social behaviours in predicting the spread of COVID-19 cases. LSTM had outperformed both auto regression, moving average and neural network models in predicting COVID-19 cases in 8 European countries. [1]. As we are seeing a reverse trend of mobility with respect to COVID cases we believe LSTM can be applied to predict the reverse trend as well. This prediction will help organisations make business decisions, and governments regulate policies regarding the stringency, vaccination, and sanitization for public safety. It will allow authorities to prepare for any impending or improbable crisis that affects the mobility of people. The vaccination drives have built a level of confidence and crowd immunity that led to an ease of restrictions that encouraged the movement of people, making our proposal relevant in the current scenario



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
15:45-17:15

Vaccination analytics in COVID19

Hathim M, Mher Patvakanyan, Abdelhamid Shaat, Ahmed Al Khammash and Husain Abdallah

ABSTRACT

Covid-19, which broke out as an epidemic in China and soon turned into a global pandemic, continues to pose challenges and disrupt the world as we know it. The disease is affecting different sectors around the world while also resulting in millions of deaths. From our research and understanding, there are 3 important factors to consider when fighting Covid-19: the ability of the disease to spread, the severity, and the number of cases. We decided to target and explore the spread of the virus and devise ideas and methods to tackle it accordingly. One of the methods that were proven to effectively combat the spread of the virus is restrictions and lockdown. However, long-term and prolonged restrictions cause a significant impact on the economies of countries around the world, which should also be considered, as the impact on this domain can lead to a knock-on effect across other sectors, especially the health sector. Therefore, after a detailed analysis of the Covid-19 dataset along with the Google Mobility Report (generated by Google which estimates changes in mobility due to social distancing measures) provided to us, we decided to look at the spread rate of Covid-19 over time (R_t) and its impact. If we can understand and decode the spread of the virus, we should be able to develop methods to control the outbreak and eventually predict and contain the spread of the virus without causing any major dent across any industry. As we all know, various countries have taken numerous measures to contain the outbreak. These include wearing masks, quarantine, hand washing, isolating people who have been in contact with infected people, and, last but not the least, vaccination. Our goal is not only to predict and devise methods to control the outbreak rate but also understand what factors and parameters have a prominent effect on the spread of Covid-19. We would also like to explore whether vaccination has had any effect on the spread of the disease since it was not deployed up until recently. If we can successfully analyse all these aspects, we should be able to develop effective methods and strategies that can help the concerned health authorities and the government to control and eventually eliminate the disease.



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
15:45-17:15

Perception and Practices of EdTech Platform: A Sentiment Analysis

Rahul Janardan, Anshul Saxena, Benny J Godwin, Jobin J Jacob and Lakshmi Subramani

ABSTRACT

Introduction: Virtual and digital learning being the new normal, pandemic outburst and unexpected disruption in the functioning of educational services have paved way for online learning services. Considering the fast-track growth of the education technology (EdTech) industry, in order to sustain, it is imperative for the industry to understand the underlying issues by capturing the end users' perception.

Purpose: The primary purpose of this research is to examine the perception of users towards EdTech platforms. In addition, this paper also investigates the effectiveness of EdTech platforms during the pandemic 2020.

Methodology: A sample of 1536 reviews regarding three major EdTech platforms were scraped from MouthShut.com as textual data and analysed using lexicon-based method. The polarity of the sentiments pertaining to the reviews of different platforms was analysed using sentiment analysis. Furthermore, the topic modelling on the reviews was performed using natural language programming.

Findings: The results revealed a positive sentiment of users towards the EdTech services and platforms. The most influential factors are faculty expertise, interface user-friendliness, syllabus, and pricing model. Our findings help EdTech service providers to understand which factors are driving this dramatic shift in student behaviour so they may develop better strategies to attract and retain consumers. Despite the rise in EdTech platform popularity, this is the first study to investigate perception of EdTech users comprehensively.



STUDENT TRACK 6
INFORMATION TECHNOLOGY & COMPUTING

Session Chair:
Fehmida Hussain

Session Time:
15:45-17:15

Panel Session on “The Role of Women Leaders in Building Resilient Supply Chains” organized by Centre for Supply Chain Excellence and Help Logistics

Panel Moderator: Dr Sreejith Balasubramanian

PANEL MEMBERS

Alia Gharaibeh - Regional Director - Middle East, HELP Logistics

Dr Siti Norida Wahab - Department of Technology and Supply Chain Management Studies, Universiti Teknologi MARA, Malaysia

Dr. Janya Chanchaichujit – Associate Professor, Supply Chain and Logistics, Prince of Songkla University, Thailand



DAY
03

SPECIAL TRACK 11
ECONOMICS IN THE POST-COVID ERA

Session Chair:
Ajit Karnik

Session Time:
09:30-11:00

**The Resilience of Small States:
Using the Geospatial Lens to Understand the 'Arab State System'**

Devika Sharma

ABSTRACT

Small states often 'drop out' of explanations of systemic importance at the international level, particularly when seen from the realist perspective. If at all smaller states in international politics are seen to have a voice of their own, Regional Security Complex Theory (RSCT) has gone a long way in explaining it. According to the RSCT, smaller states in a geographically proximate but interdependent security context can and do manage to eke a space for themselves, particularly in a competitive regional environment, where smaller states can play off regional hegemony. However, this paper argues that these conventional frames of reference are either ethnocentric, statist or excessively focused on security as a variable to explain state behaviour and power at the cost of other factors such as culture and spatial imaginings. Taking the Gulf states in particular and the Arab region as a whole as the focus, this paper argues that how the states function here is different from the way conventional theories of IR would have us believe. While security concerns and national identity are indeed important, there are other links of culture (religion and language), history, geopolitical location and efforts at building an Arab identity that are necessary to consider when understanding the specificities of the region. It is to these factors that the paper looks at in order to amplify the understanding of the 'Arab state system'.

This is particularly important given that as regional security frameworks and organisations go, the emphasis has usually been on the European Union or the Association of South-East Asian Nations as examples, to the exclusion of frameworks and organisations in other regions. The methodology employed here is of critical geopolitics, and therefore does not start out with either the state or a regional organisation as the unit of analysis. Instead, it looks at ways in which the region is loosely imagined and understood in order to arrive at an understanding of how the region thinks and feels its way around issues that impact the countries individually as well as collectively. The paper finds that until we employ frames of references that go beyond the state-security categories that conventional IR

theory straitjackets our understanding into, we will miss a fundamental way of understanding not only how states manage external threats and challenges like Covid-19, how they conduct foreign policy that pertains to not only their region but the globe, and how they in turn can have a bigger role to play at the international stage, whether it be in the area of exchanges and ideas on sustainability, norms on tolerance, and cultural and economic exchange, and so on. It is only by looking at these variables that are peculiar to the Arab state system that we can both decolonize and de-centre the traditional frames of reference with which we seek to understand how different regions function. It is also in this way that we can build an understanding of how smaller states such as the ones in the Gulf can and have managed their resilience in a challenging regional and global context.



SPECIAL TRACK 11
ECONOMICS IN THE POST-COVID ERA

Session Chair:
Ajit Karnik

Session Time:
09:30-11:00

Profitability of Indian Banks: Examining the Impact of Income Diversification

Ajit Karnik and Sudipa Majumdar

ABSTRACT

Background & Aims: This paper is concerned with examining the profitability of Indian banks over the period 2005 – 2020. Profitability is measured in two ways: ROA and risk-weighted ROA where the latter is computed as ROA divided by its standard deviation. We employ a variety of variables to identify the most important factors which affect profitability. One of these variables is non-interest income which is indicative of income diversification. Post-recession and as interest rates have declined banks have sought to pursue income diversification to boost their incomes. There is a strong likelihood that this trend may be accentuated in the post-COVID time-period. Noninterest income (NII) is income generated by banks from sources other than interest payments. Studies conducted on the relationship between NII and bank profitability for the USA and Europe have found that emphasis on income diversification benefits profitability in European banks but worsens it in American banks. Current research on Asian banks has not led to a coherent view of the relationship between NII and bank profitability. Some studies in India have indicated that income diversification has improved profitability while others have pointed in the other direction. In addition to NII, we consider other bank-specific variables (FOCUS which measures income diversification, Total Assets, Rate of Growth of Total Assets, Loan to Total Assets ratio, Total Equity to Total Assets ratio, Total Deposit to Total Assets ratio and Non-performing assets to Advances ratio) as well as macroeconomic variables (Rate of Inflation and Rate of Growth of GDP) in our specification of profitability equations.

Design/methodology/approach: We employ panel data estimation techniques to estimate the profitability equations. We have an unbalanced panel of 97 banks composed of public sector banks, private sector banks and foreign banks. We not only estimate profitability for all banks on our dataset but do so separately for public sector, private and foreign banks. This will enable us to take a more granular view of profitability.

Findings: Our findings show that for all banks ROA and risk-weighted ROA is negatively related to NII. Among the other variables FOCUS, total assets, deposit ratio and NPAs affect profitability negatively while rate of growth of total assets, loan ratio, inflation and rate of growth of GDP have a positive impact on ROA. When we consider different ownership patterns – public, private and foreign - in the banks important differences are discernible.

Contributions/Implications: Our results point to the importance of studying banks at a granular level of ownership since important differences in the factors affecting profitability are revealed. At a policy level, we would like to state that the shift towards income diversification should be viewed with caution. This is especially important given the continuing pandemic situation which is putting severe pressure on traditional sources of bank earnings.



SPECIAL TRACK 11
ECONOMICS IN THE POST-COVID ERA

Session Chair:
Ajit Karnik

Session Time:
09:30-11:00

Impact of Covid-19 Pandemic Crisis on Small and Medium Enterprises in UAE: An Empirical Study

Sudono

ABSTRACT

Background & Aims: The COVID-19 pandemic is an unprecedented global phenomenon, unimaginable prior to its appearance in Wuhan almost two years ago. This pandemic has had a wide-ranging effect on all countries. COVID-19 has spread very fast and is easily transferable from one to another. Because of this fact, economic growth has slowed down immensely. Almost every country has imposed restrictions on travel to prevent the transmission of the virus. With restrictions on movement, the economic impact is vast and affects most people in their respective countries. Almost every country has experienced a significant economic decline due to this virus. Indonesia has not escaped this virus. The impact of the economic downturn has been quite significant. The economic strength of this country dropped significantly. Termination of Employment has occurred in many industries as businesses can no longer afford to pay the workforce. This is due to the limited product consumption. This leads to an inability for people to buy goods as they do not have sufficient income, due to the impact of the layoffs. This condition is like a carrom game. However, the Indonesian government has created a program that is very interesting to study. The purpose of the program is to increase the role of Micro, Small and Medium Enterprises (MSME) as the backbone of the country's economic strength. In order to strengthen the role of MSME, the government provides assistance in several projects. Some projects of assistance include educational fields such as short courses/workshops in the Digital field. MSME actors are given training on how to sell their products through media, such as Instagram, WhatsApp, Facebook, YouTube and so on. Several ministries have opened trainings/workshops for all circles of society, especially MSME. The Ministry of Communication and Informatic's project provides training for the community.. Meanwhile, the Ministry of Industry and Trade and the Ministry of Cooperatives organize exhibition programs by inviting and bringing together MSME actors with industry players (exporters) in the hope that transactions will occur between MSME actors and exporters. The two ministries also link MSME actors with hoteliers to provide locations in hotels to ensure that MSME actors can promote their products to the guests, coinciding with the opening of domestic tourism by the government. The author's observation of the government's policy concludes that the MSME actors are enthusiastic with the government's policies. Among the MSME actors, there is also mutual buying and selling of their respective products. In this case, it appears that there is an increase in purchasing power in the community coinciding with the strengthening of the presence of MSME actors. This study aims to criticise whether government policies, by paying attention and assisting MSME actors, can really strengthen people's purchasing power which in turn strengthens the country's economic growth.

Design/methodology/approach: This paper uses a qualitative analysis method, by conducting in-depth interviews with MSME actors and government representatives who are competent in providing policies.

Findings: The results of the study indicate that government projects could strengthen the economy, especially for MSME actors in Indonesia.

Contributions/Implications: Based on the findings of the research, the author might encourage the government to broaden and strengthen the project.



SPECIAL TRACK 11
ECONOMICS IN THE POST-COVID ERA

Session Chair:
Ajit Karnik

Session Time:
09:30-11:00

Impact of mergers on the Banking Sector in the UAE

Ajit Karnik and Mariam Aslam

ABSTRACT

Background & Aims: One of the most notable developments affecting the banking industry over the last 30 years has been the unprecedented level of merger and acquisition activity. The trend towards financial consolidation accelerated in the 1990s in OECD countries for reasons such as improvement in financial technology, globalisation of financial markets, increased shareholder pressure and financial deregulation (Altunbas and Marques, 2007). Previous studies have identified motivations for mergers. The majority of studies follow event study methodology which is often based on changes in share prices around the period the announcement of the merger. The aim of these studies is to ascertain whether the announcement of a bank merger creates shareholder value (in the form of capital gain) for the shareholders of the target, the bidder and/or the combined entity (Beitel and Schiereck, 2006). The operating performance approach compares the pre-merger and post-merger performance of companies using accounting data to determine whether financial consolidation leads to changes in costs, revenues and profits (Healy et al., 1992; Pawaskar, 2001). The aim of this research is to provide evidence on operating performance changes in UAE banks post merger activity.

Design/methodology/approach: We propose two equations to explain profitability of banks. The first equation employs Return on Assets as the dependent variable and the second equation uses Return of Equity. The set of independent variables include: Total assets of each bank (Logged), Growth rate of total assets (%), Ratio of non-interest income to operating income (%), Ratio of loan loss provisions to total assets (%), Ratio of loans of a bank in a current year to the total assets (%), Ratio of equity to total assets (%), Ratio of bank deposits to total assets (%) and Ratio of non-performing loans to total loans (%). We capture the effect of mergers by considering dummy variables for the following mergers: ADCB_RBS; Dummy: ADCB ACQUIRES RBS IN 2010 ADCB_BARCLAY; Dummy: ADCB ACQUIRES BARCLAYS IN 2014 ADCB_HILAL_UNB; Dummy: ADCB, AL HILAL & UNION NATIONAL BANK MERGE (2019) EI_DB; Dummy: EMIRATES ISLAMIC ACQUIRES DUBAI BANK (2012) EB_NBD; Dummy: EMIRATES BANK ACQUIRES NATIONAL BANK OF DUBAI

Our conclusions regarding the effect of mergers will depend on the sign and significance of the dummy variables. A negative coefficient for any of the dummy variable(s) will indicate a deterioration of profitability of the banking sector after the merger(s). Our data covers the time period 1997-2020 and includes 24 banks. The total number of observations is 348. We have an unbalanced panel which we estimate using both the Random Effects and Fixed Effects approaches.

Findings: Our main finding is that mergers reduce the profitability of the banking sector as a whole. While all the mergers, related dummy variables are negative, the coefficient is negative and significant for the merger related to Emirates Bank and National Bank of Dubai. This is true for both ROA and ROE. For the ROE equation we additionally find that the coefficient related to the merger of ADCB bank and the Royal Bank of Scotland.

Contributions/Implications: It has been suggested that the large number of financial institutions in the UAE offer a plethora of choices for UAE customers. Given that at least some of the banks are relatively weak in terms of tapping savings or less able to tap the market for fresh capital, the time may be ripe for consolidation. Our results with respect to the mergers till date, especially the mega mergers suggest that the impact of this on the performance of the entire banking sector needs to be taken into consideration.



SPECIAL TRACK 11
ECONOMICS IN THE POST-COVID ERA

Session Chair:
Ajit Karnik

Session Time:
09:30-11:00

Gender Diversity in the Boardroom: Case of UAE National Banks

Neelofer Mashood, Pallavi Kishore and Vijaya Kumar

ABSTRACT

Background & Aims: In recent years there has been an intense debate among regulators, policy makers, and media on the role of board gender diversity in creating firm value. There is conflicting research whether gender diversity always has a positive impact on firm performance (HBR, 2019). While there is sufficient evidence supporting the positive impact of female representation at the board level on financial performance (Adams & Ferreira, 2009; Evgeniou & Vermaelen, 2017; Sonal & Snellmann, 2019), there is evidence which indicates that this may not always be so (Adams & Funk, 2012; Griffin, Li, Zu, 2021.). It can be seen that countries and industries that view gender diversity as important capture benefits from it. Those that don't, don't. In this study we analyse gender diversity at the board level in 10 nationalised banks in the UAE and its impact on the banks' financial performance. We will also investigate the reasons for low female representation in this context ranging from normative acceptance of working women; regulatory support to a male dominant culture e.t.c. (Rawat & Sharma, 2017) and how this token representation may/maynot impact firm performance.

Design/methodology/approach: This is a descriptive exploratory research that uses a qualitative approach to examine the relationship between gender diversity and organisational performance focusing on the case of ten nationalised banks in the UAE. It primarily uses secondary data to draw effective conclusions on the impact of women representation in the boardroom on the financial performance in these localised banks. It further analyses literature to identify the reasons behind the low representation of women in leadership; the advantages of gender diversity at the board level in financial institutions and strategies to encourage gender diversity at the leadership level.

Findings: The findings indicate that among the ten banks only two banks have female representation at the board level. Hence there is very low gender diversity at the leadership level in localised banks in the UAE. However the two banks have better financial performance as compared to banks that do not have any gender diversity.

Contributions/Implications: A number of conclusions will be drawn from the research. The identification of positive firm- performance outcomes associated with a higher percentage of women in management positions is likely to influence employer willingness to adopt programs and policies that develop and retain women who aspire for management positions. Additionally, the paper can help to fill a gap in the existing literature on understanding the challenges and reasons behind low representation of women in leadership in the UAE banking sector.



STUDENT TRACK 7
PSYCHOLOGY

Session Chair: Lynda Hyland and Magdalena Mosanya
Session Time: 09:30-11:00

“I’ve seen it all”: An IPA study among Health Care Professionals who deal with emergencies and trauma

Somer Rodrigues & Lynda Hyland

ABSTRACT

Background & Aims: Research suggests that multiple stressors related to working as a Healthcare Professional (HCP) may increase vulnerability towards certain psychological and emotional difficulties. Providers working with emergency cases especially are exposed to a wider variety of stressors, in comparison to other departments such as general internal medicine. These individuals are frequently expected to deal with various critical situations. They are recurrently exposed to the impacts of physical injury, rape and sexual abuse, mutilation, accidents of different caliber, and death in their profession. Unpredictable work schedules, time-pressure, and hectic working conditions are further job characteristics of such providers. To protect their functioning, various ways of coping are utilised. Exercise, praying, and having a good work-home life balance has been cited in past research. This study aimed to explore the impacts of working in emergency and trauma situations for various HCPs living in Dubai. It also set out to investigate the various ways of coping with the suffering experienced by the HCPs.

Design/methodology/approach: It was conducted in Dubai and a snowball sampling was utilised to collect data from five health care workers, with experiences in emergency and trauma situations. An Interpretative Phenomenological Analysis was employed to analyse the data.

Findings: Findings revealed that various physical, emotional, and social consequences accompanied being an HCP in Dubai. Bad dietary habits, irregular sleep patterns, addictive behaviours, and exhaustion resulting in the development of health complications was reported. However, even though stress in participants was noted, there was also an increase in personal satisfaction, compassion, empathy, confidence, sympathy, and resilience. Social consequences such as not being able to attend social gatherings, spend time with family, and being absent during important religious gatherings were impacts prominent in all participants. Coping strategies varied for each individual but surrounded mostly around spirituality and religion, exercise and working out, relying on colleagues and family members, and trying to make their negative experiences appear more positive by the use of humour. Lastly, participants who reported positive perceptions about their role referred to themselves as “superheroes” or “chosen”. However, those who did not, experienced role revulsion at times.

Contributions/Implications: This was unprecedented research conducted in the expat city of Dubai. It is of prominence to all healthcare platforms seeking to create a better environment for their practitioners, and reduce the level of negative consequences endured. Studies demonstrating the susceptibility of HCPs to developing long, and short-term psychological complications due to the current COVID-19 pandemic have already been conducted. It is apparent that the emotional nature of such individuals is being overwhelmed. Therefore, in order to adapt more effectively to such unexpected scenarios, the ability to utilise different coping mechanisms found in this study, should be taught. Hence, the next generation of medical students must be educated about prioritising their mental wellbeing. It would be useful if medical programs incorporate compulsory modules teaching ways to deal more effectively. Moreover, it was displayed that hygiene factors, such as work hours, are associated with levels of job satisfaction. Thus, it is essential that on-call duties are limited, and shift schedules reduced as much as possible by the hospital HR, to support HCPs and control the number of adverse consequences related to their role.



STUDENT TRACK 7
PSYCHOLOGY

Session Chair: Session Time:
Lynda Hyland and 09:30-11:00
Magdalena Mosanya

**Exploring Japanese multicultural coexistence policy and foreigner
issues in the context of COVID-19**

Yinhe Quan

ABSTRACT

The issue of immigration has received widespread attention globally. Criticism of multiculturalism has become commonplace due to increased immigration and refugee issues in Western countries, terrorist attacks, and the expansion of far-right forces. And the COVID-19 infection has exacerbated racial discrimination and exclusionary behavior on a worldwide scale.

In recent years, Japan has begun to actively admit foreigners in response to the labour shortage caused by an ageing society. However, the aggressive admission of foreigners has also contributed to the spread of racism and xenophobia. Japan has long been portrayed as a "mono-ethnic country" with unwelcoming characteristics of outsiders. However, from a historical perspective, Japan is a multi-ethnic country that includes the indigenous people of Hokkaido and Okinawa, as well as Koreans, Taiwanese, and their descendants who entered Japan during the colonial era.

Creating a multicultural society that coexists with immigrants and protecting the human rights of foreign immigrants has become a long-standing and important issue. The purpose of this study is to examine the relationship between Japanese society and foreigners from a historical perspective. While racism and xenophobia are mentioned, the protection of the human rights of foreigners and the development process of Japan's multicultural society are also explored.

This study begins with Japanese foreign policy and Japanese multicultural society from the 1990s to the present. After the late 1990s, the term "multicultural coexistence" was widely used in civil and administrative institutions, and by 2006, multicultural coexistence began to be referred to at the national level.

The purpose of this study is to sort out the relationship between Japanese society and foreigners from a historical perspective after the 1990s and to examine the changes in the development of multicultural society in Japan. Using the literature survey method and the available historical data, this study (1) analyzes the relationship between Japanese society and foreigners from the 1990s to the present, (2) examines the causes of racism and xenophobia toward foreign residents in Japanese society after COVID-19, and (3) searches for the future direction of the multicultural society in Japan on this basis.



STUDENT TRACK 7
PSYCHOLOGY

Session Chair: Session Time:
Lynda Hyland and 09:30-11:00
Magdalena Mosanya

Student Perception of Teachers in Relation to Race and Educational Qualification

Sameeha Siddiqui, Sruthi Ramesh, Zainab Dhilawala, Laiba Zaigham,
Sareema Tamdeen and Alarico Zaminato

ABSTRACT

Objectives: Chisadza, Nicholls and Yitbarek (2019) found that the race of an educator affects the perception of the students they teach. This study investigates how race plays a role in shaping the perception a student has of their educator and how a teacher's qualification can also impact this perception. The hypotheses tested in this study are; firstly that students tend to rate White teachers better than South Asian teachers, regardless of their qualification and that students rate teachers of their own ethnicity higher on teacher evaluation tests.

Design: This study employs an independent groups design to examine if an educator's race and qualification impacts how students perceive them. The teacher evaluation scores submitted by the participants as an assessment of the educator, is the dependent variable. The independent variables are the stimuli presented to the participants; race, White and South Asian, and qualification, Ph.D. and Masters.

Methods: Three hundred and twenty participants took part in this study. Participants were aged 16-25, and the majority were South Asian. Participants were asked to watch a video of a female virtual teaching avatar. Four videos were made to portray the different levels of the independent variables such as a White teacher with a masters and a White teacher with a PhD, and a South Asian teacher with a masters and a South Asian teacher with a PhD. The videos are followed by a questionnaire for evaluation. The evaluation questions were taken from Ryu and Baylor (2005). The scores for the evaluation were compared on each level of the study. The software SPSS was employed to run a statistical analysis of the received data.

Results: A two-way ANOVA was conducted to identify the effect of race and qualification on the student's perception. The ANOVA found that; the main effect for race was marginally significant with a significance value of $p = .06$. The main effect for questions and the interaction effect were both insignificant, with significance values of $p = .12$ and $p = .47$, respectively. Race was found to have a non-significant statistical difference. The interaction effect between race and qualification proved to be insignificant too. These results do not completely align with the hypotheses of the study.

Conclusions: To conclude, race and qualification are not observed to interact and have an impact on student perception of teachers in this study. Race seems to influence student perceptions of educators however this effect is observed to be miniscule. However, acquired results implied that south Asian teachers scored better; this could have been because a large percentage of the participants were south Asians. In this case, the second hypothesis was consistent with the results as students rated teachers of their ethnicity higher. Even with race being marginally significant it was still consistent with one of the study's hypotheses prompting that race is an important variable to look further into to develop a better understanding of what influences perception and receipt of educators, especially in localities with a diverse student and teacher population.



STUDENT TRACK 7
PSYCHOLOGY

Session Chair: Session Time:
Lynda Hyland and 09:30-11:00
Magdalena Mosanya

Musical Training and Music Engagement: The Relationships with Working Memory and Stress

Sneha Sriram and Magdalena Mosanya

ABSTRACT

Background & Aims: Music has been viewed as a significant source of personal expression among individuals and engaging in music helps provide an emotional space where individuals get to express themselves. Musicians who have been trained for longer demonstrate superior working memory compared to non-musicians. Certain elements of musical training encourage emotional expression, contributing to lower levels of stress. In addition, listening to music tends to reduce physiological arousal, thus reducing stress levels. Few research on non-Western individuals has been done in that regard so far. The present study aimed to understand the predictive effect of musical training on working memory and stress and to explore the relationships between music engagement and stress. Musical training has been assessed as years of training and intensity of training per week. Secondly, the objective was to assess the relationship between music engagement (listening to music for emotional regulation and cognitive functioning) and stress. We formulated three hypotheses. Firstly, we suggested that musical training will positively predict working memory. Secondly, we hypothesised that musical training would predict stress negatively. Thirdly, we suggested that music engagement will be related to lower levels of stress.

Design/methodology/approach: It was a quantitative, cross-sectional, questionnaire-based study that recruited 148 individuals studying in the United Arab Emirates. Along with the demographic sheet, The Music Use Questionnaire (MUSE), The Working Memory Questionnaire (WMQ), and Cohen's Perceived Stress Scale (PSS 10) were given to the participants. Hypotheses were validated with an implementation of - multiple regression analyses (H1, H2) and Pearson's correlation coefficient analysis (H3).

Findings: Our study had multiple findings. Firstly, the results revealed that the intensity of musical training was a significant positive predictor of working memory with no significant impact of years of training, supporting our first hypothesis partially. Secondly, we demonstrated a negative prediction of both intensity and years of music training on stress in line with our second hypothesis. Finally, music engagement was significantly associated with stress but positively against the hypothesised direction. The findings suggested that more intense music training led to better working memory and lowered stress levels. Interestingly, the study found that music engagement was associated with a greater stress level in contrast to our hypothesis and existing studies.

Contributions/Implications: This study is important because it looked at the relationship between music practice and engagement in enhanced cognition and well-being, which feeds into positive psychology knowledge building. We have provided supportive evidence and extended it to a non-Western sample. Our study further brought contrasting evidence regarding the relationship between music engagement and stress. It shed new light on such relationships, which we explained as dependent on the type of music consumed as young people may listen to anxiety-provoking music. We also justify our contradictory findings by suggesting that people who experience more stress consume more music. Such surprising outcomes motivate more research which our study initiated. Overall, our results related to the first two hypotheses may aid various therapists and clinicians develop potentially effective therapeutic techniques that may benefit their patients by including musical practice as an adjunct to traditional methods.



STUDENT TRACK 7
PSYCHOLOGY

Session Chair:
Lynda Hyland and
Magdalena Mosanya

Session Time:
09:30-11:00

Evaluating the Growth of a Virtual Influencer through Organic Social Media Tools

Lovell Menezes

ABSTRACT

The aim of the following Creative Project was to explore the possibility of growing a virtual influencer on Instagram through the sole use of organic techniques. It involved the meticulous use of an action research strategy in the form of spirals on different Instagram accounts to test out whether it was possible to build a social media following of a virtual influencer using tools such as hashtags, geo-location tags, captions, and other methods. With big companies making most of their revenue through sponsored advertisements that have been paid by profiles in exchange for engagement, the research will reveal whether it's possible to build a following through the sole use of organic techniques.



SPECIAL TRACK 7
IMPACT-BASED RESEARCH ON UNDER-
REPRESENTED SAMPLES

Session Chair: Session Time:
Olga Khokhlova and 09:30-11:00
Anita Kashi

Helpful or not? Mechanisms of prosociality in the Dark Triad

Nikita Mehta, Arathy Puthillam and Hansika Kapoor

ABSTRACT

The Dark Triad (DT) is known to be maladaptive in their selection of social bonds, including long-term relationships such as friendships. They also tend to pursue an agentic social style, characterised by extracting resources from others for their own benefit. Additionally, they are known to be less prosocial and more self-serving, defecting more than collaborating in the context of cooperative games. In a previous study, we found that individuals scoring high on the Dark Triad traits were unable to perceive others' helpfulness in prosocial situations. Thus, in the current study, we explore whether perception of help (at different levels of helpfulness) mediates the relationship between the Dark Triad and defection in an ultimatum game.

The study uses a mixed design where the ultimatum game was administered between-participants and on the other hand, the Short Dark Triad (SDT) as well as controls (social desirability, age, gender, to name a few) were measured within-participants. Specifically, using an experimental method, participants played a modified version of the ultimatum game. Here, one group of participants were presented with the low-help condition (from a total of USD 1000 Person X shares USD 200 with the participant) and the other group were presented with a high-help condition (from a total of USD 1000 Person X shares USD 800 with the participant). Data were collected from participants from different nationalities, majorly those belonging to non-WEIRD countries. A total of 707 participants, 352 in the low-help condition and 355 in the high-help condition, were included in the preliminary analysis.

Results showed that the Dark Triad (controlling for social desirability) predicted perception of helpfulness in the low-help condition but not in the high-help condition. Additionally, psychopathy (controlling for social desirability, Machiavellianism, and narcissism) predicted the perception of helpfulness in the low-help condition. Even though the Dark Triad misperceive helpfulness, the results show that they do not defect under any of the conditions. The majority of the sample includes a rather under-represented population from non-WEIRD countries, as opposed to the more researched WEIRD population, where much of the dark triad studies are conducted. This study highlights the prevalence of misperception of help and the absence of defection among the Dark Triad in a non-WEIRD sample. The mechanisms behind such a behaviour needs to be explored further.



SPECIAL TRACK 7
IMPACT-BASED RESEARCH ON UNDER-
REPRESENTED SAMPLES

Session Chair: Session Time:
Olga Khokhlova and 09:30-11:00
Anita Kashi

**Prevalence of Implicit Gender Stereotyping Across Generations
(Millennials Vs Middle-Aged Individuals) through Story Visualization**

Fathima Linsha Basheer and Sonakshi Ruhela

ABSTRACT

The concept of gender stereotyping has been consistently prevalent throughout human civilizations. In this Dane age of information influx, it's unquestionable that people have boundless access to gender literacy. However, the question still remains 'Have we improved progressively as we claim to be ?

Hence this paper aims to explore this matter at hand by comparatively analysing the prevalence of implicit (unconscious) gender stereotyping across two following generations (Xennials /Middle-Aged and Millennials) through story visualisation. The study presented a gender neutral short story and thereby asked participants (n=40) to choose the character of the story on the basis of that which closely resembled the appearance from their story visualisation. In order to assess the prevalence of implicit stereotyping, research purposefully kept stereotyped gender and unconventional gender choices. Moreover the participants were told it was merely a story visualisation research rather than a gender stereotype one.

Employing statistical analysis, the study was successful in analysing the differential level of stereotyping across the preceding generations. The study implications can be found understanding gender inequality issues we face in our day to day lives. Research is also insightful in its ability to highlight how occupational gender stereotyping structures out career opportunities and subsequently under- represents certain genders.



SPECIAL TRACK 7
IMPACT-BASED RESEARCH ON UNDER-
REPRESENTED SAMPLES

Session Chair: Session Time:
Olga Khokhlova and 09:30-11:00
Anita Kashi

Anomalies in online data collection from two social media platforms

Denise Andrzejewski

ABSTRACT

Online data collection (ODC) has grown in popularity over the past decade and become indispensable for many researchers. Among many ODC methods, online social networks provide scientists with new possibilities to access a myriad of data, which is crucial in understanding modern social life. Considering this proliferation of scholarship using a single SNS for recruitment, it is important to understand whether and/or how this can lead to potentially biased conclusions. Unfortunately, very few have actually compared samples from different SNS leading to a considerable gap in understanding similarities and differences in samples derived from different SNS and their implications for the interpretation, generalizability and replicability of findings. Therefore, this report compared sociodemographic and mental health profiles between Facebook and Reddit users.

Design/methodology/approach: The data reported here are part of a larger data set collected from March to May 2020 via various online platforms and university students. For this report only Facebook and Reddit data was analysed from the original data set. The study used a cross-sectional survey design. The extracted sample consisted of 647 participants that were recruited via Facebook (n = 313) and Reddit (n = 334). Demographic Data was collected, and Mental health was assessed via the Depression Anxiety and Stress Scale. To identify potential biases associated with social media data sources, a series of independent sample t-tests and chi-square tests were conducted to compare the Facebook and Reddit samples on sociodemographic characteristics and mental health profiles.

Findings: Our findings imply that users of different social media platforms differ considerably and that samples are barely representative of their own respective population. The current report compared samples from two SNS (Facebook and Reddit) in terms of sociodemographic characteristics and mental health. Our results indicate that both samples showed significant differences in age, nationality, marital and employment status. This echoes previous concerns about demographically asymmetric data obtained from social media and online survey platforms. Our findings also indicate that participants in the Facebook sample were considerably more depressed, anxious, and stressed than the Reddit sample.

Contributions/Implications: The findings of this report suggest that samples derived from online social networks may be more prone to sampling biases, demographic asymmetry, and unrepresentativeness than most researchers are aware of. Little research has previously addressed the differences between online social network communities and how these could affect the research outcomes and conclusions which in turn may potentially lead to suboptimal policy decisions, interventions, and empirical knowledge at large. However, we are not suggesting that ODC is not a valuable tool, nor do we advocate against its use. The findings in this report should merely remind researchers to bear its shortcomings in mind when selecting their online data collection, recruitment methods, analysing data and when drawing conclusions. In sum, online data collection comes with its own set of challenges that we are just beginning to comprehend.



SPECIAL TRACK 7
IMPACT-BASED RESEARCH ON UNDER-
REPRESENTED SAMPLES

Session Chair: Session Time:
Olga Khokhlova and 09:30-11:00
Anita Kashi

The current course of pandemic

Gunjan Khera and Fadwa Al Mughairbi

ABSTRACT

The current review will serve as a dialogue to pave the way to achieve the new normal living during the ongoing COVID-19 pandemic. People residing in countries which are badly affected with pandemic are facing many challenges and alterations in their lifestyles, professional and personal levels as such (1) virtual education system has been implemented to support education system, (2) significant decreased in social interactions and public gatherings, (3) limited availability of public transports and employability, (4) social crowding and work from culture have compromised individual space and even job productibility. In short, there is a drastic change in an individual's life which could be one of the major causes of intrinsic stress, therefore remedial measures and futuristic strategies will be helpful in managing overall growth and development of education and individuals (personal and professional). Transition of normal teaching pedagogy to new normal (virtual) among undergraduate and postgraduate students of higher educational institutions during the COVID-19 pandemic would have resulted in sacrificed career choices and job dissatisfaction.

Restrictions and decrease in outdoor activities may have aversive effect on individual health, the area still requires a lot of investigation and further clarifications (Chen, Nassis, Harmer and Ainsworth, 2020). Towards the end of SARS pandemic social awareness and healthy lifestyle changes (healthy eating, exercise and maintaining biological clock) showed some decrease in long-term mental health issues faced by people (Lau, Yang, Tsui, Pang and Wing, 2006). On the other hand, psychological vulnerable group, e.g., people who have or are prone to psychological or psychiatric illness, may suffer long term mental issues due to the pandemic (Cullen, Gulati & Kelly, 2020).

Due to low means of transportation and limited occupancy, people using public transport have been negatively affected since challenges included, fulfilling basic family requirements and even managing professional commitments (Draghici, 2020).

Further, crowding is a social phenomenon and could be defined as the psychological state of discomfort and stress linked with spatial aspects of the environment (Maeng & Tanner, 2013). Crowding affected family life and negatively impacted the bonding between parents and children specially during the time of pandemic. Usually, lower- income group individuals are living in small houses, this could compromise their individual's space, personal and professional lives in various ways.

The review aims to define all above-mentioned areas with some suggestive strategies which may be beneficial in living in the new normal from the perspective of individual wellbeing.



SPECIAL TRACK 7
IMPACT-BASED RESEARCH ON UNDER-
REPRESENTED SAMPLES

Session Chair: Session Time:
Olga Khokhlova and 09:30-11:00
Anita Kashi

**'My hijab is me, I'm my hijab': Exploring Identity, Feminism and the
Hijab using Interpretative Phenomenological Analysis**

Nouran Gehad Mamdouh Abouelrous and Aditi Bhatia

ABSTRACT

Although there is a wealth of literature on the different symbolisms of the hijab, there has been little comparable exploration of it as a feminist symbol, especially in the East. This research aims to understand the lived experience of young, hijabi feminists residing in the East, and the meanings of both the hijab and feminism to their identity. The paper begins by putting forth evidence from the current literature on the main symbols of the hijab and outlines its current status from a feminist perspective.

Using qualitative methodology and Interpretative Phenomenological Analysis, semi-structured interviews with five female university-students in the United Arab Emirates ($M = 21.8$, $SD = 3.49$), who wore the hijab willingly, identified as feminists and came from Eastern cultures, were analysed. The three primary emergent themes include: The Interplay of Different Identities, The Meanings Assigned to Feminism and The Meanings Assigned to the Hijab. The interviews are further supported by a photo-elicitory activity which focuses on exploring the participants' understanding of the hijab as a garment.

The findings demonstrate how these young women navigate conflict between their different social identities, and how they use their feminism and hijab status as an expression of their freedom and choice. The paper concludes by discussing the strengths, limitations and implications of the current study, while suggesting a few recommendations for future research to fulfil the gaps in literature.



SPECIAL TRACK 7
IMPACT-BASED RESEARCH ON UNDER-
REPRESENTED SAMPLES

Session Chair: Session Time:
Olga Khokhlova and 09:30-11:00
Anita Kashi

**Indonesia Digital Economy Measures that Influence Resilience During
and After Covid-19 Pandemic**

Noor Iza

ABSTRACT

This original research paper's aim is to analyse and evaluate Indonesia's implementation of digital economy measures that influence Indonesia's economic resilience during and after the covid-19 pandemic, especially in transforming and strengthening small and medium enterprises in digital adoption. The paper points out major Indonesia's preparation and implementations on its digital readiness in which support turnover economy activities during covid-19 and moreover after covid-19, for all through analysing Indonesia's measures at the level of government, business and societies. Indonesia has a big gap on digital skills and competencies today and future that might burden Indonesia to reach digital transformation now and in the future. Then, the paper also proposes recommendations for additional or enhancement measures, especially in preparing human capacity to support future digital at any level to fulfil future digital skills and competencies.





SPECIAL TRACK 9
TECHNOLOGY IN EDUCATION

Session Chair:
Philip Anderson

Session Time:
09:30-11:00

Applications for learners with dyslexia: A review of literature

Aliyu Kirfi and Irfan Naufal Bin Umar

ABSTRACT

Background & Aims: Numerous applications that aid learners with dyslexia in acquiring knowledge and skills are available today. These applications are designed on multiple interfaces ranging from personal computers to mobile devices. As a result, developers across many disciplines and backgrounds are encouraged to create more of these applications. Other immersive software designs such as augmented and virtual reality applications tend to place the user in an environment that limits the manipulation and control of physical objects, which on the other hand, educators believe is a vital tool in children's learning development. Furthermore, technological advancement paved the way to increased human-computer engagement, leading to increased sedentary time spent on digital devices, which may have future consequences, especially on children. Looking at the factors above, one might have to ask these questions; do application developers have adequate knowledge of HCI principles and existing frameworks related to human-computer interaction (HCI) designs? How many applications were developed on each interface? Do these applications provide emotional support to learners with dyslexia? For the reasons mentioned above, this research intends to collect and review 20 existing studies on applications for dyslexic learners and evaluate them based on three factors, which are the objectives of this research. The objectives are as follows: To systematically review research papers on applications for learners with dyslexia to determine how many of these applications are developed on each platform and form factor. To find out if researchers follow HCI principles and protocols when developing their applications. 3.To find out if application developers utilise emotional design elements.

Design/methodology/approach: Critical literature Review/PRISMA

Findings: Preliminary findings revealed that most application developers do not evaluate their applications against HCI principles before validating the application with users. PC and Mobile devices are favourable platforms for developing learning applications for dyslexia, while virtual reality and Tangible user interfaces are the least utilised. Although most developers are aware of the emotional condition of learners with dyslexia, only 15 percent of studies reviewed made accommodations for emotional design.

Contributions/Implications: This paper is expected to provide information for researchers developing applications for learners with dyslexia. Secondly, the research revealed that virtual reality and tangible user interface despite having the closest to reality interaction in terms of features are the least utilised and researchers are encouraged to research more into the area.



SPECIAL TRACK 9
TECHNOLOGY IN EDUCATION

Session Chair:
Philip Anderson

Session Time:
09:30-11:00

Developing a Geospatial Education Web Game for Children

Naufal Javier Iza

ABSTRACT

Geospatial information plays an important role in today's digital era. It provides many benefits for supporting professional applications and daily activities. Unfortunately, the public, including children, still has little awareness of it. So, an introduction to spatial science for kids will prove to be meaningful for the future. A rapidly popular medium of education is through video games because it has a high level of interactivity. One of the most accessible forms of video games is the web game. The Unity game engine can be used for 3D visualisation of the real world into a virtual world. Unity has a LEGO® Microgame preset that provides LEGO block models for building game environments. LEGO is used because it is popular and well liked among children.



SPECIAL TRACK 9
TECHNOLOGY IN EDUCATION

Session Chair:
Philip Anderson

Session Time:
09:30-11:00

**From emergency remote teaching to purposeful online learning:
Transformative change or another false start?**

Jeremy B Williams and Cj Davison

ABSTRACT

Background & Aims: A quick survey of 'the history of the future of education' (Watters, 2015) reveals that the technology- induced revolution in teaching and learning has been in the works way longer than expert opinion forecast. Like many other sectors in the economy, the impact of COVID-19 is likely to be long-lasting as it has become clear that much of the work we used to do (sometimes at the end of a long commute) can be done remotely. In the case of the higher education sector, even the most recalcitrant of faculty can now navigate their way around Zoom, and they have maybe increased their comfort levels in the use of a few other educational technologies besides. Meanwhile, for others further along the educational 'technology adoption cycle' (Moore, 1991), the genie is well and truly out of the bottle. While some remnants of the old paradigm might remain, there can be no going back. Indeed, other key stakeholders – most notably, students and university administrators – are also likely to fall within this camp; the latter perhaps seeing an opportunity to bring in some radical changes that might previously have met with resistance from academics. The authors of this paper welcome this unprecedented and unexpected shift to online modalities of teaching and learning but urge caution in that there is still much to be done if the new paradigm is to take hold. Formal online education has had a few false starts particularly in higher education, and if it is to truly establish itself as a vehicle for transformative learning, it is critically important that it be founded on robust and proven pedagogical designs based on widely accepted educational principles. In other words, it is about pedagogy, not technology. High quality online education should embrace the processes, practises, models, and theories that apply across all modes of teaching and learning. At the same time, it is essential to critically reflect upon (and potentially eradicate) some long-standing assumptions within the old paradigm about what constitutes quality teaching and assessment. The challenge is to exploit the unique opportunities that the virtual world provides through the careful application of engaging and theory-based learning design.

Design/methodology/approach: The paper critically reviews the evolution of online learning over the last two decades, with a view to analysing how online modes of delivery have drawn upon (and transcended) established theories and models of learning.

Findings: While online learning has made some inroads over the years, it has remained largely on the periphery of mainstream higher education. There are several reasons for this but central among them is a tendency to overhype what online learning can achieve – the focus being on the technology rather than the pedagogy – at the expense of universally accepted educational principles and learning theories which sometimes receive insufficient attention.

Contributions/Implications: The paper considers the past, present, and future of online learning, and proposes some guiding principles that can assist in enabling its sustainability within the higher education landscape which, in turn, can support the design of transformative educational experiences for learners.



SPECIAL TRACK 9
TECHNOLOGY IN EDUCATION

Session Chair:
Philip Anderson

Session Time:
09:30-11:00

Course Content Delivery, Student Engagement and Assessments during COVID 19: The Need for a TPACK Competency in Higher Education

Vinod Pallath, Seena Biju, Blessy Prabha Valsaraj, Bhakti More and Valsaraj Payini

ABSTRACT

Background & Aims: This study explores the adoption of technology by academicians during the COVID 19 in Higher Education and its impact on course content delivery and assessments. The study outlines the experiences of emergency remote teaching that emerged in March 2020 during the pandemic. The study aims to expand the need for competencies such as Technology Pedagogical Content Knowledge for teacher effectiveness in the virtual environment.

Design/methodology/approach: While facing unprecedented barriers, academics developed skills and new pedagogical approaches in the process. Integrating the qualitative research approach using phenomenology with data analysis using NVivo and Ricoeur's theory of interpretation, the study reports an overview of these challenges, practises employed by the 17 in-depth interviews from academics for content delivery, student engagement and assessment.

Findings: The paper provides insights on challenges and experiences on student engagement and assessments during COVID 19. The findings of the study reveal the need for the development of Technological Pedagogical Content Knowledge (TPACK) as a competency among academics to become future-ready facilitators of learning.

Contributions/Implications: As is the case with qualitative studies, this study attempts to use the phenomenological approach to arrive at the meaning of the experiences by the respondents. The opinions given and the responses cited are taken and reported in totality with no or little influence in the interpretations by the researchers. This study attempts to extend the body of knowledge based on the theoretical framework of TPACK and is limited by the timeframe within which it is being undertaken and is only relevant in the current pandemic situation.



SPECIAL TRACK 9
TECHNOLOGY IN EDUCATION

Session Chair:
Philip Anderson

Session Time:
09:30-11:00

Adapting to the Hybrid Learning Environment: The Evolution of Higher Education Tech Adoption During Covid-19 in the UAE

Philip Anderson, Rashita Puthiya and Conchita Fonseca

ABSTRACT

Background & Aims: When Universities adopted Emergency Remote Teaching (ERT) in March 2020 as a response to the Covid-19 pandemic, initial challenges were an unfamiliarity with technology and the challenges it presents (Teymori and Fardin, 2020). However, it is seen by some that these constraints gave opportunities for teachers to consider new pedagogical strategies (Lockee, 2021). These continued to be explored during the following 2020-21 term, when universities in the United Arab Emirates (UAE) continued to operate a predominantly online mode of study for students. Due to continued travel restrictions, the 2021-22 term saw a "Hybrid" education space of concurrent online and face-to-face teaching adopted by some universities. While it is unquestionable that online is now a more accepted mode of delivery, there is debate to be had about how institutions will use the technology in the future. This study looked to understand the current Ed-Tech habits of higher education faculty in the Hybrid learning environment. Using the SAMR framework (Puentedura, 2010), it discusses the motivations for educators to continue to experiment with online learning, and how universities can continue to use technology effectively purposefully for their students.

Design/methodology/approach: This is a multi-method qualitative study, collecting data through three stages. 25 faculty staff were asked to reflect using the SAMR model on their use of technology over an eight-week period. Pre and post focus group discussions gained a unique insight into motivations for experimenting with Ed Tech, and perceptions of their continued usefulness in the hybrid environment.

Findings: With the final focus groups being held mid-February, the research is still a work in progress. However, initial findings show an openness to experiment, and ease of use being a main factor in technology adoption. Participants considered the technology first before reflecting on its position in relation to traditional tools. Interestingly, when classes were briefly made 100% online again, faculty reverted to the tried and tested methods used in the 2020-21 term.

Contributions/Implications: This paper will contribute to the ongoing body of knowledge on technology adoption, and the response of Higher Education institutions to ongoing pandemic. The purposeful use of education technology in the hybrid environment has encompassed the best elements of online learning, developing positive relationships in the physical classroom and beyond. It has also shown potential to increase attachment to the institution and develop student wellbeing (Rovai and Jordan, 2004). Finally, the research hopes to positively benefit decisions on Ed-Tech investment, and impact policy on supporting the demands of the evolving teaching and learning environments.



GENERAL TRACK 7

Session Chair:
Sony Sreejith

Session Time:
11:15-13:00

**Creating and Sustaining Inclusive
practice in the Early Years' classroom using children's Literature: A Case
Study of Dubai**
Louise Edensor

ABSTRACT

In 2017, the Centre for Literacy in Primary Education in the UK published its first research document *Reflecting Realities*, a survey of newly published picture books in England, chosen by publishers as representative of diversity. The CLP have subsequently republished their research annually between 2018 and 2020. Their work focuses on the representation of ethnic minorities in picture books in the UK. The results of the CLP's surveys over the past four years have revealed that, in England, only around 7% of newly published picture books contain 'ethnic minority characters'. Building from their work, this paper examines whether, in the far more diverse community of Dubai, schools, nurseries and parents have better access to picture books that represent the diverse nature of society in the UAE. Underpinning this research project is the UAE's inclusivity goals of Vision 2021: to provide the UAE nation with inclusive quality education. This paper seeks to illustrate the importance of children's literature in creating and sustaining an inclusive classroom in the early years, and how good knowledge of the nature of picture books should underpin pedagogical practice.

This research surveyed over 500 picture books aimed at children in early years' education (birth to 5 years) available in a local bookshop, a children's nursery and a school library. The researcher scrutinised the content of each picture book, noting the extent to which the books contained images that represent persons of colour. Results revealed that although a small number of picture books (17%) do feature persons of colour, the tendency is for such characters to be included only in minor roles, or in the depiction of crowds. Linking these results to pedagogical practice, child development theory and the statutory frameworks for early years' education, this paper highlights significant implications for maintaining inclusivity in the early years' classroom.

The UAE government is committed to creating an inclusive quality education for all children. Within the British Education system, adopted by many early years practitioners in Dubai, the role of the unique child is central and is the underlying principle of early years' practice. The EYFS, the statutory framework for children birth to 5 years, outlines clear goals in relation to children's ability to develop a positive sense of self and for practitioners to provide 'equality of opportunity and anti-discriminatory practice, ensuring that every child is included'. Creating an inclusive environment in the early years relies on having equality of access to resources that promote diversity. This paper seeks to illustrate the importance of early years practitioners' knowledge and understanding of the nature of picture books, and the need to seek out literature that develops a positive sense of self for all children.



GENERAL TRACK 7

Session Chair:
Sony Sreejith

Session Time:
11:15-13:00

How does the nursery ethos facilitate children's risk-taking in the outdoor play provision with special reference to staff attitudes and the environmental affordances?

Mashaal Hooda

ABSTRACT

Background & Aims: The rationale for conducting this study was based on the researcher's personal area of interest: exploring children's Risk-Taking (RT) in outdoor play provisions and how the practitioner's perceptions and the nursery's ethos facilitate the same. The study investigates the perceptions of Early Childhood Education (ECE) practitioners in relation to children's Risky-Play (RP) provisions. This research facilitated a better interpretation of the practitioners' social contexts about children's RT preferences which included the exploration of the practitioner's self-image as a risk-taker and the influences of children's gender and culture with regards to their RP provisions.

Design/methodology/approach: This research incorporated a mixed-methods approach and employed an interpretivist paradigm involving qualitative semi-structured interviews of the practitioners and the quantitative visual content analysis of different outdoor play provisions for children through a photo- elicitation technique.

Findings: The results illustrated that the practitioners' associated play and risk positively correlated to children's holistic development. Additionally, participants reported cultural and gender differences in children's RT preferences. Boys demonstrated active engagement in RP categories of rough and tumble play as opposed to the girls, while children originating from western cultures showed more RT preferences than those from eastern cultures.

Contributions/Implications: The natural outdoor play environments serve as children's third teacher, as pronounced by the Reggio Emilia approach, through which children self-construct learning creatively. Such exploration of the natural outdoors in early years through risky play facilitates children's resilience, adaptability, and creative problem-solving, all significant attributes vital to children's holistic growth and development amidst the universal COVID-19 pandemic. Hence, risk-taking inculcates resilience in children through risky play in the outdoor environments for children to successfully inherit the challenges of the 21st century and transition into confident adults.



GENERAL TRACK 7

Session Chair:
Sony Sreejith

Session Time:
11:15-13:00

Does an updated curriculum guarantee graduate employability? A multi- stakeholder investigation

Sindu Prasad

ABSTRACT

Unemployment for its youth is one of the major concerns nations face at all times and is also seen as one of the reasons that negatively impacts economies to grow. There are several issues most countries face pertaining to unemployment for its youth, specifically in new graduates, resulting in difficulty for new graduates to attain employment. In an era of competitiveness and globalisation, employers search for graduates who can drive their organisation to compete successfully. Lack of sufficient skills instilled in graduates while in university is seen as one of the major causes for this as per reports and studies. If this is to be taken at face value, enhancing graduate skills to be 'work-ready' for the world of work remains a challenge to Higher Education all over the world. Scholars and researchers have conducted plenteous studies for the past 30 years to resolve the issues, which, by and large, results in a blame game between the key stakeholders (Employers, Academics, and graduates). One of the prominent reasons seen across literature for this issue is, a 'lack of an updated curriculum' to meet market demands. This view is echoed in several studies conducted during the beginning as well as the end of last decade. Similar views are also echoed in graduate employability studies conducted in different contexts during the last decade, with more studies seen from emerging economies like African countries, East Europe, Russia, Canada, China, Malaysia, Iran, Croatia, Portugal, Vietnam, and Georgia who has come forward with similar research to understand graduate employability from multiple stakeholders' perspective and proposes an update in curriculum to meet market demands. Several terms such as 'impractical curriculum', 'an update in curriculum according to market trends', 'restructuring the curriculum to match the skills demanded by several stakeholders' are a few highlights from the literature that signify this issue. Findings from these studies together and separately recommend a change in the curriculum by Higher education to enhance employability in graduates. This by default makes Employability the sole responsibility of Higher Education. Preliminary findings and reviews from literature develops a viewpoint that 'every stakeholder has a role to play, namely, graduates, employers and universities.

Below are a few highlights; The graduates' role - rather than relying only on universities, graduates have an equal and more important role like developing commercial awareness, networking, initiating self-study and upskilling themselves as these are seen as essential to employers as per research. Employers' role – Though seen as the most important stakeholder and the gatekeeper of graduate employment, there are some crucial roles employers need to play to enhance employability in graduates. Providing platforms forms for graduates to enhance skills through placement activities such as internship training, on the job training, participating in career events, judging enterprise events held by universities, guest speaking to inspire students are a few.

Higher education institutions – Universities also play an important role in developing employable graduates. There are common practises like career consultation services, career fairs and organising internship programmes held by the majority of the universities. Academics' training and updating themselves to the fast-paced world around rather than waiting for a curriculum update, and preparing students for internships before students embark on a placement journey are crucial, and if rendered well, internships help in developing the right skills. Therefore, this is a shared responsibility of all key contributors who work towards developing and sustaining employment in new graduates. Findings presented here is part of a broader study that focuses on a multiple stakeholder perspective on graduate employability in the UAE.



GENERAL TRACK 7

Session Chair:
Sony Sreejith

Session Time:
11:15-13:00

Unveiling the COVID-19 Impact on Student Well-Being in Malaysia. A Data Mining Approach

Sharidatul Akma Abu Seman

ABSTRACT

Background & Aims: The COVID-19 pandemic has had a profound social and psychological impact, most notably on the mental health of university students. Early evidence suggests that the COVID-19 pandemic and its associated containment measures are having a negative influence on mental health. The purpose of this study is to determine the well-being of students in the case of a pandemic in Malaysia.

Design/methodology/approach: A sample consisting of 324 Malaysian students was utilised in this study to characterise the impacts of mental health and behaviour on their well-being, focus quality, depression and anxiety symptoms, wellbeing and loneliness. The current work proposes a machine learning-based approach for evaluating students' well-being. The dataset was analysed using the application programming language WEKA from the Waikato Environment for Knowledge Analysis (WEKA). The classifier's accuracy was measured using the WEKA tool on a dataset with 324 instances and 24 attributes, and a confusion matrix was created.

Findings: After analysing the findings of all algorithms, it was determined that OneR algorithms provide the highest accuracy with a percentage value of 86.42 percent accuracy on the students' wellbeing dataset. For the students, loneliness, irritability, and inability to concentrate are among the most common problems.

Contributions/Implications: The data imply that the covid19 outbreak has had an adverse effect on student wellbeing. The findings underscore the critical need for interventions to promote young people's mental health. This COVID-19 outbreak has a significant psychological impact on the students, necessitating the attention of interested authorities in order to cope emotionally with this circumstance.



GENERAL TRACK 7

Session Chair:
Sony Sreejith

Session Time:
11:15-13:00

Evolution of Physical Communication amidst the Covid- 19 Pandemic

Mukarram Ahmed

ABSTRACT

Background & Aims: With the onset of the Covid-19 pandemic, there has been a huge shift in how we communicate. Social distancing has become a norm and conversations have transitioned into virtual mode. The transition to a more digital form of communication seemed quite smooth given the technology was available and the learning curve was not that difficult. When we consider the immediate impact of such changes is easy to overcome, the long-term impacts are left unchecked. With this study, we will explore how this shift has affected the physical communication and conversational skills of people. It is very pivotal to understand that humans have been accustomed to millions of years of a physical presence whilst communicating and to investigate if this sudden change in our daily communication lifestyle should be adopted as the "new normal".

Design/methodology/approach: The study will mainly focus on what changes have been brought by digital communication. The pros and cons of such a solution, whether it is a short or a long-term impact, in terms of both business and human communication. The focus here will be more on the intrinsic level of human lifestyle and how much of a change the age of digital communication has brought in, with the COVID-19 pandemic being a huge catalyst. The approach to this study will be a literature review along with qualitative research done through various focus groups (employees, students, etc).

Findings: The implementation of digital communication has had an immense increase in efficiency rates among employees which business leaders have highly praised. However, when it comes down to employee satisfaction, we have a divided data set that talks about having either time for themselves or being overburdened with more work in non-working hours. The above is one example we need to further investigate what other factors are impacting the physical communication skills and well-being of people.

Contributions/Implications: This will result in a deeper conversation to understand that acceptance of change is not one-sided but a mutual understanding of what are the implications of such a change. Whether the change must be temporary or a permanent one or can even be modified to better suit the needs, even after the pandemic is surpassed and how this new age of digital communication will pave the way for the future.



GENERAL TRACK 7

Session Chair:
Sony Sreejith

Session Time:
11:15-13:00

Poetic Decolonisation on Instagram

Maheshpreet Narula

ABSTRACT

With the rise of instapoetry, Punjabi poets on Instagram have been promoting activism, namely decolonisation, with their pieces. This paper explores how Damneet Kaur (@_dkaur) and Jaspreet Kaur (@behindthenetra) promote the social issue as diasporic Punjabi women. Through poetic analysis, and an inductive and interpretive thematic analysis, the data supports the past theory in identifying three key ideologies that these poets use to foster decolonisation. These are loss acknowledgement, contemporary imperialism and identity reclamation. A range of poetic tools expressed these themes through patterns and codes. Overall, a majority of the poems' ideas fall under 'identity reclamation'.



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
11:15-13:00

**An empirical model to assess the
education ranking using Data Analytics**

Keerthana Murugan & Supriya Kaitheri

ABSTRACT

Background & Aims: Education is one of the crucial instrumental elements in the growth process of a students' intellectual, social and physical abilities, which eventually impacts their long-term achievements. It is literacy embedded with moral values and the application of knowledge. There is a dearth of research investigating factors that influence Dubai school ratings, such as the ratio of teacher-student, teacher turnover percent, school guidance counsellors, fees, enrolments, etc. These variables were not involved in any of the models hitherto; hence they will be addressed in this thesis using Analytics. This paper aims to assess the quality of the education sector in the context of Dubai Schools, using mixed-method research methodology by integrating both Quantitative and Qualitative Data.

Design/methodology/approach: The investigation involves the utilization and analysis of numerical and descriptive data using appropriate statistical techniques and data analysis tools to achieve the objectives of the research. The study aims at identifying past trends and quality determinants that have a contributory impact on school ratings using Visualization techniques. In addition, stratification of the population of Dubai schools on the basis of curricula and performance levels are performed using Machine Learning algorithms and transformation of existing categorical school ratings to numerical values.

Contributions/ Implications - The results from these algorithms describe unique characteristics within each classification, thereby directing relevant schools to work upon essential weak areas. In furtherance to this, primary and secondary data from parents of Dubai school students are gathered, and this investigation reveals unbiased feedback of Dubai Schools from multiple angles. The research also examines and concludes the best practices and key areas of improvements of Dubai Schools using Natural Language Processing which benefits educational stakeholders. All methods are applied to real-life data to make inferences, recommendations, and predictions into the future for the enhancement of Dubai Schools.



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
11:15-13:00

Sales and Operations Planning for Profitability Improvement through Analytics: A Systematic Literature Review

Lamis Abutalib and Shereen Nassar

ABSTRACT

Background & Aims: Sales and Operations Planning (S&OP) is a business process for aligning operations with the strategic business goals, planning with execution, and supply with demand. The aim of this paper is to study the S&OP processes, benefits, enablers and barriers for maximising profitability, with the applicable data analytic (DA) techniques for prediction, modelling, optimisation and simulation, that support achieving a successful S&OP, and ultimately a profitable and sustainable business. The paper also provides an introduction about Smart S&OP, which means adding smart capabilities to the standard S&OP process, for improving the integration of systems and processes, information sharing in real-time, demand forecasts, inventory control, among others. The smart capabilities include big data analytics, Internet of Things (IoT), Artificial Intelligence (AI) and machine learning.

Design/methodology/approach: The method used is a systematic literature review (SLR), through secondary data from peer-reviewed journal articles type of literature. The SLR identified 31 papers from 25 journals, with year coverage from 2007 to 2021.

Findings: The SLR results show that S&OP is a fundamental business process to improve profitability, customer satisfaction, sustainability and competitiveness. IT and DA were found to be important enablers and indicate a mature S&OP process. DA supports S&OP in several ways. Furthermore, Smart S&OP is an advanced form of S&OP and provides further support to achieve its objectives including cross-functional integration and profitability. It improves the S&OP performance through data sharing, analytics and automation. By applying the smart capabilities into the S&OP processes, businesses can achieve up to 50% lower development cost, 25% lower operational cost and 30% increased gross margin.

Contributions/Implications: This research contributes to literature by focusing on the S&OP for profitability improvement using DA, by summarising 19 S&OP frameworks from literature focusing on profitability, and presents the smart S&OP concept. The research is beneficial for practitioners since different S&OP frameworks, DA techniques, benefits, maturity levels, enablers and barriers are provided for them to study and apply the most relevant aspects to their businesses. Academics also can use it as a reference for the existing literature on the topic, and the possible future research areas specially in smart S&OP due to lack of S&OP focused research papers based on the SLR research criteria. The SLR results are limited to 31 research papers from 25 journals in English. No academic papers dedicated to smart S&OP were identified through the SLR research criteria. To address this gap, other resources mainly about SC digitisation and smart production planning were used to introduce the smart S&OP.



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
11:15-13:00

**Application of Machine Learning and Data Analytics Approach on
Dubai Taxi Data v1.0**

Abdul Mannan

ABSTRACT

Considering the critical and strategic importance of the Dubai Taxi Corporation (DTC) and with competitiveness and innovation being part of the corporation's vision. This project attempts to make taxi operations more effective by gaining more insights into the everyday-operations and service of its taxi fleet using analytical and predictive powers of modern-day Machine Learning and Data sciences. This study aims to model an application that will help the corporation to predict the demand in taxis over a period of time in a particular area.

Considering the critical and strategic importance of the Dubai Taxi Corporation and with competitiveness and innovation being part of the corporation's vision, it is important for the corporation to look for new and fresh ground-breaking ideas that can help DTC towards greater sustainability and transformation.

In conclusion, the essence of the project is that it will add to the efficiency and profitability of the company in the market. This will be helpful especially to the taxi drivers as they will know in advance the areas that will be having bigger demands in taxis over a given period of time. From the taxi drivers point of view, this will help them to earn more money and save time while as from the DTC point of view it will help them in competing with other taxi operators including the likes of Uber and Careem that are eating into their market share.



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
11:15-13:00

**Determinants of Satisfaction Level towards E-hailing Services using
Classification Machine Learning Algorithms**

Nur Atiqah and Rochin Demong

ABSTRACT

This study was conducted to investigate the link between pricing, safety, convenience, and user satisfaction when utilising e-hailing services. This research study might be beneficial to customers in terms of determining whether or not utilising e-hailing services can provide them with affordable prices, safety, and convenience. Convenience sampling was used to collect data and prepare the dataset for the analysis. The survey was only done in the Klang Valley area, with 119 respondents. The gathered relevant data greatly contributed to the understanding of which service features appear to have considerable positive explanatory power on consumer satisfaction with e-hailing services. This study analysed and measured the degree of satisfaction levels towards e-hailing services in the Klang Valley area. The data consists of demographics with four attributes as well as the satisfaction levels determinants based on three main attributes namely safety, convenience, and price of hundred and nineteen respondents. This study predicts the satisfaction level based on an established theoretical framework for lists of items to measure the three dimensions. The accuracy of the classifier was evaluated using the WEKA tool on a dataset of 119 instances and 8 attributes, and a confusion matrix was generated. On the WEKA interface, the two groups of classification algorithms namely Bayes and rules which contribute higher accuracy were used to classify the satisfaction levels towards the e-hailing service dataset. As a result, it was discovered that PART machine learning algorithms of classification provide the highest accuracy with a percentage value at 76.47 % accuracy on the satisfaction level towards the e-hailing service dataset collected using a set of questionnaires. Out of three main dimensions, results showed that safety ranked as the most contributing factor that affects the satisfaction levels towards e-hailing services followed by convenience and price.



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
11:15-13:00

Live dynamic used-car valuation predictions using Artificial Intelligence

Ansu Anish and Krishnadas Nanath

ABSTRACT

The second-hand automobile industry is a massive market and is valued at USD 1332 billion (2019). There are several players in this market who wish to buy and sell cars, and the use of digital platforms has facilitated this process. Customer-to-customer (C2C) e-commerce platforms have immense data potential that could help potential sellers and buyers with the valuation of their car for selling and buying. This research uses artificial intelligence to dynamically collect data from an online platform (based on the user input) every time a user wishes to sell a car. It then uses the machine learning algorithms to dynamically suggest the best price based on the modelling of the data collected at each run. This helps a potential seller get the best price based on current ads, market conditions, and car attributes. The research further develops a prototype that could demonstrate the feasibility of a new platform using AI for dynamic car pricing prediction.



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
11:15-13:00

A bibliometric examination of research performance of UAE and GCC countries

Shalini Ajayan and Sreejith Balasubramanian

ABSTRACT

The purpose of this study is to assess the research productivity of the UAE during 1995-2019 using bibliometric indicators in order to determine research trends and progress. The research productivity of the UAE is compared against those of the five member nations of the Gulf Cooperation Council (GCC) namely with Saudi Arabia, Oman, Kuwait, Qatar, and Bahrain, who share similar characteristics in terms of their macroeconomic conditions, cultural commonalities, reliance on non-indigenous workforce and dependence on oil resources.

Scopus was used as the data source to extract the research output affiliated to each of the six countries studied, for the period 1995-2019. Bibliometric indicators covering both quantity and impact of research such as publication count, citation analysis, and collaboration indicators were used to assess research productivity.

The overall research performance of the UAE showed steady development during the period of study (1995-2019). In comparison to other GCC countries, UAE's research performance in most of the bibliometric indicators is comparable or superior to the other GCC countries. Results suggest that UAE's research output is forecasted to increase significantly in 2025 and 2030, well ahead of other GCC countries except Saudi Arabia. Given the distinct dearth of studies assessing the overall research productivity of the UAE, this study seeks to bridge this gap in the literature by using bibliometric indicators of the UAE and comparing it against those of the other GCC states. The findings are useful for administrators and policymakers to benchmark the performance of UAE with other GCC countries, including its impact, growth and trajectories.



SPECIAL TRACK 1
TRENDS IN DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE IN BUSINESS APPLICATIONS

Session Chair:
Krishnadas Nanath

Session Time:
11:15-13:00

**Using Applied Analytics to investigate the impact of Covid-19 on UK's
socioeconomic factors and urban mobility**

Nithya Sundaram, Merlin Manesh, Prarthana Maheshwari and Saadiya Ambareen

ABSTRACT

COVID 19 first appeared in Wuhan, China in late December 2019, eventually prompting WHO to declare it as a pandemic. As of November 2021, there have been over 250 million confirmed illnesses and over 5 million deaths worldwide. Ever since machine learning has been applied towards the pandemic, Harvard (2021) states that it has become easier to perform character prediction and better track output response and effectivity. This project intends to apply machine learning towards provided data, to tackle the effectiveness of the UK government to respond to the pandemic by determining measurable factors: such as its socio-economic measures; against its impact on urban mobility and the ability to restore normalcy in society. To what extent does a country's economic strength, such as the UK's; determine its mobility to cater towards the safety of its citizens, alongside an impact on urban mobility, when guarding itself against the covid-19 pandemic? With the research available, there are 3 key research questions that aim to be addressed:

- To what extent is the stringency index of UK relevant to the daily case count being reported by the government?
- In what ways have the implemented policies reflected on its socioeconomic condition and shaped urban mobility?
- Despite being allocated 10.2% of its GDP in 2019, in what ways has the UK lacked in medical resources and manpower?



SPECIAL TRACK 7
IMPACT-BASED RESEARCH ON UNDER-
REPRESENTED SAMPLES

Session Chair:
Nishtha Lamba

Session Time:
11:15-13:00

**Military rule in Myanmar: A case of
pathocracy?**

Chris Mabey

ABSTRACT

Burma (now Myanmar) was once an impressive kingdom ruled by a succession of kings from the royal court at Ava and then from the glass palace at Mandalay. Following a period of colonial rule, the last half-century has seen the country stumble into oblivion, run by the iron-fist of a military government. Since the junta took control in February 2021, hundreds of protestors have been gunned down on the streets and thousands more incarcerated. In the spirit of drawing attention to neglected (non-WEIRD) nations and the structural inequalities their people face, in this paper I ask What can psychological research tell us about this secretive nation? Over a period of 16 years I have recorded oral history and personal anecdotes from my Burmese wife and wider family. Her parents were eyewitnesses to momentous events in mid-century Burma. These together with more recent interviews – with Aung San Suu Kyi and a range of Burmese millennials – provide a unique ethnographic account of Burma spanning most of the last century to the present day. (For more details see my recent book *Whispers of Hope: A Family Memoir of Myanmar*, recently published by Penguin Random House).



SPECIAL TRACK 7
IMPACT-BASED RESEARCH ON UNDER-
REPRESENTED SAMPLES

Session Chair:
Nishtha Lamba

Session Time:
11:15-13:00

**Elder Financial Abuse based on victim- perpetrator relationship as
perceived by South Asian young adults: A mixed- methods study**

Fadhila Mohideen and Olga Khokhlova

ABSTRACT

Objective: The current study aimed to examine how Asian young adults perceive the severity of elder financial abuse (EFA) based on victim-perpetrator relationship and the explanations they give for minimising it when the perpetrator is a close family member.

Background: One of the fastest-growing forms of abuse in the elderly population, financial abuse, has remained understudied, especially in Asian communities, due to cultural variations in its definition and perception.

Method: A mixed-methods study design was utilized. 164 participants responded to two vignettes depicting EFA perpetrated by a close family member (son) and non-family member (neighbour).

Results: Paired samples t-test found significant differences in severity ratings of EFA committed by son and neighbour within Asian young adults. The qualitative report explored participants' explanations for minimising EFA perpetrated by close family members using Thematic Analysis, which identified two major themes: (1) Dismissal of severity and responsibility, and (2) Justification of abuse.

Conclusion: This is one of the few studies to provide valuable insight into the influence of culture on perceptions of elder abuse.

Implications: With the elderly population in Asia increasing steadily, culturally relevant risk factors of abuse need to be identified as this could guide legal provisions that help protect the rights of older individuals.



SPECIAL TRACK 7
IMPACT-BASED RESEARCH ON UNDER-
REPRESENTED SAMPLES

Session Chair:
Nishtha Lamba

Session Time:
11:15-13:00

Distinct yet integrated: The relationship between multicultural identity configurations, personal identity motives and well-being of non-Western Third Culture Kids

Magdalena Mosanya and Anna Kwiatkowska

ABSTRACT

Background & Aims: Globalisation processes triggered worldwide an upsurge of so-called Third Culture Kids (TCKs), individuals who experience multiple migrations during developmental years. In the 21st century global world, increased mobility and intercultural blending on an unprecedented scale have led to novel postmodern paradigms reflecting social, cultural, and personal changes. The multicultural identity of TCKs constitutes a contemporary, unexplored concept requiring further investigation. It is vital as changes resulting from an interconnected world make multiculturalism and transient lifestyle increasingly prevalent. In addition, TCKs may constitute a significant portion of the future world population. Hence, the need to understand the predictors of their well-being will become even more critical. We aimed to fill the gap in the literature concerning novel, complex, multicultural identities of TCKs with objectives to a) describe TCKs' primary personal identity motives, b) reveal associations between multicultural identity configurations (integration, categorisation, compartmentalisation) and personal identity motives (distinctiveness, continuity, consistency, self-efficacy), and c) build a model of direct and indirect effects of cultural and personal identities on well-being.

Design/methodology/approach: It was a questionnaire-based and cross-sectional study. For the quantitative part of our investigation, we have employed Pearson's correlation coefficient and path regression analyses to test our hypotheses. Statistical analyses were conducted using SPSS v.25 and Amos v.25. In the qualitative part, aiming to answer the research question exploring subjective motives of personal identities of the TCKs, we based our methodology on Bochner's (1994) adaptation of originally constructed the Twenty Statements Test by Kuhn and McPartland (1954) with modifications. The sample (N = 399) included third culture individuals (TCK) of non-Western origin.

Findings: Our findings evidenced that TCKs predominantly establish their personal identity based on distinctiveness motive, particularly on personal attributes and idiosyncrasies, instead of group membership, social status or isolation. Our model explained 34% of the variance in well-being with three groups of association. The first path included multicultural integration, a high sense of distinctiveness, consistency, boosted self-efficacy and well-being. The second path encompassed multicultural identity categorisation with increased continuity and consistency but reduced self-efficacy. The third path comprised compartmentalised cultural identity with decreased personal identity consistency, distinctiveness and impoverished well-being.

Contributions/Implications: Our study contributed to a better understanding of the novel identity paradigms and pioneered discourse on the contribution of multicultural identity integration to the personal identity and the well-being of TCK individuals. The outcome linked multicultural identity integration with crucial motives for distinctiveness, coherence, and self-efficacy and we have built a model of interactions between multicultural and personal identities in their impact on well-being. Overall, the research contributed to a better understanding of the postmodern identity paradigm.



SPECIAL TRACK 7
IMPACT-BASED RESEARCH ON UNDER-
REPRESENTED SAMPLES

Session Chair:
Nishtha Lamba

Session Time:
12:00-13:00

Workshop on special needs education

Facilitators: Angelique Van Tonder and Nishtha Lamba

The aim of this workshop is to support shadow teachers, teacher's assistants, and those who wish to learn more, in learning about policies and procedures in the UAE regarding 'People of Determination' and establishing a professional learning community in specialized and mainstream schools on how to identify and support students with varied learning needs in the classroom.





SPECIAL TRACK 6
WELLNESS OFFICE

Session Chair:
Lynda Hyland and
Mariam Abonil

Session Time:
11:15-13:00

**Gen Z directing paradigms in the
post Covid workplace: Leadership response to UAE's Great Resignation
Era**
James Harris

ABSTRACT

The purpose of this paper is twofold: (1) to highlight how Generations Zs has influenced extremely high employee turnover rates during 2020-21's COVID-19 and (2) provide mid/post strategic leadership direction with regards to new employee satisfaction workplace needs post Covid. Strategic recommendations are posed for workplace norms in order to combat the Great Resignation paradigm spread through the UAE.

The literature examines the rationale for Gen Z employee dissatisfaction versus traditional literature on employee satisfaction as measured across UAE industries as they relate to the Great Resignation paradigm. Second, the literature examines newer dimensions of workplace quality: Internet leisure, workplace Internet leisure policy, workplace autonomy orientation, and traditional employee satisfaction measurements.

The methodical approach explores existing factors that contributed to pre-Covid-19 employee turnover. Through content analysis of literature uncovered in 2021, the paper investigates the evolution of organisational behaviours and leadership strategies that contributed to the Great Resignation movement of 2021 in the context of the UAE. Data were collected from 3 gen Z zoom focus groups across the UAE. Over 400 questionnaires were distributed with a total number of 232 completed and returned.

Findings in the paper suggest that while the pandemic shut down temporarily paused employee turnover, organisational leaders missed an opportunity to retain their employees by not recognizing and changing factors that led to pre-existing employee turnover intention. To conclude, this academic piece outlines new practical solutions for UAE business leaders to attract and retain current Generation Z millennial employees as businesses evolve to the cultural dynamics of the amid/post-pandemic environment.

Recommendations are based on best practises from market and industry literature in order to create a workplace attractiveness for the generation Z target group.



SPECIAL TRACK 6
WELLNESS OFFICE

Session Chair:
Lynda Hyland and
Mariam Abonil

Session Time:
11:15-13:00

Nurturing employee well-being in the Covid Crisis: A case of UAE companies

Neelofer Mashood

ABSTRACT

Researchers have defined employee well-being to include different areas including Career, social, financial, health, and community (Rath & Harter, 2010) or the recent - The Future Workplace HR Sentiment survey by Forbes, 2021 which expands employee well-being beyond physical well-being to focus on building a culture of holistic well-being including physical, emotional, financial, social, career, community, and purpose. Investing in employee wellbeing can lead to increased resilience, better employee engagement, reduced sickness absence and higher performance and productivity. However, wellbeing initiatives often fall short of their potential because they stand alone, isolated from the everyday business and the external contextual requirement e.g. the Covid crises. To gain real benefit, employee wellbeing priorities must be integrated throughout an organization, embedded in its culture, leadership and people management (CIPD, 2021). Those working from home, due to the covid-19 pandemic, have also encountered an entirely new hurdle: Zoom fatigue, a phenomenon of emotional and physical drain caused by video conferencing (Fosslien & Duffy, 2020). This has led to several challenges for employers relating issues of engagement; motivation; control; productivity etc to name a few. It is vital that managers explore ways in which to help workers deal effectively with these challenges. Although productivity is important, the primary goal during crises should be to maintain productivity while concurrently protecting employees' mental health and well-being This research explores the employee well-being policies and practises in 3 leading organisations in the UAE. It will be addressing employee well-being from the employer's perspective and hence will make an attempt to identify the drivers of their employee well-being policies and what their well-being interventions were specifically to assist employees in the Covid-19 crises.

Design/methodology/approach: This is an exploratory research using a deductive approach to identifying what employee well-being practises are there in three large companies in the UAE. It is a qualitative research using the structured interviews which will be conducted online. The study also will look at these three different scenarios and their specific context hence applying the case-study methods as well. Since the focus of the research is the employer the sample population will be the HR managers in these companies. The companies selected are Emirates Airlines; Dubai Islamic Bank and Etisalat.

Findings: This is currently still work in progress. The research focuses on Drivers of the employee well-being policies in the 3 companies. What employee well-being practises are currently adopted by these companies and What practises/interventions were adopted/adapted in the Covid crises.

Contributions/Implications: This research will look at what are the drivers to the employee well-being policies in 3 leading organisations in the UAE. Additionally it will explore which well-being practises were adopted particularly in the Covid crises and how these were adapted in the organisational context. It will help identify best practises in managing employee well-being in addition to reiterating the importance of managing employee well-being to encourage employee performance even in a crisis. It will also add to the body of academic research by identifying employee well-being strategies implemented in the UAE where there is currently limited research in this area.



SPECIAL TRACK 6
WELLNESS OFFICE

Session Chair:
Lynda Hyland and
Mariam Abonil

Session Time:
11:15-13:00

A holistic wellbeing framework at the workplace

Gamze Geray

ABSTRACT

Background & Aims: In recent years, and especially during the pandemic, the workplace wellbeing has gained momentum with a specific focus on its physical, mental and safety aspects. Many organisations worldwide and also in the UAE have launched wellness strategies, measures and embarked upon several initiatives to enhance the wellbeing of their employees. Despite the fact that workplaces assign a greater priority to wellness, the concept still remains as a fashion or a trend along with a list of customised activities similar to each other, designed by the organisations to fulfil short-term business requirements or to attain alignment with pre-defined standards. Workplace wellness cannot be established with a piecemeal approach but with an encompassing framework including embedded components in many aspects of work and personal life. There is a strong need to create and promote an inclusive work environment that incorporates various segments of wellbeing aspects, customised to the organisation in order to establish an organisational identity aligned with its unique culture through encouraging sustainable wellness oriented thinking.

Design/methodology/approach: The methodology used in this paper comprises secondary researches, literature review about positive psychology and wellbeing at work, some case studies, observations and publicly available information to highlight strategies and various initiatives to construct the aforementioned framework which comprises of several components; namely, physical, mental, social, environmental, cultural aspects and initiatives to combat the Covid-19 crisis among others. Adoption of happiness and positivity culture by the UAE public sector in recent years will be discussed and illustrated with some concrete examples from public services (e.g. happiness agenda, customer happiness centres, happiness metre, linking happiness tightly with Dubai's smart city vision, etc.). Selected examples of happiness and corporate wellbeing initiatives from the organisations will be included.

Findings: This ongoing paper will incorporate outputs and outcomes related to the wellbeing concept, together with their expected medium and longer-term benefits at the society level. Happiness and positivity measurement examples from the UAE in the previous years will be included. The paper will conclude by deriving various challenges, lessons learned, highlighting potential future focus areas in the field.

Contributions/Implications: My contribution in the paper is primarily focused on proposing a holistic and integrated framework with various perspectives to cover and manage multiple areas of wellbeing at the workplace. The purpose of this ongoing paper is to present some creative insights, practical solutions and actionable recommendations from a human resources practitioner and psychotherapist perspective and construct a unified model of wellbeing at work and beyond.



SPECIAL TRACK 6
WELLNESS OFFICE

Session Chair:
Lynda Hyland and
Mariam Abonil

Session Time:
11:15-13:00

Wellness predictors of achievement

Lynda Hyland, Mariam Abonil, Tenia Kyriazi, Sreejith Balasubramanian

ABSTRACT

MDX Dubai's Wellness Office seeks to examine multiple aspects of the broader student experience to inform evidence-based well-being initiatives grounded in the student community's needs. In this presentation, the Wellness Office research team will share some preliminary insights from a project into student well-being. We will report the background and findings from one part of this mixed-method study initiated in early 2021. In this study, we collected data from 389 undergraduate and IFP students (mean age = 20.61; SD = 4.58), representing 53 nationalities. We administered a battery of standardised tests focusing on psychological constructs (e.g., anxiety, stress, depressive symptoms, procrastination), along with measures of academic outcomes, and demographic characteristics. While data analysis is ongoing, in this seminar we will discuss how procrastination has emerged as an important construct in student performance and how it mediates the well-being-performance relationship. We invite input from conference delegates regarding future research directions.



SPECIAL TRACK 10
THE SIGNIFICANCE OF INNOVATION IN
ENTREPRENEURSHIP

Session Chair:
Jeongsoo Han

Session Time:
13:30-14:45

**Consumers attitude towards
sustainable packaging and willingness to pay premium price in the
United Arab Emirates**

Neha Ruchandani and Vijay Pujari

ABSTRACT

Purpose: The primary purpose of packaging is safety and protection from any external factors. This purpose also helps in increasing the life of the product, to preserve the food quality and keeping it safe for consumption (Robertson 2006). The product label provides essential details like net weight, country of origin, storage, how to use and the nutrition information which is mandatory by law. Packaging serves as a key factor in purchase making decision a point of selling (Kotler and Keller 2006). Since 2010, waste production has grown at an annual rate of 4.2% and is expected to continue at the same rate to 2024. Rigid and flexible plastic is the packaging material with the largest market share, at 47% in 2015 (ALL4PACK, 2016). The significance of eco-friendly packaging seems to have elevated in recent years as more consumers are looking for alternatives to conventional packaging. There is an increase in the use of environmentally friendly packaging due to the knowledge of ecological harm caused by use of plastic in packaging material. There is research evidence to prove how sustainable packaging impacts customers buying behaviour however there is not enough understanding into the characteristics that affect this behaviour. (H. Carsten et al. 2018). The purpose of this study is to understand consumers' purchase intentions concerning sustainable packaging by analysing their buying behaviour and knowledge towards eco-friendly packaging. The study is centred on identifying the consumer behaviour in the United Arab Emirates. Ecological knowledge seems to have a direct and indirect influence on eco-friendly behaviour. The main aim of the study is to explore the trend of clean labels in UAE and consumers' perception towards the same. The results will be beneficial for the marketers in the UAE and worldwide to design strategies to target consumers in this region.

Design/methodology/approach: The above conceptual model is designed to measure the consumer behaviour and attitudes towards sustainable packaging in UAE. A survey was developed using Qualtrics software and the data analysis done on SPSS. A quantitative method of study usually includes a set of questions that are quantitative. Research concerning individual behaviour and buying patterns are very multifaceted, as the number of probable variables is typically widespread and complicated to efficiently model and analyse (Walker, 1997). This is grounds for choosing the quantitative research method for the study report below. The study will focus on factors influencing buyers to purchase food products with eco-friendly packaging and willingness depending on the price factor. The participants were chosen on two factors – People who are aware of the term clean labels and eco-packaging and secondly people who are involved in grocery shopping for individuals or for their family.

Findings: The study explores consumer's attitude towards sustainable packaging by investigating their buying behaviour in the United Arab Emirates and to understand their willingness to pay a higher price for green products. Green product labelling, sustainable and eco-friendly terms are widely understood. Likewise, recyclable packaging is highly preferred over other claims while making a purchase. Results also indicated that the claims on the packaging, such as eco-friendly and sustainable, play a vital role in shifting a consumer's buying behaviour and making the change from their current brands. These factors are secondary to the other variables such as price, convenience, and quality.

Conclusion: The results of this study can help the marketers in determining the gap in the UAE market for eco- friendly products and to increase the consumer's awareness. Customer's awareness towards ecological packaging can be increased by improving the labelling on the packaging to make it clear and easy to distinguish from the conventional products. It can also help companies in strategic planning of business plans which reflects sustainability and building awareness towards this topic.



SPECIAL TRACK 10
THE SIGNIFICANCE OF INNOVATION IN
ENTREPRENEURSHIP

Session Chair:
Jeongsoo Han

Session Time:
13:30-14:45

Entrepreneurship Innovation for the Disabled People and Strengthening Strategy of Digital Entrepreneurship Ecosystem in Yogyakarta City

Yolanda Presiana Desi

ABSTRACT

Data from the International Monetary Fund showed that COVID-19 pandemic led to a world economic recession up to -3%, 195 million people lost their jobs, and 420-580 million people became poor. Micro, Small, and Medium Enterprise – MSMEs (Usaha Mikro Kecil dan Menengah – UMKM) was one sector that suffered most from the pandemic. According to the Katadata Insight Centre (2020) as many as 82.9% of UMKM experienced negative impact and only a small number of companies - about 5.9% - experienced positive impact. The economy in Yogyakarta city has encountered quite serious contraction due to the pandemic, including the UMKM sector. There were many ways taken by UMKM entrepreneurs to survive by expanding marketing strategy out to offline and online as well. However, internet access and digital literacy index of UMKM entrepreneurs showed that UMKH were not fully ready to switch to digital platforms. Different ability of UMKM entrepreneurs to master information technology and communication has been a limiting factor that holds their development. On the other hand, according to Indonesian National Socio-Economic Survey (Survei Sosial Ekonomi Nasional Indonesia/Susenas) data in 2018, as many as 14.2% or 30.38 million of Indonesians have disabilities. It occupied the fourth rank of highest number of disabled persons on the island of Java. The city of Yogyakarta itself has continued to improve to become an inclusive and friendly city for people with disabilities. However, public transportation service which is disabled-friendly has been a challenge to overcome. Difa Bike – City Tour & Transport emerged as an entrepreneurship innovation to solve a disabled-friendly transportation problem. Established in 2014 by people with disability, Difa Bike was an UMKM focused on transportation service based on ojek (two-wheeled motorcycle) in order to support disabled citizens in Yogyakarta. Both the driver and also the user were disabled person. Difa Bike provided employment solutions for people with disabilities in Yogyakarta. This research applied a qualitative method by using a case study approach. The result was digital technology provides additional value into the Difa Bike UMKM business process. It utilised digital technology in the form of public Wi-Fi network, digital application optimization, and digital marketing strategy optimization as well. These triggered a positive change in the business process and impact output that empower people with disabilities. Another result was, the success of society economy empowerment through UMKM needed to be supported by the stakeholders. They would need support and facilities from other parties, such as free Wi-Fi access, special promotional programs, training program access and UMKM digital ecosystem assistance program access as well. The strengthening of digital entrepreneurship ecosystem for UMKM in Yogyakarta need to involve collaboration of pentahelix 5K, namely Kota (City), Kampung (Village), Komunitas (Community), Kampus (Campus), and Korporasi (Corporation). The strategy implementation is a smart city concept in Yogyakarta which covers smart people, smart living, smart mobility, and smart economy. The research will offer contributions for entrepreneurship-model development, especially for people with disabilities through optimising the use of digital technology and strengthening collaboration among stakeholders. The digital transformation and entrepreneurship innovation provide operational advantage, business continuity, improved relationships among businessmen, society, and market, as well as the development of new business models.



SPECIAL TRACK 10
THE SIGNIFICANCE OF INNOVATION IN
ENTREPRENEURSHIP

Session Chair:
Jeongsoo Han

Session Time:
13:30-14:45

**Business plan for 'Visualize': A Business Simulation Games app for
Business students in the UAE**

Lamyah Mahjabeen

ABSTRACT

Background & Aims: In schools, the Business subject is till date very theory-oriented. During my experience as an A-level Business teacher in Dubai, I felt that due to the pressure of finishing the portions on time, students miss out on the opportunity to study an action-oriented subject like business in an action-oriented manner. This led me to the idea of creating a Business Simulation Games (BSGs) app called 'Visualize', which would replicate real-life Business scenarios and help teach the subject through experiential learning, while adhering to our sustainable development goals to reduce the amount of carbon footprint produced in the process of game development.

Research aim: to develop a practical business plan for 'Visualize' **Research objectives:**

To analyse the current market conditions and demand in UAE for the project

To analyse the services provided by existing EdTech companies in the UAE and other educational game apps.

To develop a competitive advantage for 'Visualize'

To develop an effective MARCOM strategy to reach out to the target market. 5.To examine the feasibility of the project.

Design/methodology/approach: We have used primary and secondary research methods to meet the different objectives. While the primary data is quantitative in nature, the secondary data is qualitative. The primary research method used here is questionnaires (made with Qualtrics), which were sent to Business students and Business teachers via email or WhatsApp.

Findings: Based on our primary and secondary research we have found: The existence of a strong target audience in UAE who can be made aware of our product through proper marketing and who are willing to purchase our app given the affordable pricing. EdTech services in UAE and worldwide are very diverse, ranging from online classes to use of AI in schools. In similarity to our idea, there are a few BSG apps in the app store, who we would like to compete with in terms of price and value. Our unique selling point is that it is one app which contains a wide variety of BSGs on different Business disciplines and is offered at an affordable price without in-app purchases and advertisements Using the RACE framework, we have come up with an effective strategy starting from raising awareness among our target audience to converting our leads into sales. Following the Profit First System and our projected effective cash flow management, this project can be executed in the most feasible manner, with very less risk of going into losses and debt.

Contributions/Implications: Our research has contributed to the extensive research carried out, after the COVID-19 pandemic, on the use of technology in the educational sector in the UAE. For any future research, it would be beneficial to study the impact of student's gender, school curriculum and student's country of origin on the selection of choices in the questionnaire.



SPECIAL TRACK 10
THE SIGNIFICANCE OF INNOVATION IN
ENTREPRENEURSHIP

Session Chair:
Jeongsoo Han

Session Time:
13:30-14:45

**Examining the integration of marketing and supply chain functions with
the application of innovative practices in private sector firms**

Kamran Tariq Bhat

ABSTRACT

An organisation's fundamental objective is to maximise and endow customer value and satisfaction in an effort to achieve profits. According to the literature, organisations must successfully integrate their supply chain management and marketing management functions in order to accomplish greater customer value creation, operating efficiency, and performance. This article examines the extent and significance of the link between supply chain management and marketing in order to develop and evolve a deep understanding of it keeping innovative tools and functions in the prospectus. Integration of the supply chain and marketing is an instrumental process of strengthening several aspects of organisational performance. Further, the application of innovative technology and processes plays a pivotal and game-changing role in it. The aim of this study is to assess the influence of supply chain and marketing integration strategies, along with the in-depth study on the innovation in these functions, on multinational corporations. In order to meet the research aim, the study employed a quantitative research methodology. The target population were the employees working in private global organisations and possessing designated marketing and supply chain teams. Questionnaires by means of the survey were used to collect information regarding internal supply chain – marketing integration, supplier integration, customer integration and performance of the firms. Data collected was cleaned, structured, and analysed using SPSS. The results indicated that there was a favourable and substantial relationship between the functions of supply chain management and marketing and firm performance. This research suggests that if an organisation focuses on the aspects examined and discussed in this report and succeeds in effectively implementing them, they would be able to attain and manage optimal integration levels, resulting in improved performance, increased efficiency, enhanced customer value and greater profitability.



SPECIAL TRACK 10
THE SIGNIFICANCE OF INNOVATION IN
ENTREPRENEURSHIP

Session Chair:
Jeongsoo Han

Session Time:
13:30-14:45

The impact of psychological empowerment towards mobile commerce acceptance among business owners (SMEs) in Selangor

Narehan Hassan, Megat Muzzamir Megat Abu Bazar and Nur Athirah Sumardi

ABSTRACT

The term "new digital transformation" refers to the implementation of new technologies, talent, and processes to improve business operations and customer satisfaction. It has taken on even greater significance, particularly during the COVID-19 pandemic. Mobile commerce is one of the digital transformation platforms that offers a transaction gateway to users of multiple devices. The goal of this study was to see if there were any links between psychological empowerment (need for achievement, need for affiliation and need for power) and mobile commerce acceptance (perceived usefulness, perceived ease of use, trust, personal initiatives and characteristics, context) among business owners (SMEs) Selangor. This study's population is bounded to SMEs business owners in Selangor, Malaysia. A quantitative research methodology was used, and data was gathered through the use of questionnaires. In the parent study, data was collected using a purposive sampling technique with 350 questionnaires distributed via an online platform. Following that, 331 usable questionnaires were analysed using the current SPSS technique and reporting procedures. The findings revealed that two of the three antecedents of psychological empowerment were significantly related to SMEs business owners' acceptance of mobile commerce. This study believes that the findings will help to improve or innovate business strategies, particularly those involving mobile service programmes.



STUDENT TRACK 8: POSTERS
BUSINESS & PSYCHOLOGY

Session Chair:
Anita Kashi and
Denise Andrzejewski

Session Time:
13:30-14:45

Exploring the role of conformity and self-control in the well-being of middle-aged individuals from a collectivist culture: Narrative analysis

Anusuya Subramanian and Magdalena Mosanya

ABSTRACT

Background & Aims: The concept of well-being was first perceived as universal. However, upon the development of newer psychological research and literature, it was found out that well-being has various contributing factors. Although some of these factors may remain common universally, such as good health, supportive relationships with peers and family, positive affect, and life satisfaction, some factors may differ across- culturally. Cultural differences have been widely discussed based on Hofstede's cultural dimensions, with the collectivism/individualism dimension being one of the most widely recognized distinctions between types of culture. There is an imbalance in well-being-related studies, with a scarcity of research on non-Western individuals. Furthermore, after Eriksonian lifespan theory, middle-age constitutes an important stage in life-defining generativity versus stagnation, but such a group is understudied. Most Western-originated studies consider conformism, adherence to rules and norms, and self-control to uphold the facet of authoritarianism and restrictions negatively contributing to well-being. However, for collectivistic cultures that value interdependence and social relationships, conformism may contribute to enhanced well-being. The aim of the following research study was to explore the role of social conformity and self-control in the lives of middle-aged adults from a collectivist culture. We have formulated the following research questions:

1-Seeking to understand the meaning of social conformity and subjective well-being within Indian individuals.

2-Does the construct of self-control and the act of altering one's conduct to the required customary norms contribute to the subjective well-being of middle-aged individuals from a collectivist culture?

Design/methodology/approach: The research study, due to its highly subjective nature, utilized a qualitative design approach and implemented a narrative analysis aiming to explore the experiences of eight middle-aged adults with social conformity and self-control. The participant's narratives were extracted from semi-structured interviews which were recorded with consent and then transcribed using video conference platforms and transcription tools. The narratives were then analysed, section by section.

Findings: The results and findings of the study indicated that middle-aged adults from a collectivist culture sought a sense of subjective well-being by conforming to the rules and norms of their society and surroundings, as it aided them in developing a sense of belonging and identity in their community. Interdependence of their identities was a primary source of the relationship between conformism and well-being.

Additionally, participants felt at a state of academic, professional, and financial well-being by conforming to regulations and practising self-control, and refraining from spontaneous hedonism.

Contributions/Implications: Due to the wide-spread evidence of western psychological literature that explores the authoritarian and restrictive nature of social conformity and control, there has been a gap in the literature that pertained to social conformity's role in well-being in collectivist cultures. The present research contributed to a novel understanding of how social conformity enhances the functioning of individuals who originate from a culture that is not individualistic in nature. Therefore, we have shed new light on conformist and well-being associations and provided significant knowledge on understudied populations.



STUDENT TRACK 8: POSTERS
BUSINESS & PSYCHOLOGY

Session Chair:
Anita Kashi and
Denise Andrzejewski

Session Time:
13:30-14:45

Picture-Perfect: The Moderating Role of Perceived Social Support in Perfectionistic Self-Presentation and Social Anxiety

Liana Dsouza and Anita S. Kashi

ABSTRACT

Background & Aims: The experience of social anxiety, while common, is especially prevalent among the university student population. When in interpersonal settings, socially anxious individuals may attempt to evade rejection or embarrassment by projecting a seemingly perfect image of themselves. Research indicates that such perfectionistic self-presentational strivings are often counterproductive, resulting in heightened anxiety. As implicated in the perfectionism social disconnection model, perceived social support might serve as a buffer against the adverse consequences of perfectionistic self-presentation; however, this buffer effect remains largely understudied in the context of social anxiety. Hence, attempting to address this gap, the present study aimed at examining the moderating effects of perceived social support, having hypothesised that it would moderate the relationship between perfectionism self-presentation and social anxiety.

Design/methodology/approach: The present study was quantitative, employing a non-experimental and within-group design. Participants comprised 163 university students studying in the UAE and were recruited via social media platforms using convenience sampling. Three standardised questionnaires were administered online with the help of a Qualtrics survey. These included the six-item Social Interaction Anxiety Scale (Peters et al., 2012), the Perfectionistic Self-Presentation Scale (Hewitt et al., 2003), and the Multidimensional Scale of Perceived Social Support (Zimet et al., 1988). The data collected was subjected to a moderation analysis using PROCESS Macro 3.5v on SPSS to test the hypothesised moderating effect of perceived social support on the relationship between perfectionistic self-presentation and social anxiety.

Findings: The results revealed that the overall (moderation) model was statistically significant, accounting for 11% of the variance in social anxiety. However, only perfectionistic self-presentation emerged as a significant predictor of social anxiety. The interaction between perfectionistic self-presentation and perceived social support was non-significant, thus implying no moderation effect.

Contributions/Implications: From a theoretical standpoint, the self-presentational and cognitive models of social anxiety were supported and found applicable to perfectionistic self-presentation (PSP), thus broadening the scope of these grounded theories. Further, partially substantiating the perfectionism social disconnection model, the findings did reveal that participants low in perceived social support reported high scores on PSP and social anxiety. With its relatively large and ethnically diverse sample, this study has positive implications for students, educators, and mental health professionals. Most importantly, it highlights the pervasive nature of perfectionistic self-presentation, considering that even perceived social support could not moderate its effects on students' social anxiety. Likewise, there may be implications for counselling and therapy as perfectionistic self-presenters, while less likely to seek professional help, may also create barriers to treatment due to their perfectionistic strivings and fears of being stigmatised by others. Thus, it could be recommended to address PSP in clinical and counselling settings to resolve the anxiety and distress caused by self-blame, negative anticipatory processing, and discrepancies between one's real and idealised self. Lastly, the complex and multifaceted nature of perfectionism and its various forms, including perfectionistic self-presentation, offers a broad scope for future theoretical and empirical research. Considering the present global circumstance plagued by the emergence of Covid-19, the implications offer opportunities to investigate online manifestations of PSP while accounting for the possible role of perceived social support.



STUDENT TRACK 8: POSTERS
BUSINESS & PSYCHOLOGY

Session Chair:
Anita Kashi and
Denise Andrzejewski

Session Time:
13:30-14:45

Impact of COVID-19 on Medical Caregivers: Exploring the Lived Experiences of Indian Nurses in the UAE

Mily Alice Byju and Anita Shrivastava Kashi

ABSTRACT

Background & Aims: A vast number of studies published during the pandemic have highlighted the importance of prioritising the mental health of healthcare workers, especially of nurses, due to their frontline involvement with patients and on-the-ground involvement with the patient's welfare and their families (Galehdar et al., 2020; Huang et al., 2020; Puradollah & Ghasempour, 2020; Shreffler et al., 2020). With regards to the prevalence of work stress among nurses during this time, available evidence has noted the significant impact of the pandemic on the work motivation and lifestyles of nurses; Nurses have reported feeling distressed and less motivated due to increased work stress (Alharbi et al., 2020; Luo et al., 2020). Although much research evidence is available on concepts of work-life balance and the impact of the pandemic on the mental health of nurses worldwide, it was observed that there was a paucity of literature exploring the same within the United Arab Emirates. In the UAE, the majority of the nurses belong to expatriate backgrounds with Indians composing the majority nationality (Al-Yateem et al., 2020; Paulo et al., 2019). Considering the value of exploring the extent of cultural beliefs in shaping the nurses' narratives, the current study aimed to explore the impact of the COVID19 pandemic on the work-life balance of Indian nurses in the UAE and capture the personal experiences of a few nurses that worked during the time.

Aim: To explore the challenges of the COVID-19 pandemic and strategies to deal with the work and home front among Indian nurses in the UAE

Research Questions:

How has COVID-19 impacted the work-life balance of Indian nurses in the UAE?

How do Indian nurses in the UAE make sense of their professional and personal lives?

What are the coping strategies used by nurses in this region, especially during the COVID pandemic?

Design/methodology/approach: This study employed a qualitative approach and collected data via semi-structured interviews. Seven female nurses were recruited with the help of opportunistic sampling via acquaintances. Participants were recruited based on a set of inclusion and exclusion criteria via opportunistic sampling with the help of acquaintances. Semi-structured interviews ranging from 30 mins to an hour were conducted via an online conferencing application. Transcripts from the interviews were analysed with the help of IPA.

Findings: Three superordinate themes formed were 'Nurses' views on the pandemic', 'How are nurses coping with the situation?' and 'What are nurses saying right now?'. Key findings present some of the coping strategies that were used by the nurses during the pandemic, discuss the current status of work-life balance among nurses in the UAE and the nurses' perception about their work and personal life.

Contributions/Implications: The major implications of this study were to explore the application of these concepts within the UAE and to contribute to academic literature to support the nursing workforce, especially within this region.



STUDENT TRACK 8: POSTERS
BUSINESS & PSYCHOLOGY

Session Chair:
Anita Kashi and
Denise Andrzejewski

Session Time:
13:30-14:45

Profitability of General Insurance Companies in India: Micro and Macro Antecedents

Soumya Sasidharan, Ranjith V K and Sunitha Prabhuram

ABSTRACT

Background & Aims: The insurance industry is a vital component of any economy, particularly a country's financial market. The insurance markets are a key feature of economic development that promotes a mechanism for savings, provides transfer risks, promotes investment activities, provides social and financial advantages in the society by indemnifying for losses, reductions in fear, anxiousness, and increasing employment. With the increased intensity of the competition, insurers are striving to maintain and enhance their profitability for a major source of capital growth and shareholder value creation. The identification of the profitability of insurers and the evaluation of their impact is even more crucial under adverse macroeconomic conditions. Improving the financial performance of insurance companies is a prerequisite for the growth of the insurance industry and the economic development of the country. The attempt to investigate the monetary performance of the insurance firms is due to a lack of empirical research in the general insurance sector in India on the fiscal performance of insurance firms focusing on firm-specific (internal) and macroeconomic aspects (external). However, while the financial performance of life insurance firms has been widely investigated, a research study on the variables determining the financial performance of general insurance institutions in India has received little attention. The objective of the present study is to analyse the firm-specific and macroeconomic factors that impact the profitability of general insurance companies in India.

Design/methodology/approach: The Insurance companies in India were studied using econometric panel data of 21 firms for ten years, from 2010-2011 to 2019-2020. The main explanatory variables have been identified from potential studies to establish their relationships and effects on financial performance. Firm-specific factors (firm size, financial leverage, retention ratio, liquidity, premium growth rate, loss ratio, reinsurance dependence, and macroeconomic factors (market share, GDP per capita, and inflation) are included in the model. For microeconomic (Firm-Level) Variables, the study used secondary sources of data from audited financial statements of the company. The study utilised the World Bank Data for Macroeconomic Variables. Return on Assets (ROA) and Return on Equity (ROE) are two important variables used to assess profitability. Following the Hausman test results, the random-effect model was used to achieve these research goals.

Findings: Findings revealed that retention ratio, premium growth, and market share significantly positively affect the ROA while, on the other hand, loss ratio, liquidity, and inflation have a significant negative effect on the profitability (ROA). Other factors including size, reinsurance dependence, leverage ratio, and GDP per capita have no significant effect on the profitability (ROA) of insurance firms. Furthermore, the variables that significantly affect the performance in terms of ROE are firm size and financial leverage holding a positive impact.

Contributions/Implications: Our research sheds light on the relationship between firm-specific factors, macroeconomic factors, and firm performance in the Indian economy over a ten-year period.



STUDENT TRACK 8: POSTERS
BUSINESS & PSYCHOLOGY

Session Chair:
Anita Kashi and
Denise Andrzejewski

Session Time:
13:30-14:45

The Effect of COVID 19 on the Well-being and Academic Attainment of Emirati tertiary students

Mouza Ahmed

ABSTRACT

Background & Aims: The purpose of this study was to evaluate the impact of COVID 19 on Emirati students considering both their emotional well being and academic achievement.

Design/methodology/approach: This was a mixed methods design utilising a survey with a variety of question types from Likert Scale to open ended questions. Convenience sampling was used so as to adhere to ethical guidelines and participants were all female students at the Higher Colleges of Technology within easy access of the researcher. All survey responses were both anonymous and confidential. A high response rate was achieved with 40 out of 50 students returning the survey.

Findings: Findings indicate that COVID 19 has had a significant negative impact on Emirati students, on both their emotional well-being and academic attainment. The majority of participants in this study claim that the pandemic negatively impacted their mental health, citing stress and discord as having increased. An interesting finding was that many participants also reported feeling bored during the pandemic. Dietary patterns were also identified as a negative impact of COVID with 74% of participants referring to an increased weight gain – again leading to a decreased sense of well being. Despite classes continuing online, the majority of students were concerned with the decrease in their final grades and resulting lower GPA.

Contributions/Implications: This study highlights the issues that Emirati tertiary students faced during the pandemic and the need to develop effective strategies to combat both mental health concerns and academic grade loss. Intervention measures such as developing ways for students to feel connected, academically engaged and active are necessary in this situation to minimise the negative consequences of living in a pandemic world.



STUDENT TRACK 8: POSTERS
BUSINESS & PSYCHOLOGY

Session Chair:
Anita Kashi and
Denise Andrzejewski

Session Time:
13:30-14:45

Social Trends in the United Arab Emirates

Anood Mohammed

ABSTRACT

Background & Aims: The impact of excessive phone usage on family time in the UAE for Emirati youth

Design/methodology/approach: Mixed methods survey design using non random convenience sampling. As part of ethics approval only other Higher Colleges of Technology students were surveyed. Fifteen students responded to the survey. We understand this is a limitation, however it provides data which, to some extent, is transferable to the general population.

Findings: Respondents' answers were mixed, indicating that both family time and phone time are important to Emirati youth. In reality students claim they spend 4-5 hours per day on the phones, at the expense of family time. Some students (18%) indicated that they prefer phone time over and above family time. The majority of participants agreed that phone time compromises time with family and creates a distance, however they are reluctant to give up this phone time. Participants indicated the negative consequences of excessive phone time such as depression, disturbed sleep and obesity. Participants believed that the cause of the excessive phone use is both down to the family culture and the individual.

Contributions/Implications: The excessive phone use among Emirati youth is significant and contributes to reduced quality of family life along with issues such as depression. More should be done to raise awareness of this issue and to build a more harmonious and communicative family unity.





TRACK 9
TECHNOLOGY IN EDUCATION

Session Chair:
Philip Anderson

Session Time:
13:30-14:45

Monitoring Student Engagement in Distance Learning: An Action Research to Examine and Measure the Behavioral Engagement of Students

Fehmida Hussain and Engie Bashir

ABSTRACT

Educators and policymakers have widely researched student engagement, an essential yet complex construct strongly associated with a student's academic performance. A plethora of literature is available on student engagement with considerable agreement on the multi-dimensional nature of student engagement, broadly categorised as affective, behavioural, and cognitive engagement (Appleton et al., 2008; Jimerson et al., 2003). Though affective and cognitive indicators are equally important dimensions, the focus of this paper is behavioural engagement which includes observable student actions such as participation in class and extra-curricular activities, attendance, and work habits (Fredricks et al., 2004). Along with exploring the phenomenon of 'behavioural engagement,' this study applies Learning Analytics to a set of student behavioural engagement and academic performance data. Literature shows that Learning Analytics (LA) data can help teachers predict learners' performance and recognize behavioural patterns (Anderson, Rourke, Garrison, & Archer, 2001). Studies on the use of LA are mostly based on deploying Virtual Learning Environment data like Moodle to observe learners and engage them in online learning, visualising and clustering learner groups. When observing student behavioural engagement in online learning classrooms, we have realised how some students lose interest over time. This manual approach of measuring students' behavioural engagement through traditional observation has shown its limits in the online learning environment. In this study, we propose the use of Insights generated by MS Teams as an automated technique for (1) monitoring digital engagement of students and (2) for applying learning analytics to guide academics to understand their students' learning behaviour, classify them into learning groups (also referred to as behavioural learner archetypes) and take proactive measures and timely action across for each group across their learning modules and extra-curricular activities. The study aims to introduce a proof-of-concept that applies Learning Analytics to observe and measure students' behavioural engagement classifying them into learner groups which can be further used to guide and support students in their academic journey. For this study, we selected final-year undergraduate students from the BIS/IT programme. The chosen sample consisted of 26 students with their corresponding online engagement data and academic performance data across four modules. For each module, the online engagement data of the enrolled students was captured through MS Teams Insights. It comprised of (1) attendance, (2) digital activity and (3) communication history, namely (3.1) posts, (3.2) replies and (3.3) reactions. Hierarchical Clustering in R and visualizations in the form of heatmaps and dendrograms were used to reveal groups of students. The findings revealed that academic achievement cannot always be predicted by the student's online behavioural engagement. For example, the "Unpredictable Grade Struggler" represented 18% of the students who had high attendance and high digital engagement but still struggled to achieve a high grade, whereas the "Unpredictable Free Rider" comprised of 7% of students who managed to pass though anticipated to fail because of their low attendance and low digital engagement. Furthermore, the findings also indicated that a student's online engagement behaviour is consistent across the four modules; however, his/her academic achievement might change from one module to another. Hence, resulting in being associated to different learner groups. In this case, the student's overall learner archetype across all modules differs from his learner archetype in separate modules. Lastly, the results showed that students who were actively engaged in their modules i.e., the "Predictable High Achiever" and "Unpredictable Grade Struggler", engage in other extra-curricular activities. In summary, this study revealed seven STUD_U_ONAS by only examining behavioural and academic performance data of students in four modules during one academic year and in one programme of study. The STUD-U-ONAS can be further enriched by considering additional data relating to students and their modules. The data could include, but is not limited to, students' demographics and background

TRACK 9
TECHNOLOGY IN EDUCATION

Session Chair:
Philip Anderson

Session Time:
13:30-14:45

Secondary School Teachers' Views and Experiences of Pupils' Learning Using the Internet

Marwa El-Gaby

ABSTRACT

Learning using the Internet is now a significant issue in education due to the spread of, and advancement in, educational technology (EdTech). This is especially the case in light of the recent pandemic. This research focuses on secondary school teachers' views and experiences of pupils' learning using the Internet, and related learning concepts. The research draws on findings from surveying school teachers in Britain and the United Arab Emirates (UAE).

A mixed-methods approach was used in order to examine current and changing views and experiences of teachers. Both qualitative and quantitative data were gathered during interviews and questionnaires with secondary mathematics teachers from different schools. The mixture of methods was utilised deliberately to explore the various dimensions of the themes related to the Internet and learning. Data were collected from 9 teacher interviews and 56 teacher questionnaires, and were analysed using a thematic approach.

The analysis of the findings shows that the pandemic unleashed many potential benefits of the Internet for secondary school pupils' learning. Uses during the pandemic changed teacher views on pupils' internet usage for learning purposes in a positive manner. Self-directed learning (SDL) and pupils' attention were found to be important concepts to the internet and learning when explored. Emerging issues that connected to the explorations were: access to technologies; skills and training; and variability in experiences between individual pupils.

The findings indicate that despite the positivity on internet usage, there are remaining challenges in the way to improving overall pupils' educational experiences. More nuanced discussions on the concepts of pupils' access, attention, individuality, SDL, and skills, would further enrich the Internet's potential for learning.



TRACK 9
TECHNOLOGY IN EDUCATION

Session Chair:
Philip Anderson

Session Time:
13:30-14:45

Technology in Education: Boosting Motivation and Building Resilience

Jessica Saba, Jacinta Dsilva and Nadia Awaida

ABSTRACT

Background & Aims: For many years, motivation has been teachers' main focus as it is a crucial component of learning. In the 21st century, motivating students in their educational journey has become even more challenging due to the influx of technology. Generally, learning is a challenge by itself since it necessitates keeping the students engaged and active all the time. Preserving students' motivation in several courses is very difficult, especially when courses are theoretical in nature. Students might feel that what they are learning is of little use to them, which might create an obstacle in many courses- more so in recent years due to technological advancement. Lack of motivation and low retention span are usually the case in any course and any classroom without a pandemic being present to change the norm and introduce new modes of teaching and learning. By the end of 2019, COVID 19 hit the world and the World Health Organisation (WHO) declared it as a pandemic in March 2020. Most countries decided to declare lockdown; in other words, social distancing, as one of the possible safety measures to control the health hazard. Technology has been a vital component of teaching and learning in the 21st era, and its expanding use in teaching and learning has improved methods of teaching from traditional to the most flexible methods particularly during the unprecedented times. During the lockdown, the only possible option to continue education was to go online. The success of learning online is dependent on digital skills, availability of educational technologies, and good internet networks in the learning environment. The technological tools such as Microsoft Teams, Moodle, and many other relevant Edtech support have kept students motivated to learn to quite an extent. The tools have served as a means of communication and motivation in both theoretical and practical courses. Teaching and learning during the pandemic would have never been successful, had these technological advances not existed. The main objective of this study is to investigate how technological tools in education have kept students resilient and motivated during the challenges of online learning and provide educators with a better framework of tools to be utilised to enhance student motivation and experience during online learning.

Design/methodology/approach: At this stage, the paper is conceptual in nature and the approach used is a systematic literature search. Future studies will be conducted using a mixed methodology to understand students' and teachers' perceptions towards the use of educational technology to motivate students to continue their education with the same zeal as the traditional face-to-face mode.

Contributions/Implications: This study contributes to an already existing body of discussion related to technology in education during pandemic times and would like to support the understanding that technology is the way forward. The education system will have to embrace technology to increase the motivation and resilience among students in the post COVID era.



TRACK 9
TECHNOLOGY IN EDUCATION

Session Chair:
Philip Anderson

Session Time:
13:30-14:45

Adapting the Community of Inquiry Framework into Elementary School Pedagogy

Alison Burrows

ABSTRACT

Background: The integration of technology into classrooms is a challenging undertaking and many education organisations and teachers have failed to effectively integrate technology to increase student achievement (OECD, 2020). The factors that hinder effective technology integration are classified into two categories: First-order barriers and second-order barriers (Ertmer, 1999). First-order barriers to technology integration are obstacles that are external to the teachers (Ertmer, 1999). Second order barriers are internal to teachers and include teachers' attitudes, pedagogical beliefs, self-efficacy, and willingness to change instructional practice (Cuban, 2018; Delgado et al., 2015). Although the research supporting the positive relationship between technology integration and student achievement is limited (Escueta et al., 2017) and teachers face barriers to effective technology integration, education technology is still beneficial when done appropriately.

Method: A needs analysis occurred in January 2020 (pre-pandemic) at K-12 private international schools in Dubai and consisted of 245 elementary school teachers. The purpose of this study was to examine how certain factors affect elementary school teachers' ability to integrate technology in the classroom. These factors include participants' perceptions about technology self-efficacy, pedagogical beliefs, quality of technology-related professional learning (PL), and amount of planning time provided to help teachers integrate technology. A convergent parallel mixed-method research design was implemented to collect data.

Findings: Findings from this examination revealed that technology self-efficacy, professional learning, and time manifest as barriers to technology integration. Findings about teachers' technology self-efficacy were inconsistent. The quantitative data showed teachers generally have high levels of technology self-efficacy whereas the qualitative data suggested that teachers have low levels of technology self-efficacy when it comes to using unfamiliar digital tools and evaluating technology. Lack of time appeared as the largest barrier to technology integration and the quality, relevance, and collaborative potential of PL was the second largest barrier to technology integration. Given these data, elementary school teachers were not prepared to deliver high quality online instruction during the pandemic. As such, suggestions for adapting the Col into elementary school technology-integrated teaching are currently being researched and will be reviewed in this presentation.

Contributions/Implications: The Col framework can provide teachers with a structure to support their ability to effectively integrate technology into their instructional practice (Garrison, et al., 2001) and it is comprehensive enough to be applied to instructional practises regardless of what digital tool a teacher is using (Anderson, 2017). The Col framework has been widely integrated into higher education contexts that use online and blended learning as the primary form of instruction (Doo & Bonk, 2020; Garrison et al., 2010). However, because the Col framework stems from sociocultural theory (Garrison et al., 2001) it has the potential to be adapted into a framework that can support elementary school teachers.





SPECIAL TRACK 6
WELLNESS OFFICE

Session Chair:
Lynda Hyland and
Mariam Abonil

Session Time:
13:30-14:45

Shall we dance? Recreational dance, wellbeing and productivity during Covid-19

Michela Vecchi, Patrick Elf, Charles Dennis, Akiko Ueno, Athina Dilmeri, and Luke Devereux

ABSTRACT

Mental health problems are increasing worldwide, contributing to a decline in wellbeing. Alarming, the proportion of adults experiencing symptoms of depression has greatly increased during the COVID-19 pandemic, posing a great challenge for individuals, their families and their workplace. Research shows that one of the reasons for poor productivity at work is low level of wellbeing among employees. Physical exercise has long been considered a powerful means to fight mental illness and improve wellbeing. More recently, (recreational) dance has gained ground among psychologists and neuroscientists because of its enhanced effects on several brain functions and on wellbeing in general. However, research into recreational dance and its association with wellbeing and economic outcomes remains widely unknown. The primary goal of this multidisciplinary study is to investigate the relationship between recreational dance, wellbeing and productivity. More specifically, our research aims to answer the following questions:

Does dance play an important role in promoting wellbeing?

Does dance affect an individual's working life?

Can dance have a positive effect on productivity in the workplace?

To answer these questions, in November 2020 we conducted an online survey in three countries: Italy, Brazil and the UK. We collected data for two groups of respondents: those performing recreational dance and those performing other types of physical exercise (control group). All respondents included in the analysis (obs. 1,496) were in either employment or self-employment, primarily in non-dance related occupations. We conducted our analysis using Mahalanobis nearest-neighbour matching and Structural Equation Modelling (SEM). Our results show that dancers have experienced significantly higher levels of wellbeing during the pandemic and this has been positively related to their performance in the workplace. The effect of dance operates both indirectly, via improvement in wellbeing, and directly. Drawing on insights from the psychology and neuroscience literature, we suggest that the direct effect of dance on productivity is due to higher cognitive skills among dancers facilitated through the greater complexity of dance as a physical activity. The relationship between dance, wellbeing and productivity is observed in all three countries with stronger effects found in the UK, a country characterised by tighter cultural norms compared to Italy and Brazil. Our results imply that promoting dance more widely as a recreational/physical activity for all ages can have beneficial effects for individuals and their organisations. Companies should consider introducing dance programmes for their employees because of the positive effect on wellbeing and productivity. Our study also suggests that national statistical agencies should collect more information on different dance and physical exercise practises to complement existing surveys on wellbeing. This would allow not only to expand our analysis using nationally representative samples but also to explore other economic outcomes. For example, dance is a very creative form of exercise and creativity is related to innovation, which is crucial for countries' growth performance, competitiveness and sustainability. The evidence on these issues is very limited or non-existent and further exploration is needed to fully uncover the benefits of dance on individuals, the economy and society in general.



SPECIAL TRACK 6
WELLNESS OFFICE

Session Chair:
Lynda Hyland and
Mariam Abonil

Session Time:
13:30-14:45

**A study to explore the various spiritual dimensions and their scientific
and practical application towards holistic wellbeing at work,
academic, and personal spaces**

Debapriya Sengupta Roy

ABSTRACT

With the on-going coronavirus crisis and chronic illnesses hounding human population, not to forget the growing concerns and parallel awareness around mental health, its implications predominantly on the younger population has surfaced world over as a serious and legitimate subject to be investigated, understood and resolved with time, using the right tools and techniques in all spheres of life, be it workplaces, academic institutions and our core periphery (family). A number of tools like meditation, yoga practises, minimalism, self-awareness have been adopted as systematic processes within institutions, a number of times showing scientific evidence in helping control psychosomatic diseases and effectively managing stress and help elevate wellbeing. Besides these known practises of yoga, meditation, mindfulness, pranayama (breathing practises), a very important concept which has taken the world by storm in recent years is spiritual wellness. This field has grown to include various disciplines, such as healthcare, entertainment, education, social work, human resources, economics and management studies, leadership studies, agriculture, fashion, television, major businesses, politics, political policy and citizenship. Certainly, this is driving integrative medicine, which is gaining significant traction in the medical community, so also, is psychoneuroimmunology or immunopsychiatry, a concept with deep roots in spirituality, psychology, bioscience and neuroscience. This research aims at exploring the following spiritual variables, then suggest a concrete uniform framework, through the findings, aiming to provide a structure of spiritual well being, which in turn can be practically applied to any individual or institutional space, applicable to any age group or target, since the objective is to address the common challenges faced by all target segments and facilitate by connecting to common fundamentals of wellbeing irrespective of faith and religion, rather based on core humanistic values of wellbeing derived from ancient philosophy, wisdom from various schools of thought, traditional healing proven practises from the east and west and channelizing one's energy through the powers of consciousness, nature, breathing practises, minimalism, self-awareness and more.

Design/methodology/approach: Secondary data to show evidence of past proven work by referring texts, data, scriptures, cases of healing, study success stories of improved cognitive abilities, enhanced creativity and concentration levels through the application of spiritual education and values. Primary data will be collected through interaction with school children, teachers, parents through questionnaire mode and recording responses while conducting small tests through presentation mode.

Findings and Contributions- The findings will help to design a structure/ provide practical tools which can be implemented in institutions, personal and work spaces to improve focus, help find purpose, motivation, elevate cognitive and creative abilities and provide a pathway to sustained feeling of wellbeing by applying principles of spirituality in all spheres of life.



SPECIAL TRACK 6
WELLNESS PFFICE

Session Chair:
Lynda Hyland and
Mariam Abonil

Session Time:
13:30-14:45

Significance in professional place and personal space for the altruistic academic, the efficient expert, and the rigorous relaxer: Work infused with meaning, and free time imbued with fulfilment

Konrad Gunesch

ABSTRACT

Background & Aims: This research combines macroeconomic, sociopolitical, psychological and philosophical analyses and approaches for furthering our understanding of contemporary and future workplaces, related to the meaning of, and the fulfilment from and in our work. Located at the intersection of home, public and cyberspaces, the transdisciplinary analysis draws from some of the most eminent scholars of the fields of macroeconomics, politics, psychology and philosophy. Three authors and their writings are synthesised and analysed in depth: Bertrand Russell's historical and philosophical view on human work and leisure, David Graeber's current macroeconomic analysis of modern work paradoxes, such as inverse relationships between work's social value and its reputation, remuneration, or self-sacrifice, and finally Yuval Noah Harari's futuristic outlook of the algorithmic potential of globally interconnected machine labour.

Design/methodology/approach: These writings are then placed in the context of two paradigm shifts, namely the automation and abundance economy, enriched by insights from the fields of nanotechnology and social robotics. Russell's seminal essay of lasting contemporary relevance, 'In Praise of Idleness', applies Depression-era insights and lessons to modern workplace environments as well as human interactions and identifications. Graeber's reasons and symptoms for a phenomenon of socially questionable jobs are furthered to three macroeconomic solution models. Harari suggests that worldwide algorithmic processing power and machine connectivity might make much of today's work and habits, even those of highly trained specialists, redundant.

Findings: With the aim of benefitting society via human health and happiness, political prosperity, and positive national production, this research then tries to formulate suggestions for personal and political, individual and institutional, as well as national and global positions and policies on work perception, work-life balance, and the relationships between education and work as well as between work and leisure.

Contributions/Implications: The methodological contribution lies in the multidisciplinary character of the applied macroeconomic, philosophical, psychological, and personal perspectives, required for the analysis of the complex intersections and interrelations. More than a multidisciplinary juxtaposition of disciplinary perspectives, or even a more closely related cross-disciplinary attempt at combination and communication of concepts or methods, the transdisciplinary approach of this research articulates and then synthesises conceptual frameworks to transcend the limited worldviews of the involved disciplines into a new understanding and utility of the work, life and leisure nexus. The overall contribution is a fresh view on the social objective and quest for finding meaning in work and working for meaning, as a constant central part of life, and ever more relevant in the 21st century workplace. Further implications of this research cover present social considerations, immediate political actions, philosophical long-term visions, and the physical and psychological welfare of future generations.



SPECIAL TRACK 6
WELLNESS PFFICE

Session Chair:
Lynda Hyland and
Mariam Abonil

Session Time:
13:30-14:45

**Well-being and the future of work: Discussion of initiative and strategies
for women in workplaces**

Ruta Vaidya and Gayathri Haridas

ABSTRACT

That the future of work will be defined by employee well-being is an oft touted sentiment and Covid-19 has only emphasised this further. With the recent changes in the workplace and the redefining of work spaces, our study situates the notion of employee well-being within discussions of digital transformation and the future of work. Drawing on case studies from Singapore and Dubai, as countries helming digitization initiatives and strategies in their respective regions, this study will provide some empirical insights and recommendations on how well-being at workplaces can be managed and enhanced. The presentation will also focus on the gendered dimensions of well-being as there is emerging evidence that the pandemic had a disproportionately negative impact on women's employment and career progression (McKinsey, 2021). Emphasising the theme of resilience, the study will analyse the various aspects of work-home balance among employees, especially women, in Singapore and Dubai and the implications of these factors towards future work initiatives.



Session Time:
14:45-15:15

Closing ceremony

Best Paper Awards (Student Track)

Dr. Fehmida Hussain, Head of Computer Engineering and Informatics
and Chair of Student Research Committee, Middlesex University Dubai

Best Paper Awards (General Tracks & Special Tracks)

Dr. Tenia Kyriazi, Deputy Director Academic Operations and Head of
Law and Politics, Middlesex University Dubai

Concluding Remarks and Wrap-up

Dr. Cody Paris - Deputy Director Academic Planning & Research,
Middlesex University Dubai





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